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MODERN METHODS IN ENTERPRISE DEVELOPMENT MANAGEMENT

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Abstract. The research proposes to use digital marketing in enterprise development management. Analyzed the advantage and opportunity of using digital tools to achieve business goals. Particular attention is paid to the development of a management model based on digital marketing, as well as methods for assessing the effectiveness of its application.

Keywords: enterprise development management, digital marketing, management model, competitiveness, efficiency.

Introduction. The topic of the dissertation is “Management of enterprise development based on digital marketing.” The relevance of the research work is related to the use of modern digital marketing tools to accelerate the development of the enterprise. The novelty lies in the use of tools that have not previously been used in management. The purpose of the research work is to develop a new management system that increases competitiveness. The objectives of the work are the following:

- to study current methods of enterprise management;
- to determine ways for increasing the efficiency of the enterprise;
- to create a new management system.

First of all, we must emphasize that modern management technologies can significantly increase the competitiveness of an enterprise in the market. In a dynamically changing external environment, enterprises need to constantly improve their development management system. One promising area for such improvement is the use of digital marketing.

Within the framework of this scientific work, the problems of improving the accounting of the influence of external factors on the development of an enterprise are solved. Attention is also paid to improving the classification of digital marketing tools. Results were obtained in the form of developing a model for managing enterprise development based on digital marketing. Methods for selecting and assessing the effectiveness of using digital marketing tools in enterprise management have also been developed.

The developed methodological recommendations can be used to improve the enterprise development management system based on digital marketing. The implementation of the research results can improve the efficiency of enterprise management in a dynamically changing external environment.

It should be underlined that the study provides the following results:

- a model for managing enterprise development based on digital marketing, taking into account the influence of external factors;
- improved classification of digital marketing tools;
- methods for selecting and assessing the effectiveness of digital marketing tools.

The contribution of this scientific work is important for the development of the theory and practice of enterprise management. The use of digital marketing allows you to use tools that increase the competitiveness of an enterprise. This ensures stable development even in difficult economic conditions.

Conclusions. In conclusion, it can be noted that the use of modern methods in enterprise management makes it possible to obtain greater results with fewer resources. This allows to gain a competitive advantage and speed up the development process.

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