

SCIENTIFIC-THEORETICAL FOUNDATIONS OF MANAGING THE ECONOMIC POTENTIAL OF ENTERPRISES IN THE CONTEXT OF DIGITAL CHANGES IN THE ECONOMY

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Annotation: *This article covers the fact that the strengthening of the integration and numbering of the economies of the countries of the world assumes a significant increase in the use of the economic potential of the sectors of the economy and its effective management. Management of economic potential is required to be carried out effectively not only at the level of the country, but also at the level of enterprises. Achieving the potential that ensures the optimal development and functioning of enterprises of the modern construction industry in a regularly changing external environment is becoming one of the main problems in this direction. Increasing the level of use of economic potential allows construction enterprises to improve not only technologies, but also methods of organizing the construction process in order to gain additional competitive advantage and occupy leading positions in the market. "The construction industry is currently undergoing a transition from infrastructure facilities and industrial projects to residential and commercial real estate. This is due to the high rate of urbanization.*

Keywords: *digital economy, informed society, construction industry, economic development, digitization, software.*

INTRODUCTION

At the next stage of the development of modern management processes, the importance of the terms “digital economy”, “informed society” and “knowledge economy” in economic development is high and requires a new approach to the organization of a new socio-economic system, in particular, to the management and management processes of the activities of enterprises of the construction industry. At the present stage of economic development, all economic activity subjects, striving for sustainable functioning, are obliged to go through the process of digital transformation. In turn, business subjects, in which the process of digital changes has not occurred, will be limited to traditional relations, which will reduce their chances in a competitive environment in the conditions of modern economic systems.

Experts believe that the process of “digitization” (in english “digitization”) is usually technologies for creating, processing, sharing and transmitting

information, signifying a socio-economic change initiated by the initiative for the widespread use and assimilation of digital technologies.

In addition to the above definition, several foreign and domestic researchers have expressed their attitudes towards the concept of “digital economy” in their studies. In Particular, V. Interpreted by Ivanov as a digital economy-a virtual environment that fills real life, M. Kaluzhsky characterizes the digital economy as the economic activity of the internet system, as well as its forms, methods, tools and the communication environment of its implementation.

According to research, the digital economy is a production complex that generates a cyber - physical process as a production system that provides a person with all the amenities for life, creating goods and services.

The use and implementation of modern technology at all stages of management processes involves not only the provision of modern equipment and software, but also the main changes in management approaches and external influences. As a result of this, the productivity of each worker-employee labor increases. This leads to the creation of a workflow system known as the “digital business system”. The processes of digitization of the economy are explained by the implementation of “digitization”, “introduction of digital technologies” and “digital changes”, and it is advisable to divide them into 4 main stages (fig. 1):

Stage 1 is the digital data stage. At this stage, all the information available and used in the socio-economic system is digitized and, by this, the necessary digital data is formed, as a result of which it is possible to optimize the scope of information of various forms and contents.

Stage 2 is the digital infrastructure phase. Digital infrastructure is the basis of the necessary network for the functioning of the socio-economic system built on the basis of a set of digital technologies and their products. The created digital infrastructure ensures the formation and operation of a mobile digital network with an unlimited number of resources and users, and the processing of large amounts of digital data.

Stage 3 is the digital models. The next stage in the transition to the digital economy is the stage of introduction of digital models, where direct digitalization is carried out. At this stage, users will be able to combine and transform communication channels around the digital technologies being used, that is, the formation of digital models. As a result of the formation of digital models, a digital system of interaction between users of digital technologies and related digital network models (platforms) is formed, which is based on network cooperation in the exchange of services.

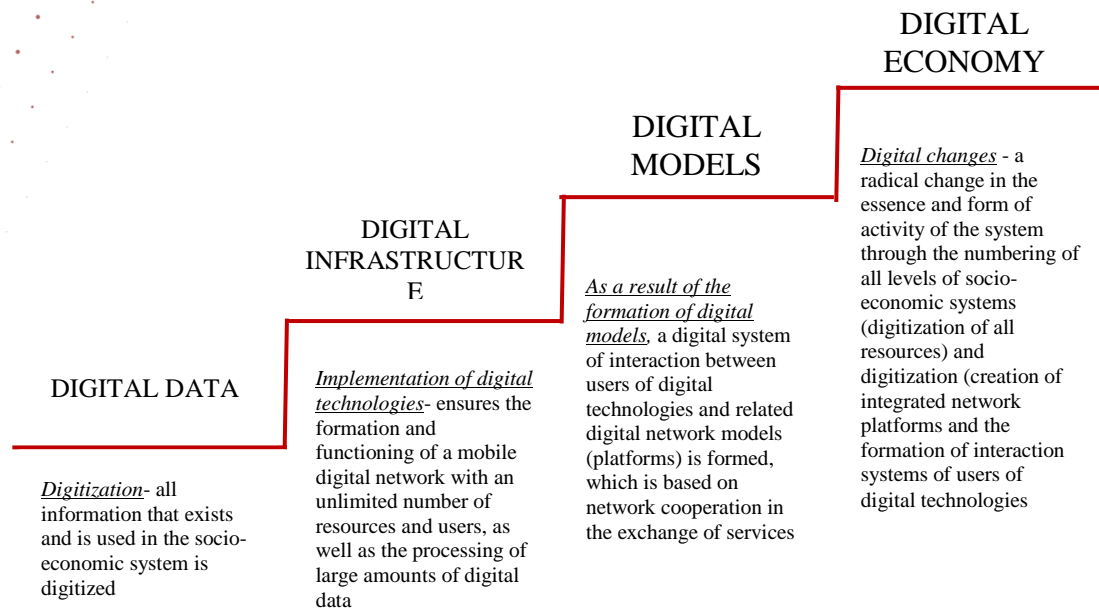


Fig. 1. Sequence of stages of numerical change.

Stage 4 is the stage of the digital economy. This stage is the last in the formation of a digital economy, which is the process of radically changing the essence and form of functioning of the system through the numbering (digitization of all resources) and digitization (creation of integrated network management platforms and the formation of interaction systems of users of digital technologies) of all levels of socio-economic systems.

In the modern economic system, an enterprise that plans to move to a “digital” basis, and at the same time is a subset of the numbering process, should pay special attention to the automation of management processes in order to further increase the efficiency of its activities.

Today, in the rapid development of the country's economy, the level of development of the construction network in the cross section of the economy networks is considered much higher than in other sectors and sectors. The digitalization of the economy is shown as the main factor in this. Because with the widespread introduction of the digital economy, other sectors of the economy, other than the construction sector, have to carry out their activities through the mediation of services.

In the context of digital changes in the economy, the final link of the chain of activities of all economic systems is formed, and the organization and management of economic activities is created on the basis of digital platforms, taking into account the fact that they are based on interactions with consumers. Summarizing the opinions of various scientists and researchers, it can be said that digital platforms can be viewed as a set of actively integrated tools based on digital technology. As we know, it is wrong to interpret the digital platform

as a simple software product, and the digital platform is the technological integrator of the set of services associated with the formation of the digital economy. From an economic point of view, it can be said that the digital platform in turn is formed by managing a complex of interconnected and complementary services. The following can be cited as the main components of the digital platform:

- interface platform;
- database;
- authentication (familiar) system;
- automated billing system for all services the customer receives using the platform;
- analytical system, cyber security and network security system.

Digital control platforms arise by forming the main components of the digital platform listed above as a system. In turn, the importance of digital management platforms is determined by the following positive effects:

- reduced costs for information technology;
- increased levels of cybersecurity;
- quick, safe and easy creation of new applications;
- formation of open systems;
- the possibility of using advanced analytical systems on "big data";
- optimization of data use, etc.

With the advent of digital management platforms, the basis for the functioning of the economic system in the digital economy is not only information, as at the previous stage of development of the economic system, but also capacity, knowledge and competencies. In turn, in the future, almost all information, information and even knowledge will be digitized. Under the influence of these changes, not only economic activity changes, but also the essence of the management process and its formation. As a product of the digital economy, networked management occurs.

Digital management platforms also set new management criteria for construction enterprises, develop competition and create motivational ratings for participants. The content of large data flows and processes makes it possible to apply algorithmic regulation and significantly facilitate the tasks of analysis and synthesis of value chains. We think that in the period of the next 10-15 years, all sectors and sectors of the country's economy will undergo significant structural changes within the framework of digital changes.

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