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MANAGEMENT OF DIGITAL TRANSFORMATION OF BUSINESS PROCESSES OF ENTERPRISES IN THE CONDITIONS OF GLOBALIZATION AND DEVELOPMENT OF THE DIGITAL ECONOMY

The study reveals theoretical and applied aspects of managing the digital transformation of business processes of enterprises in the conditions of globalization and development of the digital economy. It is substantiated that digital transformation is not only the process of implementing modern information and communication technologies, but also a comprehensive change in the enterprise management system, which covers business processes, organizational structure, mechanisms for making management decisions, interaction with external stakeholders and the formation of new digital business models. It is established that globalization processes, increased international competition, the development of the platform economy, the use of artificial intelligence technologies, big data, cloud services and the Internet of Things form fundamentally new requirements for the management system of modern enterprises.

The key components of the digital transformation of business processes have been identified, including strategic management of digital development, digitalization of operational activities, automation of business processes, integration of digital platforms, corporate data management, digital interaction with customers and partners, development of digital competencies of personnel and ensuring information security. It has been proven that the effectiveness of digital transformation depends on the coordinated development of these components, since their isolated implementation does not ensure the formation of long-term competitive advantages of the enterprise.

A methodological approach to assessing the level of digital transformation of business processes has been proposed, which is based on the integrated consideration of indicators of digitalization of management, automation of operational activities, use of digital technologies, development of digital competencies of personnel and the level of digital integration of the enterprise with the external environment. A conceptual model of managing the digital transformation of business processes has been formed, which reflects the relationship between strategic management, digital technologies, organizational changes, data management, digital interaction and a system of continuous improvement of business processes.

The practical value of the results obtained lies in the possibility of using the proposed models when developing digital strategies for enterprise development,

assessing the level of digital maturity of business processes, improving corporate governance, increasing the efficiency of the use of digital technologies and forming sustainable competitive advantages of enterprises in the digital economy.

Keywords: digital transformation, business processes, management, digital economy, digitalization, globalization, digital technologies, digital platforms, automation, enterprise management.