

The use of modern management technologies will ensure that economic entities rationally use resources, effectively manage processes and structures, adapt to the turbulent conditions of the business environment in order to achieve development goals. The use of modern organizational management technologies is a prerequisite for effective and successful business, but for their implementation, it is necessary to take into account the specifics of the business structure, organizational structure, and strategic goals and objectives. Information management technologies provide economic entities with potential opportunities and benefits, contributing to sustainable strategic development.

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### **DIRECTIONS OF INCREASING THE COMPETITIVENESS OF THE ENTERPRISE IN THE CONDITIONS OF A CHANGING ENVIRONMENT**

Today's changing conditions of competition, unpredictability and variability of various aspects of the business environment are determined by the development of technologies, globalization, changes in consumer preferences and economic changes. Competition is no longer limited to the domestic market of one country, as companies have the opportunity to compete internationally, and the emergence of new players,

which can arise from any part of the world, increases the competitive pressure on enterprises. Instability in financial markets, changes in the level of inflation, restrictions on access to capital and other economic factors can create risks for enterprises. Technological progress requires constant innovation to remain competitive and also opens up new opportunities to create competitive advantages. The rapid pace of technological development can lead to changes in production, marketing and distribution methods, requiring constant updating and adaptation.

A change in consumer demand can lead to radical changes in the demand for goods and services. Rapidly changing consumer demand and expectations can create challenges for businesses to remain competitive.

A characteristic feature of today are the factors of political instability, including legislation, tax policy, regulation of business and foreign economic activity, etc. Threats of military conflicts deserve special attention.

It is possible to increase the competitiveness of enterprises in changing economic conditions in the following directions:

First of all, these are innovations that make it possible to achieve success in competition both on foreign and domestic markets. The introduction of the latest technologies and production methods allows enterprises to increase productivity, improve product quality and reduce costs. Innovations can relate to production itself, as well as marketing, logistics, or other areas of the company's activity. Innovative activity is “not just an innovation; it is a modern technical and economic process that uses new ideas and inventions to create better products and technologies that help companies take a specific leading position in the market” [2].

The second direction is flexibility in production and management. The ability to quickly adapt to changes in demand or market conditions allows businesses to effectively take advantage of opportunities that arise in a changing environment. This may include rapid reconfiguration of production, flexible work schedules, as well as rapid management decision-making.

The third direction is the development and effective use of human capital. Today, the key resource for business is not only physical capital, but also human resources. Investing in training and staff development allows companies to have a competitive advantage, as competent and motivated employees ensure quality performance of tasks and innovative development.

In addition, maintaining risk tolerance is an important direction. In a changing environment, businesses must be prepared for negative changes such as economic crises, political turbulence or natural disasters. Diversification of risks, creation of reserves and development of crisis management strategies are important components of the strategy of increasing competitiveness.

Digitalization of business, which “should be considered as a tool, not as an end in itself”, has a significant impact on the competitiveness of enterprises in today's changing conditions [3]. The implementation of digital technologies in the production process allows you to optimize work processes, automate tasks and increase productivity. For example, using the Internet of Things (IoT) allows you to collect data about work processes in real time, which allows you to quickly respond to changes and optimize production flows.

Digital and Internet technologies open up new opportunities for attracting customers and increasing their satisfaction. The use of social media, mobile applications and online platforms allows businesses to effectively communicate with their customers and offer personalized services and solutions. Digital technologies make it possible to collect, analyze and use large volumes of data to make strategic decisions, in turn, data analytics helps companies understand the needs of their customers, predict market trends and respond to them in time. Digital technologies allow businesses to be more flexible and adaptable to changes in a changing environment. They allow you to quickly respond to changes in demand, competition or technological trends, which allows enterprises to ensure their competitiveness.

Therefore, these directions play a key role in increasing the competitiveness of the enterprise in today's changing conditions, helping to optimize production processes, attract customers, analyze data and be more flexible and adaptable to changes in the environment.

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