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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

processes, organize their implementation, and improve the quality of the results processes, as well as the stages of their implementation, which contributes to the achievement of the main goal: bringing processes into compliance with business purposes.

Business process management cycle (process definition – modeling – execution – monitoring – optimization) follows the principles of continuous improvement. When the organization formalizes the processes, then by the same contributes to the growth of their productivity and quality, which simplifies and optimizes their implementation, as a result of which the company's activity as a whole is being improved. Digital transformation of business processes contributes creating a personalized offer and delivering it to the external consumer and the internal client conveniently for them in a way made possible by artificial intelligence technologies, cloud computing and platforms for working with data, mobile technologies, robotics. Together, they allow you to track and analyze the client's experience at all points of presence and interaction with the company.

Digital transformation is the introduction of modern technologies into the business processes of an enterprise. Language it is about the transformation of technologies, data, processes and the structure of organizations. This approach assumes not only the installation of modern equipment or software, but also fundamental changes in approaches to management, corporate structure, external communications. This gives a geometric result at all levels, increases the productivity of each employee and the level of customer satisfaction, and only then does the company acquire progressive and reliable reputation.

At the time of digitalization, economists-managers of a modern company must look at the future from an angle strategic thinking. Management should be adapted to modern challenges and a new philosophy, transformed functions of analysis, planning, organization, motivation and control of the enterprise. When conducting the analysis external and internal environment of the organization, managers can use some tools blockchain based on foresight forecasting. Then they can plan the activities of their company to build from the future to the present, in this case it is necessary to answer the question: "what must be done now in order to achieve what is desired in the future".

At the management level, the key to successful digitalization of an enterprise is the development of its strategy. The company's management must be clearly aware of the need to transition to the "digital path" and understand what benefits will result from this process. Implementation of digital technologies in the company's activities gives a number of advantages, namely: increased production flexibility due to active changes in characteristics production process and ensuring information integration.