

INFLUENCE OF DIGITALIZATION PROCESSES ON THE INNOVATIVE POTENTIAL OF ENTERPRISES

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Abstract – the article examines the changes that are taking place in the business processes of enterprises in the context of the formation of digital platforms. The author examines the relationship between the transition of enterprises to the digital economy and ensuring their competitiveness, taking into account the innovative nature of the ongoing transformations and the associated opportunities and risks. The influence of digitalization processes on the innovative potential of enterprises is analyzed. The features of digitalization of innovative activities of business entities are presented.

Keywords: digitalization, innovative potential, enterprises, digitalization.

Introduction. Innovative technologies play a leading role in improving the production process, updating the assortment and nomenclature of products, reducing production costs, introducing new progressive management principles, that is, creating the main competitive advantages. Digital technologies are becoming one of the main drivers of innovative development of the enterprise, which open up wide opportunities for the formation and development of new forms of doing business. Satisfying the high demands of consumers requires building the innovative potential of enterprises, including accelerating the digital transformation of existing business processes, going beyond the classical automation of existing processes. Such changes provide for a reduction in the number of necessary steps and documents, the development of automated solutions, and consideration of regulatory issues. Operating models and skills, existing organizational structures and models need to be adjusted in accordance with new processes. The databases should be adjusted in such a way as to improve the quality of decisions made, as well as track the implementation of projects and collect feedback from consumers to perceive their needs. Digitalization requires a symbiosis of "old wisdom" with new knowledge, skills and abilities.

Main part. Only those enterprises in which the management and the entire team strive for innovative development become competitive in the market. To remain competitive, businesses must pay more attention to digitalizing their services and addressing customer needs. It is necessary to understand that digital transformation implies not only the automation of certain areas of the business, but also the transition to the provision of all services in digital form. Another aspect of digital transformation is customer satisfaction. In the absence of digital initiatives for the enterprise, its role can be reduced to zero. In order for a client to remain a client, it is necessary to transform services into a digital form, invest in the convenience of clients, and help them achieve business goals [1].

For enterprises that want to be competitive in the market, digital transformation occurs in several areas at the same time:

a) customer service. The business must have all the tools to adapt to the rapid changes in the communication culture. The company uses channels to communicate with customers. The system for digitalization includes tools for analytics, scoring, adaptability, forecasting and variability. Customer service is timely and comfortable;

b) infrastructure development, partnership, collaboration. Business must find non-standard innovative solutions in the development of its product line. To do this, he can do collaborations and integrations with other enterprises or services. Digital transformation of partnerships is an important stage in scaling a business, so that it can be conducted without geographic reference to a specific location;

c) work with data. Based on the collected information about the client, the company models his behavior, predicts demand, generates wishes and adapts products and services for him. Collecting, sorting data, analyzing and evaluating them are labor-intensive processes that take a lot of time without digitalization;

d) implementation of innovations. New methods of project management and analytics make it possible to form innovation centers at enterprises that regularly search and test new directions in business development, innovative products and solutions;

e) the value of the innovative product. Digitalization helps to add value to an enterprise's product. It is important for customers to be able to receive the desired product remotely, receive round-the-clock service support and, if necessary, buy goods remotely. Thanks to digitalization, an enterprise can save on renting new offices and points of sale.

g) HR strategy and culture of innovation. For a successful digital modernization of a business, it is important to motivate personnel in a quality manner and prepare them for the implementation of innovations, since the approach to business will change significantly, and the company will move from the classic marketing model to a client of the centric system. Personnel must be ready for continuous innovative development, training and professional development. Digitalization will also introduce new staff units and divisions [2].

The activities of the enterprise and the processes that take place in it are unique, therefore there are many other tasks that digital methods and technologies will help to solve. Digitalization can help build innovative capacity. Firstly, we are talking about the release of labor resources. One of the reasons for digitalization is the desire to reduce the time spent on performing operations and business processes by employees. Effective digitalization makes it possible to reduce the number of personnel while maintaining the pace and volume of processes. Secondly, reducing the distance to the client. Due to the digitalization of the business, the client uses the services remotely. Digitalization can improve an enterprise's innovative image, ensure customer retention for a long time, and enable customers to use services and purchase goods regardless of location. Third, labor efficiency increases. By applying digitalization methods, the staff does not waste time on procedures transferred to the digital field. Digital technologies make it possible to better track the quality of employees' work, conduct and check the timing of their working hours. Fourth, improving the quality and reducing the cost of the product. Fifth, gaining competitive advantages [3]. In some areas of business, digitalization provides an enterprise with a fast and qualitatively new competitive advantage over other market participants in this area. Lack of digitalization can, on the contrary, lead to obtaining an outsider status and in the future to

bankruptcy of the enterprise. Sixth, long-term automation of innovation processes. Sometimes digitalization is the only right decision in order to get rid of the need for control and direct participation in some business processes forever. Typically, these decisions give good results as long-term projects and not as part of a one-time and rapid improvement in the business situation. This must be taken into account when deciding on the allocation of funds for the reform of existing processes. The proliferation of technologies across the enterprise means that their benefits are realizing on a large scale, but their indirect impact on building innovation capacity is difficult to assess [4]. The problem is that digital dividends are considered to be such an increase in beneficial effects of a commercial and non-commercial nature that cannot be obtained using conventional technologies. So, the information and analytical department of a trading enterprise is engaged in information activities, but the question of how to isolate for analytical purposes its share in the provision of services to the enterprise as a whole is open. The impact of digital technologies on the innovative potential of an enterprise is shown in Fig. 1.

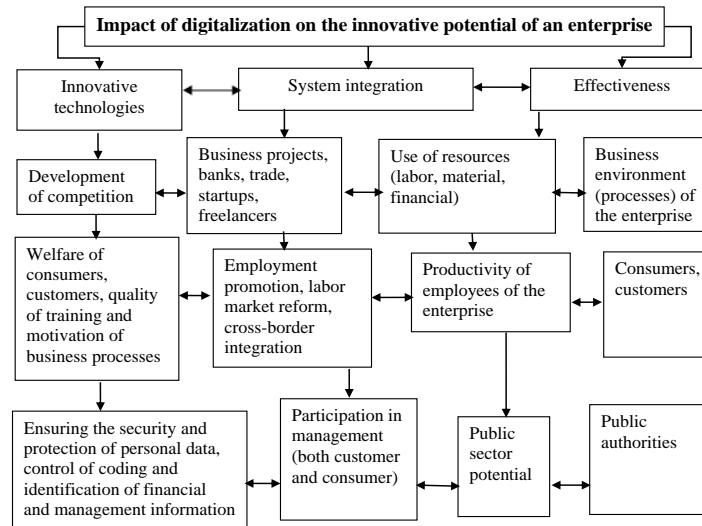


Fig. 1. The impact of digital technologies on the innovative potential of the enterprise

Note: Improved by [5].

The modern level of enterprise digitalization allows organizing mechanisms for collecting, processing and delivering basic and effective information to the place of use with minimal use of labor, material and financial resources to perform these functions. Knowledge of relevant information is a unique competitive advantage of an enterprise; it allows to improve the accuracy of forecasting its activities and to ensure the growth of innovative potential.

Conclusion. The driving force behind digitalization is speed, and anything that keeps it moving negates an enterprise's ability to adapt and expand its business. The innovative activities of enterprises are aimed exclusively at their industry. Customers hope that the relationship the business has formed with them is its most valuable innovation asset. Consumers get used to the fact that it is good to get what they want, and when the desire arises. The challenge for the enterprise is to understand the specifics of consumer behavior and to design products accordingly.

In a world where a strong competitor can begin to expand into all major markets by adding new functionality to the program, Ukrainian enterprises need to be proactive - combining vigilance, innovation and speed.

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DEVELOPMENT OF INNOVATIVE ENTREPRENEURMENT IN MACHINE-BUILDING

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Summary - the article provides a justification for why the creation and release of new types of electric vehicles can be a breakthrough direction of development of domestic engineering.