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CURRENT ASPECTS OF ENHANCING THE COMPETITIVENESS OF ENTERPRISES IN THE CONTEXT OF DIGITALIZATION

АКТУАЛЬНІ АСПЕКТИ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ В УМОВАХ ЦИФРОВІЗАЦІЇ

Abstract. The problems of ensuring the competitiveness of domestic enterprises are considered. The key aspects of strengthening their competitive position in the context of new challenges in the modern economy are highlighted. The necessity and relevance of applying modern digital technologies and tools as factors for enhancing of their competitiveness in the context of digitalization of the economy are clarified.

Keywords: digitalization, competitiveness of enterprises, digital technologies and tools, innovations, competitive advantages.

Анотація. Розглянуто проблеми забезпечення конкурентоспроможності вітчизняних підприємств. Висвітлено ключові аспекти посилення їх конкурентних позицій в контексті формування нових викликів сучасної економіки. З'ясовано необхідність та актуальність застосування цифрових технологій та інструментів як чинників зростання їх конкурентоспроможності в умовах цифровізації економіки.

Ключові слова: цифровізація, конкурентоспроможність підприємств, цифрові технології та інструменти, інновації, конкурентні переваги.

In the context of modern digitalization and rapid technological progress, competitive development has become a necessity, because the ability of an enterprise to meet the demands of the times and stay ahead of its competitors is a key factor in its success. It is competitiveness that determines the ability of an enterprise to effectively utilize its potential in the race for market leadership.

Digital technologies are fundamentally changing the conditions of management, enabling the emergence of new business models focused on openness, socialization, creativity and flexibility in organizational processes.

In today's environment, they are becoming a key factor in the success of companies, as they allow them to improve business processes, making them more flexible and adaptive, improve products and services, expand sales markets, facilitate communications and interaction with

customers, accelerate business response to dynamic changes in market conditions, increase productivity and reduce operating costs, and improve management decision-making efficiency by facilitating access to information, attracting and efficiently processing large amounts of data to analyze market trends and opportunities [1]. As a result, the use of specific digital tools allows businesses to gain additional competitive advantages in the market.

The COVID-19 pandemic has become a catalyst for the widespread use of digital technologies and tools by enterprises, forcing companies to look for new technological solutions to support operations and customer interaction. Russia's full-scale invasion of Ukraine in 2022 significantly accelerated these processes. The increase in negative environmental factors, the emergence of fundamentally new threats and economic challenges further pushed businesses to implement solutions that were designed to ensure their sustainability and flexibility in an unstable business environment. As a result, since 2021, the growth rate of the digital economy in Ukraine has significantly increased.

In our opinion, these trends will become even more widespread in the near future, and Ukrainian enterprises will continue integrating digital tools into their business processes, making their research increasingly relevant.

The purpose of this paper is to highlight the prerequisites, directions and key aspects of improving the competitiveness of domestic enterprises in the context of digitalization of the economy.

Enterprise competitiveness is a dynamic phenomenon that must constantly be improved, especially in the face of modern digital challenges and rapid technological changes. To maintain or strengthen their position in the market, companies must constantly invest in development, particularly in the digitalization of business processes, innovation, and efficiency. Furthermore, competitiveness is systemic in nature, requiring consideration of all its components, including digital tools, innovative solutions and their interaction, in order to ensure sustainable advantages in the conditions of the modern market [2, p. 35].

Today, companies are increasingly turning to big data analytics to gain valuable insights that enable informed decision-making and improve management efficiency. In this context, competitiveness is becoming a dynamic factor that is determined by the ability of an enterprise to adapt to change, apply innovative methods and optimally utilize available resources.

The main task for domestic companies is to develop and implement innovative methods that will enable them to move away from the classical principles of efficiency and rationality in favor of greater flexibility and adaptability. To maintain market competitiveness, businesses must consider the current challenges posed by the rapid development of technology, including automation and the introduction of artificial intelligence.

To maintain competitiveness, companies must integrate digital communications into their processes and operations, introduce modern innovations such as blockchain, 3D printing, the Internet of Things, and virtual reality, and digitize internal communications, including management systems and employee relations. All of this will create conditions under which companies that actively use digital technologies will gain objective advantages over their competitors.

When developing strategies to improve the competitiveness of domestic enterprises, modern digital methods and tools should be used as widely as possible in the context of its individual components.

As part of the technological component, the introduction of modern digital solutions, such as artificial intelligence, adaptive technologies, robotic systems, virtual reality, etc. will improve product quality and production processes while providing technological advantages. The use of modern customer relationship management (CRM) systems, along with digital platforms for the development of e-business and e-commerce, can enhance the market component, leading to lower operating and transaction costs, as well as increased efficiency and flexibility in responding to market changes. The application of search engine optimization (SEO) tools, market analytics, marketing campaign management, as well as the development of social media presence and the

use of digital advertising as part of the marketing component will help build a strong brand, expand the target audience and sales channels, and improve advertising budget efficiency. The implementation of the open innovation model, participation in digital innovation hubs and platforms, and other initiatives will help enhance the efficiency of innovation activities through joint projects, attract investment in the new products, and reduce the cost of in-house research. The use of teamwork tools, internal corporate systems, electronic portals and digital document management platforms as part of the organizational and management component will optimise staff performance, improve communication and increase teamwork efficiency. The use of online learning and training platforms can enhance the human resources component by increasing employees' digital literacy and competitiveness [3, p. 168].

The use of the above digital methods and tools in combination will allow enterprises to effectively adapt to modern challenges and increase their competitiveness in the global environment. However, it should be borne in mind that the effectiveness of competitiveness strategies depends on their clear focus on achieving their goals, primarily staying ahead of competitors, expanding the target audience, ensuring the flexibility and adaptability of businesses in today's dynamic environment.

Thus, digital transformation is a strategic step that opens up new opportunities for companies to develop, enhance competitiveness and rationalize the use of resources. It allows not only to adapt effectively to modern challenges but also to actively shape their future competitive advantage strategy through the implementation of innovative solutions and technologies. Taking advantage of digitalization is becoming a prerequisite for maintaining a stable competitive position. Businesses that focus on digital transformation gain significant advantages, including increased efficiency, sustainability and customer focus.

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