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## **DIGITALIZATION AND ITS IMPACT ON MANAGEMENT PROCESSES: NEW TOOLS AND APPROACHES**

It characterizes that digitalization is an integral process of transformation of modern business, which radically changes approaches to management and functioning of companies. Modern digital technologies can significantly increase the efficiency of management processes, improve interaction with customers, optimize operational activities and speed up decision-making. However, digitalization also creates new challenges that require managers to adapt and implement new approaches.

It is proved that digitalization involves the introduction of digital technologies in all aspects of the enterprise. This includes the automation of routine processes, the introduction of analytical systems, the use of artificial intelligence and big data. As a result, companies are able to:

- Promptly collect and analyze information to make more informed management decisions;
- Increase productivity by optimizing operational processes;
- Improve customer interaction through digital platforms and communication channels [1].

Digital technologies offer modern managers a number of new tools for management:

- ERP systems (Enterprise Resource Planning). These systems integrate different business processes into a single information environment, which reduces costs and increases management efficiency;
- CRM systems (Customer Relationship Management). Contribute to improving the quality of customer service, analyzing their needs and preferences;
- Big Data and analytical platforms. The use of big data allows companies to better understand the market, predict trends and make strategic decisions;
- Artificial intelligence and machine learning. These technologies help automate data analysis, predict consumer behavior and optimize processes in real time [2].

Although digitalization provides many opportunities, it also poses new challenges for managers:

- Change of management approaches. Managers must be able to work with new digital tools and quickly adapt to new conditions;
- Cybersecurity risks. The growing use of digital technologies increases the risks of cyber threats, so data protection becomes one of the key tasks;

- Personnel training. It is important to provide employees with training in new skills and approaches for working in a digital environment [3].

Among the main advantages of digitalization are the following:

- Increase the efficiency and efficiency of management processes through automation and analytical tools;
- Improved communication and interaction between company divisions, which promotes better coordination;
- Optimize costs through more accurate forecasting and resource management [4].

In practice, many successful companies around the world have already moved to digital approaches in management. Among them are:

Siemens using ERP systems to coordinate all business processes globally;

Netflix, which uses artificial intelligence algorithms to personalize content and improve customer experience;

Amazon, which also implements artificial intelligence to optimize supply chains and automate customer service processes.

It is concluded that digitalization is a powerful tool for improving the efficiency of management processes. It opens up new opportunities for quick decision-making, optimizing operational activities and increasing customer satisfaction. However, this process requires managers to have new skills, be prepared for change and constantly monitor technological innovation. Companies that successfully implement digital technologies gain significant competitive advantages and are ready for the challenges of the future.

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