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IMPROVING THE ENTERPRISE MANAGEMENT SYSTEM IN MODERN CONDITIONS

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In the current conditions of socio-economic instability, digital transformation, global competition, and rapid technological changes, enterprises face the need to adapt to new challenges. An effective management system is the key not only to stable operation but also to long-term development. Traditional management approaches often prove ineffective in the new reality, necessitating a review and improvement of management mechanisms.

Domestic enterprises often rely on outdated management models designed for a stable environment, which do not account for new risks, technological breakthroughs, flexible work formats, and shifting consumer values. This leads to a loss of competitiveness, inefficient resource utilization, and weak adaptability to changes. Improving the management system becomes a top priority for ensuring the viability and development of enterprises.

In modern conditions, enterprises must simultaneously address a number of challenges: rapid changes in market conditions, digitalization of processes, global and local crises (economic, military, environmental), shortages of qualified personnel, and the need for a new management culture.

However, today's conditions also dictate directions for improving management:

- The introduction of flexible structures, delegation of authority, and the development of autonomous teams ensure a rapid response to changes.
- The use of ERP, CRM, HRM, and BI systems enables data-driven decision-making, process automation, and cost reduction.
- The implementation of KPI, OKR systems, and regular feedback promotes the achievement of organizational goals.
- Motivation, engagement, personnel development, emotional intelligence, and corporate culture form the foundation of enterprise stability and innovation.
- Strong leadership, strategic thinking, and continuous training of management are key to sustainable development.

Thus, a modern enterprise management system should be:

- Flexible – to quickly adapt to external changes;
- Digitalized – to ensure transparency and efficiency;
- People-oriented – to retain and develop human capital;
- Strategic – with a focus on long-term development.

Management improvement is not a one-time action but an ongoing process requiring analytics, adaptability, teamwork, and openness to innovation. Companies should develop industry-specific adaptive management models, particularly for small and medium-sized businesses, as well as methodologies for assessing the effectiveness of management transformations in the digital economy.

References

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