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DIGITALIZATION OF MANAGEMENT AND TECHNOLOGY IMPLEMENTATION

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This article explores the digitalization of management and technology implementation, highlighting benefits, challenges, and future prospects of digital transformation, emphasizing its role in enhancing efficiency, innovation, and competitiveness.

In the modern world, digital transformation has become firmly embedded in all areas: from business development to public administration and public processes. The rapid development of artificial intelligence, big data, cloud computing, and the Internet of Things opens up new horizons for optimizing management processes and increasing organizational efficiency.

The relevance of the topic of management digitalization is due to global changes in the economy and society. A McKinsey study shows that 70% of companies will use hybrid or multi-cloud technologies, management tools and processes [1]. However, successful digital transformation requires not only technical solutions, but also a revision of management approaches, staff training and the formation of a new corporate culture.

The purpose of this article is to examine the key aspects of management digitalization, to identify the advantages and challenges associated with the introduction of technology. The article will consider the main technologies that are used in management, examples of their implementation and prospects for the development of digitalization in the future.

Digitalization is the common term meaning the digital transformation of society and the economy. This concept is about the transition from the industrial age with analog technologies to the age of knowledge and creativity with various digital business innovations [2].

Digital transformation essentially is the process by which companies embed technologies across their businesses to drive fundamental change. This helps to increase the efficiency and flexibility of the business and, ultimately, create new value for employees, customers and shareholders.

For most companies, digital transformation requires a shift away from traditional thinking and toward a more collaborative, experimental approach. These new ways of approaching work reveal new solutions which, in turn, can improve customer experience, drive employee innovation and spur company growth at the fundamental level [3]. Thus, the introduction of more flexible, experimental approaches into the company expands the capabilities of employees and contributes to the sustainable growth of the business. Success ultimately depends on adaptability and willingness to challenge traditional thinking in favor of continuous learning and evolution.

The advantages of digital transformation are diverse. It promotes the expansion of the Internet and the development of effective methods for collecting, storing, transmitting and using information. This can significantly reduce costs while improving the quality of products and services. In addition, digitalization facilitates integration into the processes of modern production equipment, robots and artificial intelligence. This has a positive effect on all five main management functions: planning, organization, coordination, motivation, and control [4].

In addition to the benefits, digitalization can also have negative consequences. An organization may rely too heavily on technology without proper integration. For example, excessive reliance on digital means of communication reduces the quality of interpersonal interactions, and excessive automation leads to a lack of human control. All of this can impair important management functions such as planning, communication, and motivation.

Companies often underestimate the scale of digital transformation and use outdated methods in their work. Thus, digital strategies often fail. When moving to digital transformation, companies often face five important challenges. Firstly, many lack a clear understanding of what digitalization actually entails. This leads to vague or inconsistent strategies. Secondly, they misunderstand the economics of digital technology. By introducing new technologies, the benefits for customers increase, but the company's profits may decrease. Third, companies often overlook the importance of ecosystems. They often don't realize that the boundaries of the industry are blurring and competition is moving beyond traditional competitors. Fourth, they pay excessive attention to competitors who operate in a digital environment. This leads to the fact that threats from traditional players are often ignored. But they are also actively switching to digital technologies. Finally, many companies overlook the duality of digital technology. In this case, companies neglect the need to simultaneously develop existing businesses and create new digital models in order to remain competitive [5].

It can also make it difficult to innovate in a company. For successful technology adoption, it is important to have leaders who are well versed in digital technology and are able to guide and inspire teams. It is extremely important to provide employees with access to training and retraining, and to develop their potential. It is also equally important to provide people with the opportunity to work in new ways, as companies unlock their creative and innovative potential. Learning to modernize

everyday tools with digital solutions increases efficiency and simplifies processes, and frequent communication using both traditional and digital methods promotes team cohesion and transparency within the organization.

Digital transformation trends include the integration of advanced technologies such as cloud computing, big data analytics, artificial intelligence, and the Internet of Things, which are changing the way organizations work. Cloud computing provides scalable, flexible, and cost-effective data storage and processing. Big data analytics extracts useful information from complex datasets. Artificial intelligence automates operations, improves decision-making, and personalizes customer interactions.

These tools ensure smooth operation on all platforms. They enable organizations to improve customer engagement through data-driven personalization. By integrating these technologies, enterprises can optimize efficiency, improve the quality of services provided, and remain competitive.

Another key trend is the transition to a customer-oriented approach. This approach focuses on personalized interaction and a multi-channel strategy to enhance customer experience. In addition, the rapid development of remote work and tools such as collaboration platforms and video calls provide greater flexibility in work. These trends highlight the growing importance of technology for companies and the role of innovation in competitiveness.

Future trends in digitalization suggest the growing influence of artificial intelligence and hyper personalization. Digital technologies will play a major role in improving the efficiency of management and accounting, and the digital economy will contribute to the creation of new business models and deeper integration between sectors. This transformation will redefine the organizational activities of companies and their competitiveness in a rapidly growing market [6].

An example of the integration of digital technologies into everyday life is the Apple Watch. This product turns an ordinary watch into a multifunctional device that is equipped with functions such as health tracking, messaging, Internet and many others. This example shows how digitalization enhances the functionality of everyday things by introducing new technological features.

Similarly, in the field of management, digitalization has changed organizational processes. Companies are now moving from hand-held paper systems such as filing cabinets to sophisticated digital solutions such as digital task management platforms. New tools simplify accounting and task tracking. It also reduces the administrative burden on employees and helps create a more flexible working environment for collaboration [7].

In conclusion, I would like to note that digitalization has become the foundation of modern business, social progress and public administration. Management processes are driven by advances in artificial intelligence, big data, cloud computing,

and the Internet of Things. There are many advantages, such as lower costs and increased efficiency. But at the same time, there are problems such as excessive dependence on technology and cultural adaptation. Success depends on strong leadership, staff development, and planning for the integration of new technologies. Future trends, which include the development of artificial intelligence to a greater extent, will transform industries. Organizations that apply change based on a balanced, innovative approach will thrive rapidly. Ultimately, sustainable digital transformation is constantly being improved, focusing on both technological and human elements.

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