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Korohodova Olena

PhD, Associate professor,
Department of International Economics
Igor Sikorsky Kyiv Polytechnic Institute
o.korogodova@kpi.ua

Ahmadreza Zare

Student
Department of International Economics
Igor Sikorsky Kyiv Polytechnic Institute
jackzare@gmail.com

THE INDUSTRY 4.0 TRENDS IN THE VUCA WORLD

Keywords: Industry 4.0, VUCA, business, digital transformations, product development

Abstract. The article considers the principles of the interaction of managers of entrepreneurial structures of different types in the conditions of a new era named globalisation. The main tendencies of humanity functioning in conditions of uncertainty and risks are highlighted. The need

for new scientific approaches to determining the development strategy of business projects in Industry 4.0 on principles of volatility, uncertainty, complexity and ambiguity is indicated.

The world has been changing without any stops in the same time trades, markets, industries and technically any aspect of the economy is getting more complex and difficult through the time, in different eras this speed has changed, the economic relations are changing faster than before and when in the 20th century there was a boost of technologies, there was also revolutions in production systems and also the meaning of supply and demand has reformed.

All of these pushed the world to reach only one big market and make a new era named globalization. As noted in [1], “Globalization and technology are only two factors in play. When VUCA conditions become constant, it’s hard to discern the best ways to grow and lead”. And in this time we can get the need of a new vision when the economic relations and behaviour became more unpredictable and more uncertain than ever and as economic matters can affect different parts of the societies around the world in a faster amount of time than ever the opposite is happening and a lot of accidental and not predictable events and changes affect the economy and businesses, the consideration of a world based on Volatility, uncertainty, complexity and ambiguity rather than a simple predictable one seems necessary for better reacting to the market events and also better planning.

The resistance over such a world is pointless and learning how to join it and work through this new feature of the trade and economy seems inevitable. However, the expanding of technologies and improvement of means which gives us new capabilities as a manager is the help we can have and it is the way managers can be able to deal with these new problems and make them into opportunities.

Industry 4.0 is helping managers to be more sustainable, better monitor their business, and have a better understanding of the enormous data they need to work with which also can give them an opportunity to react better and have more clear vision over their process and provide them with replacement plans and more agile strategies.

These socio-economic phenomena and processes are of particular importance for managers involved in the management of processes related to the new product development. It should be noted that the level of speed of product scaling in Industry 4.0 increases, especially this statement is true for new products in the field of information and communication technologies.

Product development in Industry 4.0 has some features:

- small-scale production using 3D-printing allows adaptation of any product feature to the specific needs of a particular consumer;

· the focus on flexibility and cost reduction in the manufacturing process; generation and choice of the idea that is offered by the customer;

· the product does not actually lose its competitive advantage by meeting the specific individual needs of the consumer [2; 3].

These Industry 4.0 product development features matter in the modern era because its approbation can decide a part of the problem with VUCA world conception.

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Верба Вероніка,

д.е.н., професор кафедри менеджменту
ДВНЗ «КНЕУ імені Вадима Гетьмана»

veronika.verba@gmail.com

ТРАНСФОРМАЦІЯ УПРАВЛІНСЬКОГО КОНСУЛЬТУВАННЯ У ЦИФРОВОМУ СВІТІ

Ключові слова: управлінське консультування, консалтингові продукти, діджиталізація, цифрова трансформація, тренди управлінського консультування

Анотація. Нова цифрова реальність кардинально змінює консалтингову діяльність внаслідок зміни бізнес-середовища, формату запиту на експертну допомогу та появи нових інформаційних платформ і продуктів, які спрощують колабораційні процеси, знижують трансакційні витрати та прискорюють трансфери консалтингових продуктів. Трансформаційні зміни в управлінському консультуванні, що відбуваються внаслідок діджиталізації, відкривають можливості появи нових гравців, формують нові принципи взаємодії консультантів і клієнтів, сприяють появі інноваційних консалтингових продуктів, які відрізняються гібридною діджитальною природою, та обумовлюють формування нових бізнес-моделей консалтингових компаній.