

Секція 1
ІННОВАЦІЙНІ ЗАХОДИ ОРГАНІЗАЦІЇ ОБЛІКОВО-
АНАЛІТИЧНОГО ЗАБЕЗПЕЧЕННЯ СТАЛОГО
РОЗВИТКУ ПІДПРИЄМСТВ

T. Bochulia, Dr. Econ. Sciences, Prof., Academician of AESU (*KhSUFTT, Kharkiv*)

**INFORMATION REORIENTATION OF MODERN BUSINESS ON
THE WAY OF DIGITAL CHANGES**

Modernization of society and economy in the context of digital transformation, factors and conditions of business development in modern times, expansion of the concepts of information management – all this adapts the subjects of management to the conditions, factors and requirements of the present with a change in the perception of events and phenomena that affects the interpretation of data and forms a new type of information provision.

Most effective approach is to develop a strategy based on digital technologies, since exactly technologies are promising competence of an enterprise that is oriented towards innovative development. Enterprises have discovered that new relationships are not limited to their employees and consumers – the real opportunity was to become part of many new global networks that unite companies, people and things in various industries around the world. This situation and the extent of its impact on the transformation of modern business opens up a new era of economic and social relations – «The Economy of All of Us», when enterprises become part of a single «digital fabric» that combines all aspects of business.

Digitization Driving Strategy is a serious step towards radical changes. Such strategy cannot be defined by a modernization tool that integrated with general business strategy. Digital changes are global transformations that are based on a digital basis, with the incorporation of their basic provisions into the development strategy, business model, operational activities and corporate culture of the enterprise.

At planning and implementing changes the digital instruments is the basis for the formation of the appropriate information provision that should cover all management subsystems without informational asymmetry. Through informational thinking, unity is achieved in involving the subjects of management in real action that is expressed in the integration of knowledge and professional competences with a productive exchange of skills, that is, the implementation of a practical approach to changes.

Technological initiatives become effective provided that the idea of innovation changes as a conscious choice through the change of thinking and acquiring new skills, the use of which allows you to obtain strategic advantages through the «benefits of the pioneers». Technological consciousness means the perception of traditional phenomena and processes in accordance with the ideology of a multimedia society, which rejects established rules with the advantage of perceiving information processes as natural, covering all systems and interconnections. Transformation in traditional thinking should be characterized by a strategic focus, without fragmentary realization, and therefore, it is necessary to allocate the basic tasks of changes in accordance with the level of influence on the activity of economic systems (Table).

Table. Categories of problems of information thinking

General problems	Personified micro problems	Personified macro problems
The universe of principles, methods and procedures	Asymmetry in the formation of information provision of management	Untimely of technological response
Principal hierarchy	The inconsistency of information behavior	Complexity of interaction with the external environment
Denial of options and alternatives	Untimely monitoring of opportunities and threats	The priority of capital with material essence

The process of renewal begins with the change in traditional thinking that is the consequence of understanding the futility of established rules, principles and procedures. This is an objective assessment of the business with the definition of the place of the entrepreneurial structure on the map of the external economic environment. Information thinking inherit the characteristic features of the company's activities that involves identifying unique links in the structure of the principles of organization of activities, in the policy of making managerial decisions, stimulating motivation in regulating professional knowledge and competences, communication policy in the circulation of knowledge. Information thinking is more inherent to innovators, who are able to recognize a problem that is invisible to others and to offer solutions that go well beyond the usual approaches, that is, they are able to think alternatively without patterns.

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