

THE IMPORTANCE OF A TELECOMMUNICATIONS SERVICE'S ENTERPRISE MANAGEMENT STRATEGY IN THE CONTEXT OF DIGITALIZATION

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The conditions of enterprise digitalization involve the widespread use of digital technologies, information systems and the Internet to optimize business processes, ensure efficiency, competitiveness and expand the capabilities of the enterprise. In this context, the management strategy becomes a key tool for achieving the success of an enterprise in the digital era.

Based on the study of scientific works of well-known scientists, guided by the need to solve the scientific and practical task of forming a management strategy for telecommunication services enterprises on the basis of integrative development in the context of digitalization, we propose to consider the strategy of telecommunication services enterprises as a plan of consistent management actions to ensure the efficiency of the dominant flows of integrative development of telecommunication services enterprises in the context of digitalization, through the implementation of integrative management vectors. Based on the above definition of the concept of strategy of telecommunication services enterprises, it becomes clear that only through the proposed vectors of integrative development management for each of the selected streams it is possible to ensure its effective integrative development in the context of digitalization both in the crisis and post-crisis period, taking into account the factors of influence of the external environment.

The meaning of the concept of "management strategy" in the context of enterprise digitalization can be considered from different aspects:

1. Digital transformation. The management strategy should provide for the digital transformation of all aspects of the enterprise, including production, marketing, sales, logistics, human resources, finance and other areas. This means the transition to electronic management systems, process automation, the introduction of artificial intelligence, data analysis, cloud technologies, and more.

2. Innovation. The digital age requires businesses to constantly innovate. The management strategy should promote the creation of an innovative culture, the development of new products and services, and the introduction of innovative approaches to problem solving.

3. Customer focus. Digitalization is changing the way we interact with customers. The management strategy should take these changes into account and focus on creating personalized and customer-friendly products and services.

4. Analytics and decision-making. The increased amount of data available in the digital age requires the introduction of data analytics into the management process. The management strategy should include the use of analytics to gain insights and make informed decisions.

5. Cybersecurity. Digitalization increases the risk of cyberattacks and data security breaches. The management strategy should include cybersecurity measures to protect company information and ensure process reliability.

6. Cultural changes. Digital transformation of an enterprise often requires a change in the internal corporate culture. The management strategy should foster an open, flexible and innovative environment that helps to attract talented employees and develop their potential.

Summarizing the above, we conclude that the management strategy in the context of enterprise digitalization should be flexible, adaptive and result-oriented to ensure the effective use of digital opportunities and achieve success in today's competitive business environment.

Directions and strategic aspects that contribute to the stable and balanced growth

of the enterprise, covering various aspects of its activities, determine the vectors of integrative development of the enterprise. These vectors may vary depending on the specific business and its goals. The general vectors of integrative development of an enterprise include:

1. Product/service development: Creating new products or services or improving existing ones. This helps to attract new customers and meet growing market needs.

2. Market expansion: Opening new markets, expanding the territory of the company's operations, exporting products.

3. Innovations: The introduction of new technologies, processes, approaches or business models that increase productivity, quality and efficiency.

4. Brand development: Increasing brand awareness of the company, strengthening the image, ensuring consumer confidence.

5. Human resources development: Investing in staff development, education, training, creating a favorable corporate culture and increasing employee engagement.

6. Optimization of production processes: Implementation of modern technologies and methods to improve production efficiency and reduce costs.

7. Development of logistics systems: Implementation of new logistics management systems to ensure optimal inventory levels, reduce delivery times, etc.

8. Sustainability and environmental responsibility: Implementation of environmentally friendly technologies and practices, reduction of negative impact on the environment.

9. Developing strategic partnerships: Establishing cooperation with other companies, organizations or government agencies to pool resources and create synergies.

10. Implementation of quality management systems: The use of quality standards (e.g., ISO) to ensure high quality products/services and customer satisfaction.

These vectors of integrative development are not an exhaustive list, and each enterprise can focus on those aspects that are most suitable for its individual needs and strategic goals.

Thus, the vectors of integrative development of an enterprise can be interconnected and mutually supportive, which allows achieving balance and harmony in the strategic development of any enterprise.

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