

INFORMATION AND COMMUNICATION TECHNOLOGIES FOR ORGANIZATION DEVELOPMENT

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The most important condition of the economic growth of organizations and the economy as a whole is the transition to a continuous innovation process, which is impossible without the development of innovative and digital activity of business. In the conditions of a dynamically developing goods and services market, innovation activity is one of the most important components of the success of organizations. The conversion to the digital development path is one of the main factors ensuring its competitiveness.

Today, the competitive advantages of organizations are determined crucially by its ability to rapid introduction and use of information-digital technologies in economic activity. The development of the information society and digital technologies are considered as one of the most important factors for ensuring competitiveness and innovation development in the Republic of Belarus.

Organization development is a natural process of the survival of socioeconomic systems and it is aimed at adapting the system to the new conditions, which are dictated by the market. Organization development is a way of activity of each organization in the digital era. We highlight the main factors that are the driving force for the reorganization and redesign of organizations, i.e. they contribute to the creation of a “new” organization in the conditions of digital transformations.

First, the demographic shifts that led to changes in the staff: a growth of the number of younger and older workers is observed. According to a Deloitte study Generation Y accounts for more than half of the workforce currently. HR managers should take into account that representatives of this generation have high requirements for reward, training and development opportunities, dynamic work and career growth. The globalization of business has caused structural shifts in the labor force, so employers need to focus on assimilation and the common interests of different age groups of staff, which will contribute to the cohesion of staff and teamwork.

Secondly, the use of information and digital technologies in most business processes of the organization is the cause of changes in business models, working conditions and the workflow. So, technologies such as the Internet, artificial intelligence, mobile devices contribute to transformations in the organizational structure of organizations, in the process of production and the services.

At the same time, digital technologies and social networks are creating new approaches to HR processes, such as search, hiring and adaptation of employees, management, staff support, and so on. Organizations, that have chosen an innovative way of development, seek to improve the process of communication with staff, through the introduction of design thinking and the use of behavioral economics, so the process of “digital HR” is carried out actively.

In recent years, organizations of the Republic of Belarus have achieved notable success in creating of information systems and resources. A significant part of the

document has been translated into electronic form. The presentation of state statistical, departmental and tax reporting has been automated. Electronic invoices, an electronic tax collection system, a product labeling system have been introduced. Conditions for electronic interaction between the state and business have been created.

According to the results of a study, which was conducted by the National Statistical Committee of the Republic of Belarus for the development of information and communication technologies and the digital economy, it can be concluded that organizations of the Republic of Belarus are introducing and using digital technologies actively in their business activities. Thus, almost 100% of the organizations of the Republic of Belarus use the Internet to data storage and transmission of information in their activities. More than 80 per cent of organizations use local computer networks. There is a positive trend of the indicator, which characterize the number of organizations-users of the Intranet: the system of information exchange and sharing within the organization. In 2011 this figure was 73.7%, and in 2017 – more than 82%. The per cent of organizations of Belarus using Extranet system is not high, it is only 9.3% in 2017. However, it is also possible to observe the growth trend of this indicator, thus it can be concluded that more and more organizations are striving to introduce and use information systems and the network not only for internal corporate purposes, but also for the exchange of corporate information with a business partner.

Thirdly, the growth rate has increased. The innovative solutions, which is implemented quickly, force organizations to respond quickly to transformations and change their market strategies in order to adapt to the new conditions of the national and international markets.

Digital technologies contribute to the fact that organizations should make transformations in all areas of their business activities to respond to the requirements of the modern market in a timely manner and ensure the competitiveness of products and services.

Fourth is the ensuring digital and information security organization. The digital transformation process has also a negative impact on the organization's activities. Recently, there has been a growth of crimes, which is related to the unauthorized access to organizations' computer data, corporate networks and databases, electronic accounts, and so on. Therefore, the protection of commercial information is necessary for the safe activities of the enterprise, its workflow in order to preserve commercial secrets. So managers should develop and implement software and hardware solutions to ensure digital and information.

To summarize, it can be noted that there are the continuous development of information and communication technologies, the rapid expansion of the digital potential of organizations, the increasing of the role of the production of information digital products and services. These trends make it necessary to the reorganization of the business processes of organizations and lead to the transformation of organization itself. In turn, the transformation process to a new development path requires development and implement a digital strategy. The goal of this strategy is reforming of all business processes and increase of the efficiency of the organization's activities by developing its innovative potential and digital activity.