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здобувач вищої освіти на першому (бакалаврському) рівні

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STRATEGIC MANAGEMENT OF DIGITAL TRANSFORMATIONS: INSTITUTIONALIZATION, BUSINESS MODEL ADAPTABILITY, AND IMPLEMENTATION OF ESG PRINCIPLES

The modern economic landscape is evolving amid growing global uncertainty and large-scale changes driven by the transition to a digital economy. Under these conditions, enterprises must implement digital transformations at the institutional level and develop comprehensive management strategies. Today, effective strategic management is impossible without the integration of ESG (Environmental, Social, Governance) principles, as they represent a key prerequisite for long-term stability and business competitiveness.

The purpose of this paper is to substantiate strategic approaches to managing digital transformations that ensure business model flexibility and their alignment with international sustainable development principles (ESG).

The digital economy is fundamentally reshaping traditional business models, enabling greater adaptability, personalization, and scalability [3, с. 64]. Institutional implementation of digital transformations is a complex process, the success of which depends on organizational mindset and leadership. In particular, the use of automated financial platforms significantly improves real-time data analytics, risk assessment, and resource allocation efficiency, thereby strengthening the financial performance of enterprises [3, с. 64]. Successful integration of technology requires strategic coordination and organizational resilience.

Scientific research in the field of digital transformations is currently at the stage of active development and requires the joint efforts of government, business, academia, and civil society. The creation of hubs for the dissemination and implementation of digital innovations will accelerate digital modernization, enhance innovation infrastructure, and foster a competitive business environment [2, с. 1].

Modern management approaches require the integration of ESG principles, which imply prioritizing environmental responsibility, social sustainability, and sound corporate governance. This necessitates the adoption of international sustainability standards that define ethical business norms and strengthen corporate accountability to society. Transparent sustainability reporting plays a crucial role, as it increases investor confidence, ensures reputational resilience, and supports a strong corporate culture of responsibility [1, с. 134].

Strategic management in the digital economy should aim to combine technological progress with sustainable development goals. Only the harmonious integration of digital solutions with ESG principles can ensure long-term financial performance, adaptability to change, and stronger competitive advantages for enterprises. This is becoming a key condition for building a resilient, innovative, and responsible next-generation business model.

Literature:

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