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HOW DIGITAL TOOLS HELP BUSINESSES SURVIVE DURING A CRISIS

The present-day financial system has gone through radical changes below the influence of worldwide crises, inclusive of the COVID-19 pandemic. The demanding situations have been especially intense for small and medium-sized organizations (SMEs), which regularly face restrained get right of entry to financial, human, and technological sources. Under those conditions, virtual gear has grown to be now no longer best an important aspect for keeping enterprise operations however additionally a method of making sure model, resilience, or even increase at some point of instances of uncertainty. Digitalization has converted from an aggressive gain right into a survival necessity for groups.

First and foremost, virtual technology has helped conquer communicate boundaries among groups and their customers. The use of e-trade structures, social media, and messaging apps has allowed groups to preserve promotion even at some point of strict lockdowns. For instance, small organizations that carried out on-line structures for accepting orders and processing bills controlled now no longer best to preserve their client base however additionally to enlarge it through coming into new markets. In those circumstances, virtual gear served as a bridge that related deliver and call for, even withinside the maximum difficult periods [3].

Digital answers have additionally facilitated the optimization of inner enterprise procedures. The implementation of cloud services, undertaking control structures, client dating control (CRM) structures, and digital file control structures has enabled groups to lessen costs, ensure operational transparency, and boom managerial efficiency. For example, cloud technology offer gets right of entry to statistics from any region and device, which has become critical at some point of the mass transition to far flung work [4]. Simultaneously, the automation of recurring procedures freed

up sources for strategic tasks, inclusive of exploring new sales streams or growing adaptive strategies.

Equally sizeable is the function of virtual technology in decision-making. With the assist of enterprise analytics, synthetic intelligence, and huge records analysis, organizations won the capacity to higher apprehend marketplace trends, client needs, and threats to their operations [5]. Tools for call for forecasting, deliver chain analysis, and threat evaluation enabled the improvement of extra specific and well-based strategies, making sure short model to modifications withinside the outside environment. At the equal time, digitalization has recommended groups to increase new enterprise fashions which are extra resilient to crises. For example, subscription-primarily based totally on fashions, freelance structures, far flung education, and on-line consulting emerged as responses to the restrictions of conventional enterprise procedures. Many agencies that fast tailored to those modifications now no longer best prevented losses however additionally done increase in new niches [6].

However, digitalization additionally gives demanding situations that must be addressed. For instance, employees' inadequate virtual literacy, excessive generation implementation costs, and cybersecurity threats have grown to be sizeable barriers for plenty groups, especially in growing countries [2]. In such circumstances, the function of governments and global companies will become critical in offering guide to groups via academic programs, grants, and tax incentives for adopting virtual technology.

Thus, virtual gear plays a decisive function in making sure enterprise survival at some point of crises. They now no longer best hold operational sports however additionally foster the improvement of extra resilient enterprise fashions able to respond to outside demanding situations. The transition to a virtual financial system is already shaping the inspiration for destiny entrepreneurship to be extra adaptive, innovative, and green withinside the lengthy run. In destiny, the capacity of groups to undertake and make use of virtual technology will decide their competitiveness and success, even below the maximum difficult conditions.

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**КОНЦЕПТУАЛЬНА МОДЕЛЬ ІНТЕГРАЦІЇ ЦИФРОВИХ ДВІЙНИКІВ
В СИСТЕМУ УПРАВЛІННЯ ПІДПРИЄМСТВОМ**

За сучасних умов підприємства стикаються з викликами, зумовленими конкуренцією, нестабільністю зовнішнього середовища та стрімким розвитком цифрових технологій. Традиційні моделі управління виявляються неефективними для адаптації до цих змін. Інтернет речей (ІоТ) створив передумови для розробки нових підходів до управління бізнес-процесами, заснованих на автоматизації та зборі даних у режимі реального часу, що призвело до формування концепції цифрового двійника (ЦД).