

Valentina Protsenko, Olha Gavrish, Liliya Prokopchuk

**FORMATION OF AN EFFECTIVE SYSTEM FOR MANAGING THE RESOURCE
POTENTIAL OF ENTERPRISES IN THE CONTEXT OF DIGITALIZATION**

The article studies the theoretical and practical aspects of the formation of an effective system for managing the resource potential of enterprises in the context of digitalization of the economy. The essence of the resource potential of the enterprise as a set of financial, material, labor, information and technological resources that ensure the effective functioning and development of the enterprise has been determined. The main approaches to the management of resource potential are revealed and the need for its adaptation to the modern conditions of digital transformation is substantiated.

The impact of digital technologies on the enterprise management system has been studied and it has been established that digitalization contributes to the automation of business processes, optimization of the use of resources, increase labor productivity and improve the quality of management decisions. Particular attention is paid to the role of information systems, digital platforms and innovative technologies in improving the efficiency of managing the resource potential of the enterprise.

The necessity of forming a comprehensive and strategically oriented system of resource potential management, which ensures the increase of the competitiveness of the enterprise, its adaptability to changes in the external environment and long-term development, has been substantiated.

Keywords: resource potential, digitalization, enterprise management, digital technologies, digital transformation, management efficiency, competitiveness.