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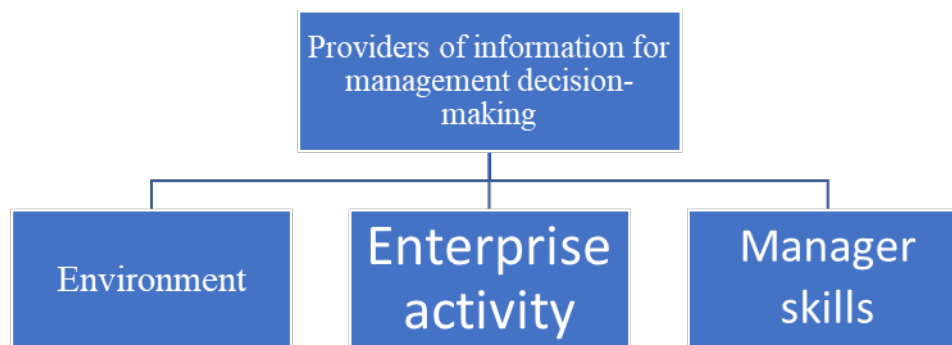
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## **MODERN TECHNOLOGIES IN ENTERPRISE MANAGEMENT**

Under the current conditions of the development of the economy and society, globalization, intensifying competition and the development of digitalization are the main strategic factors functioning of each economic entity. Together with the change in operating conditions, the technologies and models of management of business processes of the organization, which today are formed under the influence of information and communication technologies, also change. Summarizing the scientific achievements of scientists, it can be noted that management technology can be understood as a set of tools, methods and techniques for making management decisions and implementing information processing functions in order to strengthen the influence on employees for the effective implementation of decisions and increase the performance of an economic entity. The purpose of management technology is to optimize the management process to achieve the goals of the economic entity. Among the management decision-making methods, the following can be distinguished: traditional (used by most enterprises to ensure functioning); key (ensure competitive advantages) and innovative (related to the use of the latest digital technologies). In management, management technologies are distinguished in terms of planning management decisions, implementation of management decisions and organizational structure changes [1] and, accordingly, functional distribution – planning technologies, organization of business processes, motivation and control.

The classic model of management decision-making has a cyclic nature and consists of the following elements: gathering information on a certain problem and its analysis, development of alternative solutions, selection of the best solution according to certain criteria, implementation of the decision, control, assessment of the consequences of the management decision, development of corrective actions in case mismatch of expected results with actual results. Modern management models are based on the maximum use of information technologies. The main properties of modern management technologies are complexity, adaptability, systematicity and balance of interests of owners, employees and society as a whole. Since the manager's activity involves the competence to make the right management decisions, the main

limiting factor is the insufficient speed of processing large data sets, the choice of the information provider and its reliability. Most managers use three information providers (Fig. 1).



**Fig. 1. Providers of information for management decision-making**

Information of an external nature is formed by factors of the external environment, is difficult to control, may be incomplete and unreliable. The second source of information is the economic entity itself, but the received information needs verification, which is related to the organization of communication and information flows. The third provider of information for making management decisions is the manager himself, namely his professional abilities, experience and strategic vision, which allows him to analyze, sort and select from the general array information useful for making a management decision in order to solve the current problem. Organizational management technologies include software, hardware, and intelligence. The use of modern information technologies in management the economic subject of the provision is the enterprise needs economically necessary information that allows rationalization of business processes and increase competitiveness .

Therefore, the information model of management decision-making is a tool of effective management, the formation of which includes the following stages: –formation of information space for determining management influence; – synthesis of management influences (automation of management decision-making); – formation of forms of providing information to substantiate management decisions. Effective management of the enterprise depends on the use of information technologies that provide it with timely, objective and accurate information [3]. Information technologies in management ensure the collection, storage, processing, transmission of information and improve the quality of management decision-making.

The use of modern management technologies will ensure that economic entities rationally use resources, effectively manage processes and structures, adapt to the turbulent conditions of the business environment in order to achieve development goals. The use of modern organizational management technologies is a prerequisite for effective and successful business, but for their implementation, it is necessary to take into account the specifics of the business structure, organizational structure, and strategic goals and objectives. Information management technologies provide economic entities with potential opportunities and benefits, contributing to sustainable strategic development.

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### **DIRECTIONS OF INCREASING THE COMPETITIVENESS OF THE ENTERPRISE IN THE CONDITIONS OF A CHANGING ENVIRONMENT**

Today's changing conditions of competition, unpredictability and variability of various aspects of the business environment are determined by the development of technologies, globalization, changes in consumer preferences and economic changes. Competition is no longer limited to the domestic market of one country, as companies have the opportunity to compete internationally, and the emergence of new players,