CERTAIN ASPECTS OF DIGITALIZATION OF BUSINESS PROCESSES OF THE ENTERPRISE IN MODERN CONDITIONS

A brief description of the question. Digitalization of business processes is due to technological changes that bring new elements to the globalization of the economic system and the economy of individual markets and enterprises. To achieve competitiveness of enterprises in the realities of the digital economy it is necessary to implement modern knowledge-intensive technologies and develop new products, which in turn requires changes in business processes. The crisis caused by the COVID-19 pandemic has demonstrated how important and timely the digitalization of business processes is for society and the economy.

The aim of research. The purpose of the article is to reveal the feasibility, components and stages of digitalization of business processes of the enterprise, generalization of positive consequences, difficulties and threats of business process transformation based on the introduction of digital technologies.

Methods of research. The tasks were solved using scientific research methods, including: inductions and deductions, methods of scientific abstraction, theoretical generalization and comparison, tabular method.

Research results. Manifestations of digital transformation are the introduction of digital technologies in the business processes of the enterprise, due to which they are optimized, productivity and efficiency increase, the process of communication with consumers improves. The main stages of digitalization of business processes of the enterprise are the following: research of existing business processes and substantiation of expediency of their transformation, introduction of elements of digitalization in business processes of the enterprise, strategic stage of digitalization of business processes, digital convergence, innovation-adaptive stage. Digitalization of most business processes of the enterprise is a rather long process and carries a lot of unknown challenges and becomes the most important factor in economic growth of any country's economy and is a current trend of development.

In general, the digitalization of business processes of the enterprise can lead to a number of positive consequences for its current operation and further development. However, the digitalization of business processes of the enterprise is associated with certain difficulties and is accompanied by risks and threats. The COVID-19 pandemic provides a significant impetus to increase the use of digital technology.

Conclusions. In the context of growing crisis trends in the economy and the instability of the external environment, digitalization business processes of the enterprise is the basis for further preservation of its competitive advantages in the market and effective development on the basis of innovation. Digitalization of business processes of the enterprise involves the digital transformation of all major processes and ancillary processes, business management processes and business development processes. The positive effects of digitalization of business processes
are their optimization, increased productivity, reduced costs, growth efficiency of activity and management, flexibility and adaptability and finally – strengthening of competitive positions of the enterprise in the market. Carrying out the digital transformation of business processes of the enterprise is associated with difficulties – both organizational and financial in nature and is accompanied by risks and threats, and therefore this process requires prudent management and clear application of control tools.