

**УДК 316.46**

**THE IMPACT OF DIGITALIZATION ON THE DEVELOPMENT OF  
MANAGEMENT**

Milenchenko A.A.

Студент 1 курса Академии экономики и управления

ЧОУ ВО ЮУ (ИУБиП)

email: amilenchenko@mail.ru

Научный руководитель: Galoyan Y.A.

email: galoyan@iubip.ru

Annotation: The article examines the impact of digital technologies on the development of management and management activities of enterprises. The issues of introduction of modern digital technologies in the activities of organizations are studied and the main changes for management in the period of the digital economy are traced.

Keywords: digital technologies, research, goal, management, result, digital transformation.

In our ultra-modern and actively developing world, nothing stands still: it grows, changes, improves and, in this regard, in the dominant part of enterprises, as well as in everyday life, people began to use digital technologies.

Currently, the country is being transformed into an information society through the introduction of new technologies and platforms. Digitalization of Russian companies involves the active use of ICT. The digital era for companies is no longer only an opportunity to play big, but often a requirement, i.e. the need to "play" in order to stay afloat. The Internet of Things completes the transfer to a single digital world of all market participants – companies, consumers and their activity, connected objects. With the help of them, it is possible to process huge amounts of information, codify the data obtained, detailed analysis, project various plans and schemes to choose the best solution, save time and space. However, even with these advantages, do not forget that in the phrase "digitalization of management" the main word remains the word - "management" - a process consisting of coordination, planning, actuation and control over the work and development of the enterprise. And this process remains in the duties of a person.

[2, p. 147-148]

The emergence of digitalization from the very beginning was associated, first of all, with the automation of production management and the reduction of time spent on performing certain tasks, now, the introduction of information technology as a management, in particular, in the field of business, is not only an integral component of a successful enterprise, but also a significant contribution to the country's economy as a whole. The development of digitalization has made it possible to increase the production capacity of various fields of activity by reducing the "human factor". But this does not mean a complete removal of human contribution, because any, even the most tuned mechanism, requires physical control. The digital economy greatly facilitates the "routine" associated with the implementation of emerging tasks. With the advent of digital technologies, the main task becomes the organization of the most effective work, which gives the desired result and maximum effect in doing business, at the same time transforms the management systems of companies. [2, p. 148]

Taking into account the new trends of digital transformation is gradually reflected in the management system. First, the guidelines and priorities of the strategic development of enterprises are changing, a new model of relations with consumers and other stakeholders is being formed. Secondly, the share of intangible components in the final cost of goods and services of the enterprise is increasing; individual companies can produce a completely "digital" product that exists only in the virtual space. In this regard, the approach to doing business is being transformed, the requirements for what information technologies should be maintained in the enterprise are changing. Ultimately, in order to maintain a high level of competitiveness of the company, digitalization is a mandatory requirement.

It is not surprising that in 2020, digitalization has been built into the management system as an integral part of it. And how else to ensure the functioning of all business processes of the company, when from 50 to 80% of its employees are not in the workplace. Digitalization has changed the organizational roles of the company, and representative costs have also decreased, because now you do not need to spend a lot of money on office maintenance, transportation

costs associated with employee visits to meetings and meetings, because now all business meetings have switched to online platforms. Many types of training (let's take, as an example, training at the IUS IUBiP) moved to the online format, which made it possible to expand the locations of training centers and teachers, thereby selecting new topics and training options for their employees, without significant costs not only financial, but also time. [1]. It has become easier to track the performance of each employee or student, because what was invisible in the office (university) became noticeable on remote access, through participation in forums, seminars, meetings, online reports. At the same time, companies and educational institutions faced the problem of automating their processes, as well as ensuring the level of cybersecurity, which also required new effective solutions and costs from management, both financial and anthropogenic. The mechanism for meeting the needs and expectations of stakeholders has become more complex, the risk of direct attacks on gadgets is increasing, now much depends on the competence of personnel and the development of personnel leadership. **Digital competence - the ability of personnel to master new information technologies, leadership - the ability to organize work in the digital world of the company, the use of advanced technologies, demonstration of skills in the digital environment.** Thus, the factors of digitalization serve as a source for resolving many problems of inefficiency of the quality management system and serve as an engine for its development in the current economy. The problem of the impact of digitalization on managerial competencies. Digitalization of management imposes a number of new requirements on the knowledge, skills and abilities of future graduates, which determines the need to expand their competencies in this area.

As the research of specialists shows, the efforts of organizations and managers are mainly focused on the digitalization of document processing. [3]

In conclusion, it is worth noting that Russian companies need to find their own way that will allow them to benefit from digital technologies. They should not simply copy methods that have proven to be advanced in other markets, because different mentalities and resources are of great importance, although the experience

of other countries is undoubtedly useful. The ideal option would be to develop a plan that will take into account the unique social structure of Russia and ensure the careful and targeted development of digital technologies, which will preserve its traditional economy and help with minimal difficulties to switch to digital technologies.

### Библиографический список

1. Дьяков С.А., Михлева И.И., Маджуга С.Е. Управление и оценка финансовых рисков предприятий с помощью цифровых технологий // Естественно-гуманитарные исследования. – 2021 – № 36 (4). – С. 117-121 – URL: [https://www.elibrary.ru/download/elibrary\\_47083024\\_95912759.pdf](https://www.elibrary.ru/download/elibrary_47083024_95912759.pdf) (по состоянию на 01.01.2023)

2. Зосимова М.В., Караиченцева К.Д. Влияние развития цифровизации на процессы управления // Материалы II Всероссийской студенческой научно-практической конференции. Севастопольский государственный университет. Севастополь, 2021.– С. 147-151. — URL: [https://elibrary.ru/download/elibrary\\_48098485\\_72851083.pdf](https://elibrary.ru/download/elibrary_48098485_72851083.pdf)(по состоянию на 01.01.2023).

3. Мартынов Б.В. Цифровая трансформация организации как антикризисная стратегия в условиях неопределенности // Интеллектуальные ресурсы – для региональному развитию. – 2020. – Т.2,. № 2 – С. 301-305 – URL: [www. elibrary. ru/download/elibrary\\_43033242\\_75111520.pdf](http://www.elibrary.ru/download/elibrary_43033242_75111520.pdf) (по состоянию на 01.01.2023).