

FEATURES OF BUSINESS PROCESS MANAGEMENT IN COMPANIES IN THE DEVELOPMENT OF THE DIGITAL ECONOMY

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Annotation

This article examines the management of business processes of companies in the context of the development of the digital economy, the differences between the concepts of informatization and digitalization, as well as the main characteristics of company management in digital conditions.

Keywords

innovative technologies, IT technologies, digital transformation of a company, digitalization of economic processes, the penetration of information technology, the management of business processes of companies, the development of the digital economy, the differences between the concepts of informatization and digitalization, in digital conditions

Introduction

At the present stage in the global information society, a new economic structure is being actively formed - the digital one. There is a digitalization of economic processes and the penetration of information technology in all spheres of activity. There are new requirements for sources of competitive advantages of companies and effective concepts of their operation and management. The relevance of issues related to the features of company management in the context of digitalization becomes particularly important. Companies need to organize their activities based on the specifics of the transition to the new principles of the digital economy, predict possible related problems, as well as develop solutions and proposals to minimize negative effects and strengthen the main result of the company. It can also provide a significant competitive advantage through an effective system of management of available resources and business processes in companies, based on innovative technologies and approaches to improve business processes, which become the most important management tool through continuous improvement of processes occurring in the business and improve them.

Of course, the issue of digitalization of the production of companies has a certain meaning, both for the state and for the owners of many large companies. For the state, the advantages are: the possibility of reindustrialization of the country based on new technologies, the creation of additional jobs that require a high level of training of relevant specialists, the formation of a global digital infrastructure, increasing the competitiveness of manufacturers' products on the world market, etc.

Methods

If we use digital technologies in the activities of the company, we will get a number of benefits, including increasing the flexibility of production by proactively changing the characteristics of the production process and ensuring the integration of information from the stages of the product life cycle. With digital transformation, the quality of the company's business processes improves, subject to the introduction of innovations and the adaptation of business models to the conditions of the modern digital economy. It should be noted that, despite the fact that digitalization is one of the recognized ways to improve the efficiency of production and logistics processes, its practical implementation cannot be carried out without an integrated system approach, which requires not only significant investments necessary for the institutional restructuring of the existing production structure, but appropriate methodological support.

Developing an effective approach to managing business processes and new technologies in a company is not an easy task. To ensure the sustainable development of the company, it is necessary to apply innovative exercises and methodologies to manage them. The processes that take place in the company require constant attention from the authorities, process owners and employees who ensure the implementation of business processes. In the process of improving and optimizing processes, it is necessary to maintain the level of efficiency and success achieved as a result of the implementation of the process approach. To implement the process of digital transformation of a company, we propose to use the following algorithm:

- formation of a competent expert of working group capable of diagnosing the activities of the organization and ongoing business processes;
- conducting a self-survey of the company's activities and the formation of an array of source data on the level of digitalization of the company and production business processes, on the software components of digital production used
- assessment of the level of digitalization (digital maturity) and the level of information security of the company;
- identification of bottlenecks, identification of priority areas for the introduction of digital technologies, risk assessment;
- analysis of existing or development of new concepts of digitalization of the company in the selected priority direction
- formation of a roadmap for the introduction of digital technologies;
- decision-making at the level of the head of the organization on the economic feasibility, effectiveness of the application and implementation of digital technologies in the company's activities, approval of the implementation roadmap;
- implementation of the roadmap for the introduction of digital technologies;
- control and analysis of the implementation results and key performance indicators of the company in order to make adjustments;
- in the presence of positive dynamics, study of scaling issues.

Results and Discussion

The modern way of the digital economy is characterized by the development of new generation company management concepts, among which are the technologies that use: artificial intelligence, robotics, drones, 3D printers, blockchain innovations and the possibilities of augmented and virtual reality. The use of new concepts gives companies a competitive advantage. When implementing the algorithm for digital change of the company, taking into account the selected most priority area, we can recommend the use of the following modern business management principles. The use of blockchain technologies will improve the work of a company or organization in the field of financial transactions and operations with tangible and intangible assets, change the management system by monitoring and registering completed transactions (external and internal). The main elements are information technology and electronic services, as well as large amounts of data and new technologies for their transmission, analysis, storage, formation, processing and management of forecast indicators.

Conclusion

Thus, we can conclude that all activities are associated with these risks. Obtaining the desired effect is possible only with careful planning and integrated work with promising technologies, their positive and negative sides, as well as the necessary capabilities for managing a company in the field of digital processing. To build a flexible organizational structure, it is necessary to use digital information technologies. The age of digitalization requires company management to have professional knowledge, skills and abilities not only in the field of management, personnel management, but also in the field of IT technologies.

The algorithm proposed by us for implementing the process of digital transformation of a company is adaptive and allows you to implement the transition to a digital company, which is also associated with cultural changes and the transition to "digital thinking". It is advisable to do a great job on creating a socio-cultural environment of a company that contributes to realizing the advantages

of the current stage of economic development, which is based on free cooperation at all levels of management and preparedness of change.

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