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**MANAGING CHANGES IN THE DETERMINANTS OF STAKEHOLDER RELATIONSHIPS
DURING THE IMPLEMENTATION OF INNOVATIVE INFORMATION TECHNOLOGY
PROJECTS FOR DIGITAL TRANSFORMATION UNDER CRISIS CONDITIONS OF RISING
RISKS IN THE SHARED VALUE CREATION ENVIRONMENT**

It has been established that, under conditions of enterprise digital transformation, crisis instability, increasing risks in the shared value creation environment, and growing complexity of interaction among participants in innovative information technology projects, change management of the determinants of stakeholder relationships acquires system-forming significance. A theoretical and methodological vision of the mechanism for managing changes in the determinants of stakeholder relationships during the implementation of information technology projects for digital transformation has been developed as a complex integrated management system within which management actors exert purposeful influence on the conditions, factors, processes, behavioural models, and forms of interaction among stakeholders. It has been substantiated that the purpose of this mechanism is to transform stakeholder relationships from an unstable, fragmented, risk-saturated, or conflict-prone state into a state of coordinated, trust-based, digitally supported, and value-oriented interaction. The possibility of describing this mechanism in the form of a tuple has been substantiated; it encompasses a set of agents of stakeholder interaction, types of agents, objects of managerial influence, goals of change management, determinants of relationships, managerial and project actions, communicative actions, types of relationships, environments for digital transformation implementation, system states, strategies, constraints, social and ethical norms, methods for implementing managerial influence, and directions for the mechanism's development. It has been proven that such a model provides a comprehensive representation not only of the composition of digital transformation participants, but also of the logic of their interaction, roles, interests, responsibilities, resources, risks, and forms of participation in shared value creation. It has been established that the key determinants of stakeholder relationships are strategic compatibility of interests, the level of mutual trust, transparency of information exchange, readiness for digital change, availability of digital competencies, distribution of risks and responsibilities, flexibility of organizational processes, ability to coordinate joint actions, value alignment among participants, cybersecurity resilience, motivation to participate in the project, capacity for learning and adaptation, and ability to co-create shared value. It has been substantiated that,

under crisis conditions, these determinants are unstable and require continuous diagnosis, monitoring, and adjustment.

Keywords: change management, stakeholders, stakeholder relationships, determinants of relationships, information technology project, digital transformation, crisis conditions, risks, shared value, digital readiness, trust, communication, organizational resilience.