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## **FORMATION OF AN ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE FUNCTIONING OF THE PROJECT MANAGEMENT OFFICE AT ENTERPRISES IN THE CONDITIONS OF DIGITALIZATION**

The article explores the theoretical and applied aspects of the formation of the organizational and economic mechanism of the functioning of the project management office (PMO) at enterprises in the context of digitalization. The role of the PMO as an integration center for coordinating project activities, methodological support and strategic alignment of projects with the goals of enterprise development is substantiated.

The essence and structure of the organizational and economic mechanism of the functioning of the PMO, which combines organizational, economic and digital components, is determined. The features of the organizational structure of the project management office, its functional content, personnel and regulatory support in the context of digital transformation are revealed. Considerable attention is paid to the economic component, in particular, the issues of resource provision, assessing the effectiveness of project activities and forming a system of key performance indicators. The role of digital tools and project management platforms in increasing the transparency of management processes, the efficiency of decision-making and the level of digital maturity of the enterprise is substantiated.

The conclusion is made about the feasibility of implementing an integrated organizational and economic mechanism for the functioning of the PMO as a factor in increasing the efficiency and competitiveness of enterprises in the digital economy.

**Keywords:** project management office; PMO; organizational and economic mechanism; digitalization; project management; performance efficiency; digital tools; enterprise.