

DIGITALIZATION PROCESSES IN THE MODERN WORLD

Technological changes taking place in the modern world are driving the development and use of new types of transformations. At the initial stages of its formation, this phenomenon was perceived as a process of transition from analog to digital innovative technologies [1].

The challenges of time encourage the change of the industrial era into an era of innovative transformations. Modern digital technologies consist of various devices and servers, crypto-keys and passwords, which are becoming an integral part of the intellectual, economic or business everyday life of a modern person.

Initially, the use of digital IT technologies was considered as a certain additional opportunity to declare oneself in the online space, but over time it turned into a necessity [2]. The popularization of social networks has aroused a lot of interest among consumers, and today globalization is rapidly covering all new spheres of human activity. Today, it is becoming the norm to use gadgets for a whole range of IT services in education, legal, financial and many other areas [3].

It should be noted that modern IT tools can improve the quality of education, make it interactive and effective. The remoteness or absence of a teacher will encourage students to find new forms of acquiring knowledge, using the capabilities of modern Internet technologies and cyberspace [4, p. 22]. Mastering the digital space is improved by participating in various startups, constantly developing the skills acquired, which can be used in the future as a technical and technological digital software product.

Modern technologies will allow you to use non-standard approaches, various logical combinations, which will make it possible to be a competitively stable specialist in any field in the future. The achievements of modern science have been quite successfully tested in the field of electronic commerce, remote control of robots and remote sensing of the Earth and many others [5]. Feeling the need to meet the challenges of the times, the state pays due attention to this issue.

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DEVELOPMENT OF A METHOD FOR CONSTRUCTION OF INFORMATIONAL FUNCTIONALLY ORIENTED MODELS OF AN ENTERPRISE

Automation of enterprise (organization) management is currently still a very important and urgent problem, since the intuition and personal experience of the manager is often not enough to make effective and timely efficient management decisions. Therefore, the modern approach to management involves not so much the investment of large funds for the purchase of expensive equipment as the creation and implementation of automated systems (AS) to support managerial decision-making. The creation of the AS has always been and still remains a complex systemic process, exacerbated by the following circumstances:

- a modern enterprise is a rather complex system of interacting elements (divisions);
- each enterprise is unique and typical design solutions require complex adaptation;
- the flows (information and material) connecting the subsystems of the enterprise, as well as the enterprise with the environment, are also unique.