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CHANGE MANAGEMENT IN THE ENTERPRISE IN THE CONDITIONS OF DIGITAL TRANSFORMATION, EUROPEAN INTEGRATION AND GLOBAL CRISES

The article explores the theoretical and methodological principles of change management in the enterprise in the conditions of digital transformation, European integration processes and the strengthening of the impact of global crises.

The current stage of economic development is characterized by deep structural transformations that cover all levels of economic activity of enterprises. Digital transformation changes the ways of organizing business processes, communications and making management decisions, European integration processes form new institutional frameworks and standards of functioning, and global crises increase the uncertainty and riskiness of entrepreneurial activity. Under such conditions, the ability of an enterprise to effectively manage change becomes a determining factor in its survival, competitiveness and long-term development. Change management ceases to be a separate management function and turns into a cross-cutting element of the management system, which ensures the consistency of strategic goals, organizational structures and personnel behavior. This problem becomes particularly relevant for enterprises that are integrating into the European economic space and at the same time are forced to operate in conditions of crisis shocks caused by pandemics, geopolitical conflicts, financial imbalances and disruption of global value chains.

It is substantiated that a modern enterprise operates in an environment of multi-level instability, where technological shifts, institutional transformations and crisis challenges of an economic, social and security nature are simultaneously combined. It is proven that change management in such conditions acquires a systemic and strategic nature, transforming from a reactive response tool into a proactive development mechanism. It is established that digital transformation changes the logic of management decisions, European integration forms new regulatory and competitive requirements, and global crises increase the significance of the adaptability and resilience of enterprises. A conceptual vision of change management as an integrated process that combines strategic, organizational and behavioral aspects of enterprise development in conditions of deep transformations *is proposed*.

Keywords: change management, digital transformation, European integration, global crises, enterprise adaptability, strategic management.