

AGRICULTURAL INNOVATION AND SUSTAINABLE DEVELOPMENT: THE IMPACT OF NEW TECHNOLOGIES ON AGRICULTURAL PRODUCTION EFFICIENCY

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As global emphasis on sustainable development increases, innovative technologies in the agricultural sector are transforming traditional production methods and enhancing agricultural efficiency. This abstract aims to explore the application of new technologies in agricultural production and their impact on sustainable development.

Firstly, the use of smart agricultural technologies, such as the Internet of Things (IoT) and big data analytics, enables real-time monitoring of soil moisture, climate changes, and crop growth conditions. These technologies empower farmers to make data-driven decisions, optimizing water use, reducing fertilizer and pesticide application, and ultimately increasing crop yields.

Secondly, the rise of precision agriculture is changing conventional farming practices. Through satellite positioning and drone technology, farmers can apply fertilizers and pesticides with precision, ensuring optimal resource allocation. This not only boosts production efficiency but also minimizes negative environmental impacts, thereby promoting sustainable agricultural development.

Finally, advancements in genetic engineering have significantly improved crop resilience. For instance, genetically modified crops can withstand drought and pest pressures, leading to reduced pesticide use and lower production costs while decreasing environmental pollution.

In conclusion, the application of new technologies in agricultural production not only enhances efficiency but also contributes to sustainable development. Moving forward, continued promotion of agricultural technological innovation will have profound implications for the sustainable development of global agriculture.

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THE LATEST INFORMATION TECHNOLOGIES IN THE MANAGEMENT OF THE ENTERPRISE'S BUSINESS PROCESSES

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In a competitive digital economy, modern enterprises need the implementation of effective technologies and innovations to ensure their rational functioning and sustainable long-term market advantages. The sustainability and competitiveness of enterprises is formed thanks to the use of digital technologies, the application of a unified information management system, which is directly related to the transformation of existing business processes in accordance with new digital models of economic activity.

Enterprises, using modern information and communication technologies, have given a new meaning information as a resource for their development, increased the value of the intellectual potential of the staff, which is reflected in the products associated with them, provides positive changes and creates benefits. Digital technologies change not only the value chain of products and services, but also strategic decisions participants in business processes, so their implementation should be preceded by an analysis of the company's activities, detection weaknesses and threats to be corrected and avoided, and opportunities to be exploited. It needs optimization and reengineering of the enterprise's business processes.

In the classical understanding of process management of an enterprise, we consider the business process as a set of various types of activities (works, operations), organized in time and space, within the framework of which "at the entrance" resources are used, as a result of this activity at the "output" a product is created, which represents value for the consumer - external and internal. Ground lever, which contributes to the increase efficiency of business operation, there is business process management (BPM) - a systematic approach that gives an opportunity for the enterprise to define its