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MANAGEMENT OF BLOCKCHAIN TECHNOLOGY IMPLEMENTATION FOR ENSURING ORGANIZATIONAL RESILIENCE

The article examines the theoretical and applied aspects of managing the implementation of blockchain technologies within the system of ensuring organizational resilience under conditions of digital economic transformation. It is substantiated that the increasing complexity of business processes, growth of information flows, intensification of information risks, and high dynamics of the external environment necessitate the transformation of traditional approaches to organizational development management. It is determined that centralized information management systems are characterized by insufficient transparency of managerial processes, difficulties in coordinating interaction between participants, a high dependence on the human factor, and limited possibilities for digital control, which negatively affects the level of organizational resilience.

The study investigates the specific influence of blockchain technologies on the transformation of organizational management systems. It has been established that the use of blockchain technologies ensures increased transparency of information flows, strengthening of digital control, minimization of risks related to information loss or distortion, reduction in the time required for processing managerial operations, and improvement of organizational adaptability. It is determined that the key advantage of blockchain technologies lies in the combination of decentralized interaction mechanisms, automated control, and continuous transaction monitoring within a unified digital management environment.

In the course of the research, a mechanism for managing the implementation of blockchain technologies to ensure organizational resilience has been developed, combining the processes of risk assessment, strategic planning of digital transformation, adaptation of business processes, integration of blockchain solutions into the management system, digital control, and monitoring the effectiveness of managerial decisions. Unlike existing approaches, the proposed mechanism is focused not only on the technological integration of blockchain solutions but also on the comprehensive transformation of the organizational management system, taking into account the necessity of ensuring long-term resilience and organizational adaptability.

The main stages of implementing blockchain technologies into the organizational management system have been systematized, and their managerial content and expected results have been determined. It has been proven that the effectiveness of blockchain technology implementation largely depends on the level of adaptation of the organizational structure, the consistency of business processes with digital interaction mechanisms, and the organization's ability to ensure continuous monitoring of digital transformation effectiveness. It is substantiated that the use of blockchain technologies creates prerequisites for the formation of a more resilient, transparent, and adaptive organizational management system capable of functioning effectively under conditions of high uncertainty and constant changes in the external environment.

Keywords: management, blockchain, blockchain technologies, digital transformation, transformation of the management system, implementation of blockchain technologies, ensuring resilience, organizational resilience