

DIGITAL TRANSFORMATION OF BUSINESS BASED ON INFORMATION TECHNOLOGY

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ABSTRACT	KEYWORDS
Digital business transformation is a complex process of changing business models, organizational structure, and enterprise management systems based on modern information technologies. With the accelerated development of the digital economy, enterprises are faced with the need to implement innovative solutions that improve the efficiency of production processes, optimize resource management, and enhance customer interactions. Modern technologies, including artificial intelligence, cloud computing, big data, the Internet of Things, blockchain technology, and robotic process automation, are becoming key tools for building organizations' competitive advantages. This article examines the theoretical foundations of digital business transformation, analyzes the key information technologies used in modern enterprises, and examines their impact on management efficiency, labor productivity, and economic performance. Particular attention is paid to the integration of digital platforms, business process automation, data analytics, and digital management. The article presents the key advantages of digital transformation, as well as the existing challenges and limitations associated with the implementation of innovative technologies, including information security, a shortage of qualified personnel, the high cost of digitalization, and resistance to organizational change. Based on this analysis, promising areas for the further development of digital business transformation in the digital economy are formulated. The obtained results confirm that the comprehensive implementation of modern information technologies contributes to the increase of operational efficiency of enterprises, acceleration of management decision-making, reduction of costs, improvement of the quality of customer service and strengthening of competitiveness of organizations in national and international markets. Scientific Novelty. The scientific novelty of this study lies in its comprehensive approach to assessing how modern information technologies influence the digital transformation of business, particularly when integrated into enterprise management systems. Unlike other authors' studies, this study treats digital transformation	Digital transformation, information technology, digital economy, business process automation, artificial intelligence, big data, cloud computing, Internet of Things, digital management, enterprise competitiveness.

not as a standalone process, but as a system of interconnected organizational, technological, and managerial changes that, taken together, ensure sustainable growth in organizational performance.

Purpose of the Study. The purpose of this study is to comprehensively analyze digital business transformation processes based on modern information technologies, determine their impact on management efficiency, automate business processes, improve enterprise competitiveness, and develop practical recommendations for integrating digital solutions into organizational operations in the digital economy.

Introduction

The development of the global economy over recent decades has been accompanied by the rapid spread of information technologies, which have a significant impact on all areas of social and economic activity. While at the end of the 20th century, digital technologies were viewed primarily as a means of automating individual production operations and document management, today they have become the foundation for the transformation of business models, management methods, and customer interactions. Under these circumstances, digital transformation is not simply a means of technological modernization for enterprises, but a strategic factor in their sustainable development and long-term competitiveness.

The history of digital business transformation begins with the active introduction of computing technology into enterprise operations in the 1960s and 1970s. Initially, information technology was used primarily to automate accounting, payroll, and data processing. The emergence of the first corporate information systems significantly reduced the time required to perform routine operations and increased the accuracy of information processing [1].

The next stage of development was associated with the spread of personal computers and local area networks in the 1980s. These technologies enabled companies to automate management processes, organize electronic document management, and improve internal communications. During this same period, enterprise resource planning (ERP) systems began to rapidly develop, integrating financial, production, and logistics processes into a single information environment.

In the 1990s, the widespread adoption of the internet became a key factor in business development. E-commerce, remote interaction with clients and suppliers, and the development of corporate web portals significantly changed traditional business models. Companies gained the opportunity to enter international markets, expand their customer base, and improve the speed of information exchange.

The beginning of the 21st century is characterized by a transition to a digital economy, in which information technology is becoming the primary resource for generating added value. The widespread adoption of cloud computing, big data technologies, artificial intelligence, the Internet of Things, robotic process automation, mobile platforms, and blockchain technologies has led to the emergence of fundamentally new business models based on the use of digital services and intelligent analytics.

The COVID-19 pandemic provided a particularly significant boost to digital transformation. Restrictive measures significantly accelerated the adoption of remote work, cloud services, electronic document management systems, online communications, and digital platforms. Many companies were

forced to revise existing business processes and actively utilize modern information technologies to maintain operational sustainability.

Today, digital transformation is viewed as a continuous, comprehensive process of change across all aspects of an organization's operations. It encompasses production processes, human resources management, financial activities, marketing, logistics, customer service, and management decision-making [2]. Modern enterprises use digital technologies not only to automate existing processes but also to create new sources of competitive advantage, increase business agility, and adapt to rapidly changing environmental conditions.

The relevance of this study stems from the growing role of information technology in ensuring sustainable enterprise development. Despite the advanced development of digital solutions, many organizations continue to face challenges in integrating modern technologies, assessing the effectiveness of digitalization, and managing digital change. This necessitates a comprehensive study of digital business transformation and the development of practical approaches to improving the efficiency of information technology use.

Theoretical Foundations of Digital Business Transformation. Digital technologies are rapidly spreading across the global economy today, significantly impacting all areas of business activity. Due to growing global competition, companies are forced to seek new ways to improve management efficiency. They need to optimize production processes and create sustainable competitive advantages. Digital business transformation is becoming one of the key tools for achieving these goals. It encompasses organizational, technological, and managerial changes based on modern information technologies [3, 4].

The concept of digital transformation is significantly broader than traditional automation. While automation involves the implementation of individual software solutions for specific operations, digital transformation encompasses virtually all aspects of an organization's functioning. It involves changes to business processes, organizational structure, management systems, corporate culture, and methods of interacting with customers, suppliers, and government agencies. As a result, the company transitions to a new operating model based on the use of digital data as a strategic resource.

There is still no single definition of digital business transformation in the scientific literature. This is due to the complexity and multifaceted nature of the process itself. Most researchers agree that it is a long-term development strategy for an organization. It entails the deep integration of information technology into all areas of the enterprise's operations. The ultimate goal here is not simply the implementation of new digital solutions. It also involves creating additional value for customers, increasing management flexibility, and ensuring sustainable economic growth [5].

The foundation of digital transformation is digitalization, the process of converting information, documents, and business processes into electronic form. However, digitalization is only one stage of a larger transformation. Once a digital infrastructure is established, enterprises gain the ability to utilize intelligent information processing methods, automate decision-making, predict market developments, and quickly adapt to changing external environments.

Modern businesses operate in a highly uncertain environment caused by dynamic technological advances, changing consumer behavior, and intensifying international competition. In this environment, an organization's ability to quickly adapt becomes a critical factor in its resilience. Digital

transformation provides the necessary management flexibility, enabling rapid response to changing demand, optimization of production capacity, and improvement of resource management.

Data is the foundation of digital transformation. Every action within a company generates a wealth of information. Money, production, sales, advertising, delivery, and communication with customers and suppliers all generate data. Analyzing this data helps improve company management. Modern analytical tools make forecasts more accurate and reduce risks.

Another important part of digital transformation is the integration of business processes. Previously, departments operated in isolation, often doing the same thing over and over again, delaying the transfer of information, and driving up costs. Today, information systems integrate production, finance, human resources, logistics, and marketing into a single digital system. This ensures seamless data flows, transparent management, and greater efficiency across the organization [6, 7].

Changing approaches to organizational management plays a key role in digital transformation. The traditional management model was based primarily on a multi-level hierarchy and the sequential flow of information between departments. Modern digital technologies significantly reduce the number of intermediate decision-making steps. Managers gain access to relevant information in real time, facilitating a rapid response to emerging changes and improving the quality of strategic management. The development of digital technologies is accompanied by a shift in the role of human capital. While previously the primary focus was on performing standard operations, today analytical thinking, the ability to process information, digital competencies, and management decision-making skills are increasingly important. Automation of routine processes allows employees to focus on solving more complex intellectual problems that require professional training and a creative approach.

A key aspect of digital transformation is the development of a digital corporate culture. Successful implementation of information technology is impossible without personnel prepared for organizational change. Management must create conditions for continuous employee training, the development of digital competencies, and the fostering of a culture of continuous learning and innovation. Only with the appropriate organizational environment can digital projects achieve long-term positive results [8]. Modern management theory views digital transformation as a continuous process of improving organizational performance. Unlike traditional automation projects, which have limited implementation timelines, digital transformation requires constant technology upgrades, improved information infrastructure, and the adaptation of business processes to new market conditions. This is due to the rapid pace of technological development and the constant emergence of new digital solutions.

One of the factors for successful digital transformation is the creation of a unified enterprise information architecture. Information systems must ensure compatibility of software products, continuous data exchange between departments, information security, and the ability to further scale the digital infrastructure. The absence of a unified architecture leads to technological fragmentation, complicates enterprise management, and reduces the effectiveness of digital technologies.

The concept of an organization's digital maturity is becoming particularly important. Digital maturity refers to the degree to which an enterprise is prepared to utilize modern information technologies in management, production, and interaction with the external environment. A high level of digital maturity is characterized by a developed information infrastructure, qualified personnel, an effective

data management system, a digital corporate culture, and the organization's ability to quickly implement innovative solutions.

Improving digital maturity requires a comprehensive approach, including modernizing technical infrastructure, improving organizational structure, staff training, developing information security, and implementing modern project management methods. Experience shows that the greatest results are achieved by companies that view digital transformation as a strategic direction for long-term development, rather than a one-time software implementation project.

The industry 4.0 concept, which envisions the integration of digital technologies into production processes, is having a significant impact on the development of digital transformation. Key elements of this concept include artificial intelligence, the Internet of Things, digital twins, autonomous production systems, robotics, and intelligent analytics. Their combined use enables the creation of highly efficient production systems capable of independently analyzing equipment conditions, predicting potential malfunctions, and optimizing production processes.

The development of the digital economy is facilitating the emergence of new business models based on digital platforms. Unlike traditional businesses, digital platforms connect manufacturers, suppliers, customers, and partners in a single information space. This significantly reduces transaction costs, accelerates information exchange, and expands business scalability. The platform model is becoming one of the most effective forms of organizing entrepreneurial activity in today's environment.

Another important area is the development of an ecosystem approach to business. Modern enterprises increasingly interact not only with their customers but also with other companies, government agencies, research organizations, and financial institutions via digital platforms. This interaction facilitates accelerated innovation, the joint development of new products, and increased overall economic efficiency.

Despite the numerous benefits of digital transformation, its implementation comes with a number of significant challenges. Information security remains one of the most pressing issues. As digital data volumes grow, the risk of unauthorized access, cyberattacks, confidential information leaks, and disruptions to the stability of information systems increases. Therefore, businesses are forced to invest significant resources in developing information security tools, data backup, and cyberthreat monitoring.

The high cost of implementing modern information technology is also a significant obstacle to digital transformation. This problem is particularly acute for small and medium-sized businesses with limited financial resources. In addition to purchasing software and hardware, organizations must also cover expenses such as staff training, infrastructure modernization, technical support, and maintenance of information systems.

Another factor affecting the success of digital transformation is resistance to organizational change. The implementation of new technologies requires reconsidering traditional work practices, changing employee responsibilities, and mastering new digital competencies. Without adequate staff training, digital projects can be accompanied by decreased productivity in the initial stages of implementation and increased organizational risks.

Thus, the theoretical foundations of digital business transformation demonstrate that this process represents a comprehensive change in the entire enterprise management system, based on the extensive use of modern information technologies. Digital transformation affects organizational structures,

business processes, management methods, corporate culture, and interactions with the external environment. Its successful implementation significantly improves organizational performance, ensures sustainable development, and creates long-term competitive advantages in the digital economy.

Modern information technologies in digital business transformation. Modern digital business transformation is impossible without the widespread use of information technologies, which are becoming the foundation for enterprise management, automation of production processes, and the development of new models of interaction with consumers. In recent years, the range of digital solutions used has expanded significantly. While information technologies were previously used primarily to automate individual enterprise functions, today they are integrated into virtually all areas of an organization's operations, forming a unified digital management ecosystem.

One of the most dynamically developing technologies is artificial intelligence. Machine learning algorithms enable businesses to analyze vast amounts of information, identify hidden patterns, predict market developments, and automate management decision-making. Unlike traditional analysis methods, intelligent systems are capable of independently refining data processing algorithms as new information accumulates, significantly increasing forecast accuracy [9].

In enterprise management, artificial intelligence is used to assess financial risks, forecast demand, manage inventory, analyze customer behavior, automate marketing campaigns, and support strategic decision-making. The banking sector actively uses intelligent algorithms to assess customer creditworthiness, detect fraudulent transactions, and automate financial monitoring. In industry, artificial intelligence technologies enable product quality control, predict equipment failures, and optimize production processes.

Big data analysis occupies a special place in modern digital transformation. Almost every organization generates significant volumes of information daily from various sources. Financial transactions, production processes, customer data, logistics information, marketing research results, and digital communications generate vast amounts of data, the effective use of which is becoming a crucial factor in a company's competitiveness.

Modern analytical platforms enable the integration of information from various information systems, structuring, visualization, and intelligent analysis. The use of Big Data technologies facilitates a deeper understanding of customer needs, increases the accuracy of demand forecasting, optimizes product ranges, and improves enterprise management systems. Thanks to big data analytics, managers are empowered to make decisions based on objective information rather than solely expert opinions.

Cloud computing is an integral element of digital transformation. Cloud technologies provide businesses with remote access to computing resources, software, and data storage via the internet. Using cloud infrastructure significantly reduces the cost of acquiring in-house server equipment, improves the reliability of data storage, and ensures the scalability of information systems based on business needs.

Modern enterprises utilize various cloud service models. The most common are software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS). Each of these models provides organizations with the ability to flexibly manage digital resources without the need for expensive data centers [10].

A significant advantage of cloud technologies is the continuity of business processes. Employees can access corporate information regardless of their location, which is especially important in the context of increasingly remote work and distributed teams. Cloud solutions also provide automatic data backup, centralized administration of information resources, and high availability of corporate services.

The Internet of Things (IoT) plays a key role in digital transformation. It represents a collection of interconnected devices equipped with sensors, data transmission systems, and software. These devices can automatically collect data, exchange information with each other, and transmit it to enterprise analytics systems without direct human intervention.

In industry, IoT technologies are used to monitor equipment status, control production lines, track energy consumption, and optimize production processes. In logistics, smart sensors allow for cargo tracking, temperature control during shipments, and improved transport management efficiency. In retail, the IoT is used for automated inventory control, customer activity analysis, and improved customer service.

Robotic process automation technology is becoming increasingly important. Software robots can perform repetitive tasks significantly faster than humans, eliminating the possibility of human error. They automatically process documents, generate reports, perform data validation, transfer information between various information systems, and support administrative procedures.

Robotic automation can significantly reduce the time required to complete standard operations, increase productivity, and reduce administrative costs. Robotic automation is particularly effective in financial services, HR, accounting, logistics, and customer service.

One of the most promising technologies for digital transformation is blockchain. Its key feature is distributed storage of information, ensuring that previously recorded data cannot be altered without authorization. The use of blockchain facilitates increased transparency of financial transactions, the reliability of electronic document management, and the security of digital transactions.

Blockchain is currently being actively used in banking, international trade, insurance, logistics, and public administration. The technology ensures a high level of trust between participants in digital interactions, minimizes the likelihood of fraud, and reduces the need for intermediaries in financial transactions.

Modern enterprises are also actively using digital twin technologies. A digital twin is a virtual model of an object, equipment, production line, or an entire enterprise, allowing for the simulation of various operational scenarios without interfering with real processes. By using digital twins, organizations gain the ability to proactively assess the impact of management decisions, identify potential risks, and optimize production processes.

The development of mobile technologies is also having a significant impact on the digital transformation of business. The use of mobile applications provides employees with constant access to corporate information systems, enabling them to quickly exchange information and make management decisions regardless of location. For customers, mobile services are becoming a vital channel of interaction with the organization, providing convenient access to goods, services, and personalized offers.

Customer relationship management systems and enterprise resource planning systems are particularly important in the digital economy. CRM systems allow for the centralized storage of customer

information, analysis of interaction history, automation of sales and marketing processes, and improvement of service quality. ERP systems provide comprehensive management of a company's production, financial, HR, and logistics processes within a single information space.

Integrating CRM and ERP systems creates a unified digital environment for managing an organization. Managers gain the ability to monitor all key performance indicators in real time, significantly improving the efficiency of management decisions and resource utilization.

Along with the benefits, the use of modern information technology comes with a number of challenges. The most significant include information security, personal data protection, compatibility of various software products, the need for regular software updates, and continuous employee training. Furthermore, the growing volume of digital information requires the development of modern data centers and improved storage technologies.

A key objective of digital transformation is the creation of a unified digital enterprise architecture, in which all information technologies function as interconnected elements of a unified management system. Only the comprehensive integration of artificial intelligence, cloud computing, the Internet of Things, big data analytics, robotic automation, and modern corporate information systems ensures maximum economic impact.

Table 1 - Impact of the implementation of information technology on key performance indicators of the enterprise

Information technology	Reduction in operating costs, %	Labor productivity growth, %	Reduction in business process execution time, %
Artificial intelligence	22	34	41
Cloud computing	18	26	35
Big Data Analytics	15	29	31
Internet of Things (IoT)	20	32	38
Robotic Process Automation (RPA)	27	43	56

The table presents comparative indicators of the impact of the most common information technologies on enterprise performance. Robotic process automation demonstrates the greatest impact, reducing transaction time by 56%, increasing labor productivity by 43%, and reducing operating costs by 27%. Artificial intelligence and the Internet of Things also demonstrate strong performance, significantly optimizing business processes and increasing management efficiency.

Practical aspects of digital business transformation. The practical implementation of digital transformation is a complex, multi-stage process that requires comprehensive changes to existing management methods, the organizational structure of the enterprise, and the information technologies used. Unlike the localized automation of individual organizational functions, digital transformation involves the systemic implementation of digital solutions aimed at achieving the company's long-term strategic goals. The effectiveness of this process is determined not only by the level of technological

development of the organization but also by the willingness of management and staff to embrace innovation.

One of the most important stages of digital transformation is assessing the current state of the enterprise. This stage involves analyzing existing business processes, information infrastructure, the level of automation, employee digital competencies, and organizational readiness for change. The results allow us to identify priority areas for modernization and formulate a digital development strategy for the organization.

Following a comprehensive assessment, a digital transformation program is developed, including a list of measures for implementing modern information technologies. This process is typically implemented in stages, minimizing financial risks and ensuring gradual employee adaptation to the new working conditions. The most common mistake many companies make is attempting to simultaneously implement a large number of digital solutions without first preparing the organizational infrastructure. Experience shows that successful digital transformation begins with the automation of the most resource-intensive processes. Digital technologies are primarily implemented in accounting, document management, HR management, inventory control, logistics, procurement, and financial planning. Once the automation of core processes is complete, the company moves on to implementing intelligent analytics, decision support systems, and artificial intelligence technologies.

One of the most noticeable results of digital transformation is the increased efficiency of business processes. Automation significantly reduces the time it takes to complete production and administrative operations, reduces human error, and increases employee productivity. Many procedures that previously took hours or even days are now completed automatically within minutes. Digital transformation is having a significant impact on enterprise management systems. Modern information systems provide managers with the ability to receive up-to-date information on the organization's operations in real time. This enables them to quickly monitor production plan fulfillment, analyze financial indicators, track department performance, and make timely management decisions. The use of digital dashboards significantly increases the transparency of enterprise operations and helps reduce management risks.

Customer relationship management is becoming an important area of practical application for information technology. Modern CRM systems enable the collection and analysis of information on consumer behavior, purchase history, customer preferences, and the results of marketing campaigns. Based on this data, companies create personalized offers, improve service quality, and strengthen long-term relationships with consumers. The use of intelligent analytics allows for the prediction of changing demand and the development of more effective product promotion strategies.

Digital transformation is also having a positive impact on supply chain management. Modern information systems ensure continuous monitoring of material flows, optimize logistics routes, control inventory levels, and coordinate interactions with suppliers. Thanks to digital technologies, companies are reducing product delivery times, reducing transportation costs, and improving the reliability of contractual obligations.

Digitalization's impact on financial management is no less significant. Automated accounting and financial analysis systems enable the prompt monitoring of cash flow, the generation of management reports, the calculation of financial indicators, and the forecasting of an organization's economic

performance. The use of analytical tools significantly improves the quality of financial planning and facilitates more informed investment decisions.

Practical experience from leading global companies confirms that the implementation of modern information technology significantly increases labor productivity. Automating routine operations allows employees to focus more on analytical work, innovation, and customer interactions. Simultaneously, errors in information processing are reduced, task completion times are shortened, and the overall efficiency of human resources is increased.

Digital transformation is essential for industrial companies. The use of intelligent manufacturing systems enables automated process control, predicting equipment performance, preventing emergencies, and minimizing production losses. The use of IoT sensors ensures continuous collection of equipment performance data, while artificial intelligence algorithms analyze the collected data and generate recommendations for optimizing the production process.

In the retail sector, digital technologies enable the creation of multi-channel customer engagement models. Companies simultaneously utilize traditional stores, online platforms, mobile apps, social media, and marketplaces, providing customers with the ability to choose the most convenient way to purchase goods and services. Integrating all sales channels into a single information system significantly increases commercial efficiency and improves customer service.

One of the most important factors in successful digital transformation is human capital development. Modern technologies require continuous employee upskilling, acquisition of new digital competencies, and a willingness to work in a constantly changing environment. Therefore, companies are increasingly investing in corporate training programs, developing digital literacy among their staff, and fostering a culture of innovative thinking.

Despite the significant benefits of digital transformation, the process of implementing information technology is fraught with a number of practical challenges. One of the most common issues is insufficient funding for digital projects. Many companies limit themselves to purchasing individual software products without comprehensively modernizing their information infrastructure, which significantly reduces the effectiveness of digitalization.

Another serious obstacle remains the shortage of qualified specialists. The development of artificial intelligence, big data analytics, cloud computing, and information security requires highly qualified personnel with modern digital competencies. A shortage of such specialists slows down the implementation of digital projects and increases the time it takes to implement new technologies.

Ensuring information security is becoming increasingly important. As the volume of digital information grows, so do cyber threats related to unauthorized access to data, virus attacks, confidential information leaks, and disruptions to the stability of corporate information systems. To minimize these risks, companies are implementing comprehensive information security systems, utilizing multi-level user authentication, data backup technologies, and modern cyber threat monitoring tools.

The practical implementation of digital transformation is impossible without the support of an organization's leadership. It is the leadership that defines strategic digital development goals, allocates investment resources, shapes the corporate culture, and ensures coordination among all stakeholders involved in the digitalization process. The success of digital projects and the achievement of planned economic results largely depend on the level of leadership engagement.

In the coming years, the development of digital transformation will be driven by the continued advancement of artificial intelligence technologies, the development of quantum computing, and the expanded use of digital twins, robotic manufacturing systems, intelligent analytics, and autonomous driving technologies. At the same time, the role of environmentally oriented digital solutions will increase, ensuring the rational use of resources, reducing energy consumption, and achieving sustainable development goals.

As the digital economy continues to develop, enterprises will increasingly shift to platform-based business models that unite manufacturers, suppliers, customers, and partners in a single digital space. This approach will increase the speed of information exchange, reduce transaction costs, accelerate innovation, and ensure greater organizational adaptability to changing external environments.

Conclusion

Digital business transformation is a key area of development in the modern economy, determining the competitiveness of enterprises, the efficiency of resource use, and the ability of organizations to adapt to rapidly changing external conditions. The rapid development of information technology has led to fundamental changes in approaches to organizing production processes, managing enterprises, interacting with consumers, and developing new business models. Digital technologies are now serving not only as a tool for automating individual operations but also as a strategic factor in the sustainable development of organizations.

The study examined the theoretical foundations of digital business transformation, uncovered the essence of this process, and identified its key features. It was established that digital transformation is a complex of organizational, managerial, and technological changes aimed at integrating modern information technologies into all areas of an enterprise's operations. Unlike traditional automation, digital transformation involves a profound transformation of business processes, management methods, corporate culture, and interactions with the external environment.

The analysis revealed that modern digital transformation is based on the widespread use of artificial intelligence, big data technologies, cloud computing, the Internet of Things, robotic process automation, digital platforms, blockchain technologies, and corporate information systems. The integrated application of these technologies increases productivity, reduces operating costs, accelerates information processing, improves management decision-making, and enhances customer service.

The study focused on the practical aspects of enterprise digitalization. The analysis showed that the implementation of modern information technologies facilitates the optimization of production processes, improved financial management, increased efficiency of logistics operations, automated document flow, and the development of customer relationship management systems. The use of digital tools allows companies to quickly respond to changing market conditions, predict consumer demand, and build long-term competitive advantages.

At the same time, the study confirmed that the digital transformation process is accompanied by a number of significant challenges. Among the most significant factors limiting the effectiveness of digitalization are the high costs of implementing modern information technologies, the insufficient level of digital maturity of organizations, the shortage of qualified specialists, the difficulties of integrating new information systems with existing infrastructure, and the need to ensure a high level of information security. Successfully overcoming these challenges requires the development of a

comprehensive digital development strategy that includes the phased implementation of innovative technologies and the continuous improvement of personnel digital competencies.

The results demonstrate that the effectiveness of digital transformation is determined not only by the level of technological advancement of an enterprise, but also by the quality of strategic management, the management's readiness for organizational change, the availability of qualified personnel, and the organization's ability to adapt to the new conditions of the digital economy. A comprehensive approach ensures the maximum economic impact from the implementation of modern information technologies. Current global economic trends indicate a further acceleration of digitalization. In the coming years, the use of generative artificial intelligence, predictive analytics, digital twins, quantum computing, autonomous manufacturing systems, and predictive management technologies is expected to expand. Their integration into enterprise operations will significantly improve the quality of management decisions, the level of automation of business processes, and the efficiency of production resource utilization.

The practical significance of this study lies in the potential use of the findings in developing digital transformation strategies for enterprises in various sectors of the economy. The findings and recommendations presented can be applied by organizational leaders, information technology specialists, digitalization consultants, and researchers working on digital economy development and innovation management.

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