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THEORETICAL PROVISIONS FOR THE FORMATION OF A SUSTAINABLE BUSINESS DEVELOPMENT STRATEGY IN THE CONDITIONS OF THE DIGITAL ECONOMY

In the current economic conditions, one of the key problems of enterprises is the development of an effective development strategy, which provides for the improvement of the enterprise and its key components on the basis of more effective management. This is done by introducing and implementing digital technologies in production activities. In the digital economy, managing sustainable development is one of the key factors in business functioning.

Theoretical and methodological aspects of strategic management and the formation of a strategy for the development of industrial systems are reflected in the works of domestic and foreign scientists, including: Anisimov Y.P., Vikhanskyi O.S., Katkalo V.S., Mintsberg G.B., Hamel H. ., Chandler A.D., Mockler RJ, Porter M. and many others [1].

The generalization of scientists' views on the definition of the content of sustainable development made it possible to determine the following interpretation: sustainable development is the development and modernization of financial mechanisms, the systematic renewal of technological processes and the search for means of growth.

We believe that in the implementation of sustainable development of enterprises, in the period of the digital economy, it is necessary to use non-standard approaches to strategy formation.

In the case of a digital economy, technological processes are modernized using digital technologies. It is digital technologies that will ensure development and help increase the efficiency of domestic business on global markets [2].

A detailed analysis of the views of scientists on the problem of sustainable development of industrial enterprises made it possible to determine that the essence of the enterprise development strategy is found in the qualitative improvement of the key elements of the enterprise and the establishment of internal and external connections to ensure it.

We believe that the strategy should be considered as a long-term, step-by-step action plan. It should continue to be aimed at achieving sustainable development and functioning of the enterprise in the conditions of the digital economy thanks to the use of digital technologies [3].

Based on this, business development should be based on the following principles: adaptation, integrity, dynamism, ensuring balance, caution, transparency and continuous improvement.

Sustainable business development is manifested in the dynamics of production development and sale of quality products to ensure consistently high performance results.

The stability of enterprises can be achieved only at the expense of a clearly verified development strategy and management actions, focusing on the implemented strategies of leading enterprises. The strategy of sustainable development of enterprises is important for the development of the industry and ensuring economic growth.

Based on this, the following types (components) of sustainability must be comprehensively considered when forming a strategy for the sustainable development of enterprises: financial and economic, human resources, production and technical, marketing, organizational, and digital. Complex sustainability of enterprises directly depends on the individual sustainability of these components. Therefore, the formation of a strategy for the sustainable development of enterprises should be carried out on the basis of a combination of these components of sustainability.

At the same time, the complex response system should clearly reflect changes in each of the components during the formation of the strategy. The state of the enterprise in a specific period of time depends on the degree of their interaction and adaptation to changes in the external and internal environment.

We believe that the considered theoretical provisions for the formation of the strategy of sustainable development of enterprises in the conditions of the digital economy allow to adjust the process of its formation in conditions of instability and to rebuild the guidelines of the necessary investments to achieve a high level of sustainability.

References:

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