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THE IMPACT OF DIGITAL TRANSFORMATION ON MANAGEMENT PRACTICES

The development of technology, automation, and the multiple acceleration of processes in the external environment create the need to change classical management practices.

Digital transformation is considered to be a long-term action, the result of which should be the formation of a "digital organization". Therefore, we can say that managerial processes are the foundation on which the company's activities are based and to a large extent its well-being depends on.

The pursuit of digital leadership is seen as an important factor in enhancing the competitiveness of organizations, creating the prerequisites for the formation of long-term competitive advantages [1].

The organizations applying digital technologies for data transfer in management have the following advantages:

- increasing the efficiency and productivity of interaction between companies and teams;
- increased collaboration between team members;

- managers can devote more time to implementing projects or refining strategy by automating processes;
- the ability to improve project performance through new technologies of data analysis;
- management decisions are made at a lower speed and more efficiency [2].

A basic component of modern organization management is working with data and the use of information and communication technologies in the management process [3].

Therefore, the data search systems that exist today make it possible to make the process of making managerial decisions automated, so that the analysis of operational and managerial activities is carried out quicker and detailed. This leads to the fact that managerial decisions are developed faster and of higher quality.

In this case, strategic management and the formation of strategic competitive behavior in the long term come to the fore in companies from a management perspective.

At the same time, digital technologies also create negative effects, such as:

- the number of management decisions that have been made based on low-quality information obtained from freely available information on the Internet is increasing;
- manufacturers may deliberately distort the data that consumers use to make purchasing decisions;
- there is an overabundance of information in companies, as a consequence of which it becomes more difficult to choose the information that will be necessary to make management decisions, etc. [4].

Thus, today there is a high possibility of using digital technology to improve management activities of enterprises. Due to this, enterprises successfully adapt to the requirements of the digital economy, retain and increase long-term innovative competitive advantages, constantly extending their life cycle and creating a strategic vision for their business. To improve a company's manageability and make digital transformation projects

possible, it is necessary to build an effective management system. Only a company that understands its business processes can become a digital company and become a leader by virtue of its awareness.

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