

Sustainable Development Of Enterprises With Digitalization Of The Economic Management

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Abstract

Modern globalization and Ukraine's return to the world's monetary region have intensified digitization and agreed to do so as a catalyst of enhanced speed, financial activity and sustained development in monetary substances. Consistent Modernization of current and revolutionary computerized applications and data innovations requires changes in the organization of plans of action of business substances, ways to deal with their administration. Radical changes in the system of business advancement and venture the board forms affected by digitalization sooner rather than later will get vital essential of feasibility and improvement in the computerized environment «state – business – society». In spite of this, the reason for this research is settled as the analysis of world knowledge and the necessities for the transition of projects to advanced governance and the development of the comparative paradigm of the financial revolution and the effort to enhance the digitization of the board. The way to deal with the digitization of financial movement the board and manageable advancement of local undertakings is recommended to find the global history in company enterprise digitization. It is proved that the endeavor the executive's digitalization requires the definition and reevaluating of structures, patterns, techniques, advancements and computerized building apparatuses, development strategy and comparing corporate culture, correspondence instruments between all administration units for speedy usage of changes. The consequences of the work demonstrate that the execution viability of the board activities and measures for big business the board digitalization, its action and improvement relies upon the chose advanced change innovations, the chance of significant information data clusters framing, their systematic preparing and introduction for specific choices making progressively. The reference digitalization model of monetary action the board and venture advancement is expounded; its particular component is the incorporation of three stages (data, expository and the executives) in one administration circle, which permits getting the synergistic impact of the administration procedure computerized change in any of its rates. Effective application of the conceptual model of digitization of the monetary activity of the board and supportable change of the undertaking permits increasing vital advantages from business forms change and overseeing them into advanced configuration, giving the administration procedure enhancement and the chance of choices making progressively.

Keywords: Management, Digitalization, Economic Activity, Digital Transformation, Sustainable Development, Reference Model of Management Digitalization, Enterprise, Business Process.

INTRODUCTION

Computerized globalization is described by the interminability and congruity of data, information, thoughts and advancement streams and enacts progress of the worldwide economy to the advanced arrangement with strength of man-made brainpower, computerization and advanced stages. The most recent advanced advances permit to the state, business and the populace all the more successfully communication and give the feasible improvement objectives accomplishment by entering all circles of the general public. Consistent modernization of existing and production of new advanced and data innovations requires changes in the configuration of plans of action of business elements, ways to deal with their administration. At present, fundamental improvements in the corporate management strategy and the procedures impacted by digitalisation remain the goal truth for a minority of consumer participants. However, sooner rather than later they would become essential to the

understanding and development of the computerized biological framework 'Government – Company – Culture.' Considering this, it is the earnest need to look into and adjust the world experience of business organization digitalization to the states of residential ventures working. It won't just addition the key advantages from change of business forms into advanced configurations, yet in addition increment the proficiency of monetary movement the board and undertaking's feasible improvement through administration process streamlining and the chance of choices making progressively.

REVIEW OF LITERATURE

The survey of the logical writing recognizes dynamic enthusiasm of local and remote scientists in the issues of giving the ventures' monetary movement and their Supported progress in the sense of computerized market transition. Designed by L. Andersson, D. Bonne, Dzh, Guy. Vesterman, O. Vyshnevsky, A. Domansky, N. Kolin, A. Landie, L. Lihonenko, V. Liashenko, E. Makafi, P. Monen, L. Van der Kheide, A. Khripko and others are committed to the risky growth of the computerized economy and the condition of the modern market structures[1-6].The hypothetical premise and applied parts of financial action and practical advancement of undertakings, the estimation of monetary desires and the recognizable proof of vital rules for financial development with regards to globalization are point by point underway of A. Turylo. M. Khvesyk, O. Shubalyi, N. Chebanova, S. d. F. Teston, V. Protsenko and others [7-10]. The thoughts and approaches to manage propelled organization of corporate fiscal activity are presented in progress of S. Bruskin, S. Varna, E. Dorohan, T. Ketlin, L. Laberzh, L. Mikhov and O. Merenchuk [11-13], N. P. Reznik [18, 19, 20], S. K. Gupta [21]. In light of this, the danger of digitization of money relevant operations of the board and the realistic advancement of the undertaking need an overall appraisal of the multidimensionality and tentativeness of specific aspects in company digitization and the need to adjust approaches to managing the market association.

PURPOSE OF THIS STUDY

The motivation behind the examination is contemplating the world experience and essentials for the endeavors progress to advanced administration and improvement of the digitalization reference model of financial action and venture improvement the board.

RESULTS AND DISCUSSION

The improvement of advanced advances (brilliant gadgets, huge information investigation scholarly applications, Internet of Things, AI advances, intellectual examination administrations, and so forth.) changes the cutting edge world and connections inside it. Exchange, data exchange and normal human interactions are slowly being turned into computerized calculation, obscuring the fringes between states and rendering the prospect of developed society and a new digital economy real. [14].

The areas that need to be digitized by society, which are identified for the current year at the G20 Summit in Osaka, Japan, are:

- Production of innovations in the digital economy;
- Development of 5.0 human-focused society.
- Full application of computerized thinking advances the capacity and strengthens transparent faith in these innovations;
- Providing free information stream with concurrent arrangement of issues are identified with data security and licensed innovation rights insurance;
- Digital separate surviving and giving the digitalization of miniaturized scale, little and medium-sized ventures;
- Development of savvy urban communities [15].

As suggested by Pricewaterhouse Coopers' knowledge study, the growth of the nation's digitization rates by 10% triggers a 0.75 per cent rise in GDP per capita. The rise in a related metric by 10, as shown by the findings of the Academics wealth, corresponds to a decrease of 1.02 per cent in the unemployment rate. Likewise, as per the perspective on Accenture Company, the advanced advances can be utilized as force for quicker financial improvement [16]. Subsequently, the digitization ought to be considered as significant driver of monetary action development and supportable advancement.

Discharged in mid-2019, the findings of the World Economic Forum's analysis reveal that 84% of the "Internet of Things Technology" were capable of supplying the UN.

World's Sustainable Development Goals [14]. We agree that market decisions and developments that can contribute to a measurable and subjective recovery of the potential of all the components of the monetary system, minimize all expenses, improve the quality of life of the citizens, improve their social stability and preserve the environment, are vital to their achievement. The restoration of the national monetary framework in new specialized and innovative and authoritative organization, expanding its seriousness and giving economical advancement is conceivable under social relations digitization at all levels. The boundless utilization of computerized advances in open organization permits more prominent straightforwardness of government and proficient e-government, and in the financial aspects – giving its development through extending markets, including web based business situations, rivalry improvement, making new conditions for business improvement, more prominent open doors for shoppers' inclinations fulfilling. Quickening of the logical data trade forms offers force to developments.

Ukraine's dynamic reconciliation into the worldwide financial space organizes changes, including changes which are identified with digitalization of the financial matters, the spread of media transmission advances, and the giving improvement of cutting edge business and development movement. Execution Government's "Virtual Economy and Community Growth Principles of Ukraine 2018 – 2020"

[17] And targets' execution of «Digital Agenda of Ukraine 2020» [18] will permit giving:

- 1) Stimulating the market and generating attention;
- 2) Forming the basis for the computerized transformation of financial pieces into meaningful and successful;
- 3) Availability of 'internet' advances and equipment;
- 4) Creation of new open doors for human capital acknowledgment, improvement of inventive, innovative and «digital» ventures and business, and so forth (fig. 1).

Digitization targets	Ukrainian digital trends	Digitization effect
<ul style="list-style-type: none"> ✓ Equality of personalized access. ✓ Creating advantages for sustainable development goals. ✓ Digital transformation of economic spheres and sectors as a tool for economic growth. ✓ Development of national information content. ✓ European integration and international cooperation. ✓ Standardization and interoperability of digital transformation. ✓ Increasing the level of confidence and security. ✓ Digitalization as an object of focal and integrated state administration 	<ul style="list-style-type: none"> ✓ Information (data sets) is a major source of competitiveness. ✓ Development of the Internet of Things sphere. ✓ Digital transformation of businesses and industries. ✓ Dissemination of business models of shared use economy, which operates on the base of digital technologies. ✓ Virtualization of physical infrastructure IT-systems and transition to service models. ✓ Use of artificial intelligence. ✓ Digital platforms as sources of value formation. 	<ul style="list-style-type: none"> ✓ Creation of digital infrastructure, optimization of infocommunications. ✓ Economic activity increasing. ✓ Competitiveness increasing. ✓ Innovation and investment development. ✓ Corruption overcoming. ✓ New opportunities for effective realization of human capital. ✓ The social protection. ✓ Modernization of security systems at all levels: <ul style="list-style-type: none"> - Financial security; - Ecological safety; - Cybersecurity. ✓ Providing the sustainable development goals achievement.

Fig. 1. Opportunities and effects of the "Internet Policy of Ukraine"

Digitalization prompts the rise of new organizations of working together and, as needs be, requires the arrangement of new ways to deal with big business the board, its movement and improvement, which

permit framing their own environment of data and correspondence cooperation with various partners, which depends on association, customer direction, ingenuity and cooperative energy. As of now, as indicated by McKinsey specialists [6; 13], most chiefs don't have all encompassing perspective on digitalization. Considering that it is practically immediate, free and consistent capacity to associate individuals, gadgets and physical articles anyplace, specialists foresee interfacing with the system of around 20 billion gadgets by 2025, the direness of considerably more remarkable information investigation (in light of the capacity to get them rapidly from an assortment of gadgets and the development of information volume), just as the extension of business procedures and the executives choices robotization.

Development of new open doors for appreciation of human resources, enhancement of creative, imaginative and "digital" projects and companies, and so on, expanding of business movement and financial development under the globalization for giving the proficiency of big business the executives digitalization. The contentions and advancements of J. Westerman, E. McCaffy, and D. Bonnie in [4] are significant right now. Researchers build up the calculated structure for computerized change of business the board and recognized three territories of action for the advanced innovations usage on the base of the consequences of huge organizations (with yearly turnover of up to \$ 1 billion) administrators' overview from 15 world nations, every one of these regions incorporates three gatherings of advanced change undertakings:

- 1) Client experience improving: client's understanding; utilization of electronic devices and projects (top line development); client contact focuses making;
- 2)Operational procedure change: computerized computerization (process digitization); laborer enablement virtualization; advancement of execution the board;
- 3)Business models change: carefully business adjustment; making of new advanced business; computerized globalization.

The usage of explicit administration activities in specific regions of advanced change requires the distinguishing proof and reexamining of structures, patterns, strategies and advances of computerized, imaginative approaches and important corporate culture, elevated level of which is essential for dependable correspondence between all connections as the executives for quick changes application and endeavor's computerized environment shaping. Its creation is incomprehensible without modernization of the administration data arrangement of the venture, its hierarchical structure and all business forms with considering the computerized change of refreshed qualities, needs and key focuses. Need vectors of advanced changes are introduced in Table-I.

Modernization of the undertaking's administration framework and its change into a «digit» ought to be done in barely any stages.

These stages are:

- checking new innovations, evaluation of their impact on possibilities of monetary action heightening and endeavor advancement and distinguishing open doors for computerized adjustment to changes;
- recognizing need regions of digitalization and advancement of proper measures for its usage on every one of them;

Table-I: Vectors for the digitalization of enterprise process control

Vector	Vectors' characteristic
Omnicanality customer service	Contact networks communication channels with customers. The automated customer care program will integrate adaptability, volatility, ratings, Metrics and modeling resources to ensure timely and simple care. Contact networks with the client.

Infrastructure , partnership, collaboration	Partnering, partnering and merging with other businesses or entities opens up possibilities for market growth, creativity and scaling, regardless of venue.
Cross-functionality of digital databases	The development of a customer database requires operational knowledge regarding the consumer to model his actions, the modeling of demand, the formulation of personal preferences and the correct introduction to his own goods and services, with the least time and effort.
Innovations and investments	New techniques of project analysis and management allow the successful pursuit and acceptance of emerging developments in market growth, creative products and solutions. The capacity and expedience of real expenditure is calculated by the creative quest performance.
Data protection (Cybersecurity)	The important parameter for digital correspondence and electronic plans of action is clients' certainty. It is important to recognize the existing dangers, to actualize secure data what's more, correspondence frameworks, foundation and stages, to give suitable counseling and mechanical help to partners so as to secure their own business data and customized client base.
Standardization and interoperability	Harmonization of specifications and technological requirements addresses the issue of data consistency and quick transfer to organizational control centres, allowing for flexibility from certain organizations and defending against shifts in business conditions.
The value of product	Digitalization is esteem improvement e of the item from partners' perspective. Computerized developments give buyers the right of making and commercializing an incentive as indicated by size, scale and speed. Remote mode correspondence plausibility, nonstop administration backing and requesting the item or administration essentially increment the estimation of the item from the partners' perspective and limit the organization's capital consumptions.
Professional competencies	For successful digital business modernization, it becomes really necessary

to inspire and train workers qualitatively for the introduction of technologies, since the way to doing business has fundamentally altered and the organization becomes adapting the obsolete communication paradigm to the customer-centric method. Both employees and management must be prepared for continuous development, training and raising the level of their skills. Digitalization creates new staffing units with relevant For fruitful advanced business modernization, it is critical to subjectively spur staff and prepare them for innovations execution, as a result of the way to deal with working together is changed drastically and the organization changes obsolete promoting model to the client driven framework. The two workers what's more, the board must be set up for consistent turn of events, preparing and raising the level of their abilities. Digitalization makes new setting up units with applicable skills, which is the way to human capital turn of events. competencies, which is the key to human capital development.

– Minimizing restrictions (financial, legal, technical, technological, personnel, environmental, infrastructure, security, etc.) and risks of business relationships forming and the ability to respond to business processes in real time;

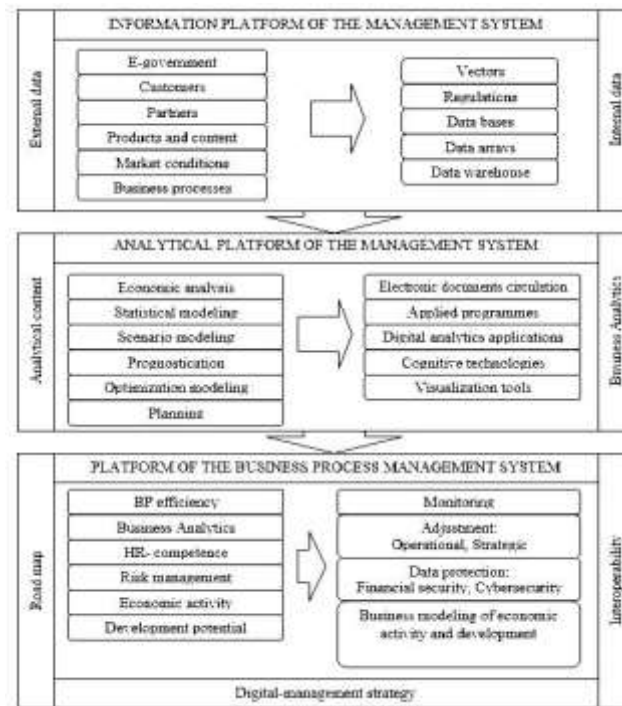
– The introduction of new programs that concentrate on the promise of positive results and the advancement of the digitalisation strategy;

-assessing the possible digitization impact, changing the approach chosen and establishing future goals.

The best innovative administration reform invention is the human-made justification implemented; it bases on enormous information devices and permits representation, cross-cutting arranging, displaying and amendment of business process the board progressively. What's more, this innovation, by coordinating with examination applications and administrations for work with shrewd gadgets, mixture systems and different segments of the advanced world, permits upgrading business forms the board framework and gives the making of computerized stages for the gathering of data, its scientific handling and transmission for choices making.

On the base of previously mentioned, we propose the reference model of digitalization of monetary action the executives and venture improvement (fig. 2), which gives the creation in one administration framework circle of data, explanatory and the board foundation as suitable stages, and bases on the incorporation of an enormous number of useful and particular and data and correspondence advancements which permit giving exhaustive arrangement of digitalization undertakings of the individual business forms the executives procedures and venture as a rule.

Fig. 2. Reference model of digitalization of economic activity management and enterprise development



The model activity component depends on the utilization of unreservedly dispersed data content (interpersonal organizations, Internet assets, showcase data, and so on.), own databases (specifically, customer base), open programming of expository stage and combination foundation of business process the board which executes:

- data mix innovation which gives steady sharing of information which are created by data frameworks, in spite of the way that their own information structures were planned freely of each other, didn't contain completely data for tackling complex issues all in all, and they were not accessible to other data frameworks;
- digital applications mix innovation which gives steady sharing of incorporated framework capacities, despite the fact that their functionalities were likewise freely planned, did exclude completely sets of capacities which were required for tackling complex issues all in all and they were not accessible to other data frameworks.

The execution of the proposed way to deal with the digitalization of monetary movement the executives and endeavor improvement gives undeniable favorable circumstances as: expanded profitability through the digitalization of business forms; improving the administration proficiency; straightforwardness, effortlessness and practicality of connection with partners at all degrees of the board; speeding up of mechanization of creation forms; extension of creation selling channels; chances to utilization of world markets.

CONCLUSION

The consequences of the examination show that with considering the present patterns of globalization and data frameworks and computerized advancements improvement, the today need task is making the positive condition for the digitalization of advertising in all circles. It is noticed that business organization digitalization is driver of financial movement development and feasible advancement of business elements. It is built up that the usage of need focuses of digitalization gives computerized framework improvement of the board and info communications, modernization of security

frameworks, production of business substances environments, their intensity expanding, monetary action incitement and maintainable advancement objectives accomplishment.

It is demonstrated that the usage adequacy of the board activities and measures for big business' administration digitalization, its movement and advancement relies upon the chose computerized change innovations, the chance of framing data varieties of pertinent information, their investigative handling and introduction for settling on specific choices progressively. The reference digitalization model of monetary action the executives and endeavor's advancement is explained, the particular element of which is the coordination in one administration circle of three stages (data, diagnostic and the board); it permits getting the synergistic impact of the administration procedure computerized change at all its levels.

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