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DIGITALIZATION OF ENGINEERING SOLUTIONS IN THE SYSTEM OF ENTREPRENEURSHIP MANAGEMENT AND INNOVATIVE LOGISTICS IN THE CONDITIONS OF EUROPEAN INTEGRATION

The article examines the process of digitalization of engineering solutions in the system of business management and innovative logistics in the context of European integration. It is substantiated that the digital transformation of business processes is one of the key factors in increasing the competitiveness of enterprises, ensuring the effectiveness of management decisions and integrating business entities into the European economic space. It is established that the introduction of digital technologies into the management system and logistics infrastructure contributes to the optimization of resource use, acceleration of information flows and increased adaptability of enterprises to changes in the external environment.

The study analyzes the features of the integration of digital engineering solutions into the system of business management and innovative logistics. The key functional components of digital transformation are identified, including management, information, logistics and communication systems. It is proven that the use of automated platforms, digital services, analytical systems and forecasting technologies ensures an increase in the accuracy of management decisions and the effectiveness of business process coordination.

Particular attention is paid to the impact of European integration processes on the modernization of logistics systems and the adaptation of enterprises to international digital standards. It has been established that innovative logistics in the context of digitalization is transformed into an integrated system for managing resource and data flows, which ensures cost reduction, supply optimization and increased speed of interaction between market participants.

The generalization of the research results made it possible to substantiate that the digitalization of engineering solutions forms the basis for the structural modernization of the business management system and innovative logistics, contributes to increasing the economic efficiency of enterprises and ensures their long-term competitiveness in the European economic environment.

Keywords: digitalization, engineering solutions, business management, innovative logistics, digital transformation, European integration, digital technologies, logistics systems, business process management, competitiveness of enterprises.