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Тези

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DIGITALIZATION IN THE ECONOMY: INNOVATION ASPECT

Digitalization is commonly understood as transformation, penetration of digital technologies for optimization and automation business processes, productivity improvements and improvements communication and interaction with customers. Conceptualization and management business processes face certain fundamental problems, and it is the relationship between multiple business process management and their a contribution to corporate value. Digitalization forms a plateau of competitive advantages of the enterprise: high level of competitiveness; - simplification of working with the array information; cost savings; customer loyalty; positive attitude to the company's image.

Digital transformation contains a number of key aspects [1]: External communication. It is necessary to rethink the model of building relationships with customers and partners. The model when companies create a product that is convenient for them, and then try to convince the customer that this is what they need to buy - becomes ineffective. You need to prepare a product for a specific customer, their needs and consumption situation. And this requires the necessary communication processes.

Business model. Many giant companies that have successfully worked for decades on stable business models on the threshold of the digital era have failed. Modern business models imply flexible customization for both the client and the circumstances and situations. The business model becomes a sharing model rather than a product model. Working with data is a reinterpretation. Previously, working with data was structured as follows: a layer of data for previous periods was accumulated, then analyzed, reports were built and some decisions were made based on them. Extrapolation was made: based on past periods, we calculated what would develop further. Internal communications and relationships. In the context of digital transformation, we need to build our work with people in a different way. There is a format for remote work, outsourcing and freelancing.

For business, this is a fairly evolutionary and organic process: new playing conditions are already being formed in the market and players, losing the necessary level, will either go off the course or start a new round of their development. Strong players will always bring new technologies and approaches, encouraging others to catch up. Businesses that welcome change and are ready for it, and are able to adapt to more flexible work patterns, have

more potential for success than ever before. Main advantage: Process optimization. All processes are reviewed and it is possible to build a flexible customizable system for further adaptation to various conditions, eliminating routine allows you to use your human resources more effectively. Opportunity to earn. With the advent of new technologies, options for making profits that were previously unavailable are opening up.

Customer orientation. The client is the main source of income, information and inspiration - an incentive to move forward. To create a product that is in demand, you need to have information about the customer's needs at each stage of interaction with them. And we are not talking about a one-time transformation, in the process it is important to learn to constantly learn, be transformed and be open to change.

References:

1. *Tsyfrovaia transformatsiya kak lyft v budushchee [Digital transformation as an Elevator to the future]. URL: <https://tqm.com.ua/likbez/article/cifrovaya-transformaciya-didgitalisaciya-biznesa>*