

## WAYS TO INCREASE THE COMPETITIVENESS OF ENTERPRISES IN THE DIGITAL ECONOMY

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**Abstract:** This article discusses ways to increase the competitive resilience of enterprises in the digital economy, theoretical and practical views on them, and the formation of competitive resilience in various ways due to the digital economy.

**Keywords:** digital economy, industrial enterprises, digital technologies, innovations, enterprise, profit, profitability, cost price, financial control, factors, digital economy , digital marketing , internet platforms, IT, e-commerce , digital technologies.

Digitalization is driving the growth of the global economic horse, for example, according to estimates by the prestigious McKinsey Global Institute consulting company, the use of the latest digital technologies will lead to an increase in gross domestic product (GDP) by 2025. Worldwide. 3-6 trillion dollars According to the company's estimates, 12 types of high technologies (mobile Internet, advanced robotics, cloud technology, renewable energy, Internet of Things (IoT) data) will contribute to this growth. wireless transmission, mobility and artificial intelligence, etc.). Currently, large companies around the world are aware of the reality of digitalization and have instructions for modernizing cloud technologies and network infrastructure. Digitization, the formation of a digital economy opens up great opportunities for consumers, the state, and society as a whole . In the process of research, scientific research was conducted on the role of the application of the digital economy in enterprises in increasing the competitiveness of enterprises. The article used scientific observation, abstract-logical thinking, comparative analysis, data grouping, scientific observation, and descriptive statistical comparison methods . The digital economy is of particular importance in the development of entrepreneurship in enterprises. In the current era of the digital economy, it can be observed that the rules of running an enterprise are also changing. In the conditions of a traditional economy, buyers are satisfied with whatever goods or services are offered by the manufacturer, while in the conditions of a digital economy, the consumer expresses his desires and offers to the market. Digital transformations force enterprises to improve the conditions of their enterprises in order to connect to the modern market. As a result of reducing costs in the digital economy, the cost of services provided becomes cheaper, creating new areas of income. In addition, as a result of the development of digital entrepreneurship, goods and services are quickly offered to global markets, and information about these goods and services is provided to any region of the world. Digital entrepreneurship creates opportunities for the development of new business models, access to new markets. Digital entrepreneurs introduce new technologies into production and implement automation processes. Digitalization and globalization are inextricably linked. In the conditions of the digital economy, enterprises create new combinations of production, apply various new technologies to their activities. Currently, new forms of enterprises are developing worldwide, namely digital enterprises, innovative entrepreneurship, venture entrepreneurship,

etc. In the conditions of the formation of a digital economy, the introduction of innovations and modern information technologies into the production process leads to the emergence of new knowledge-oriented sectors of the economy. The formation and development of the innovative sector of the economy, as well as "digital entrepreneurship", creates an opportunity for manufacturers to increase their competitiveness. As a result of rational economic reforms carried out to develop, renew and modernize our economy, today the development of the digital economy is being achieved. In particular, great importance is attached to the effective implementation of digital technologies in the activities of business entities, which are the main type of digital economy, and the sequence of actions that must be taken in them to implement the digital transformation process. The following methods were used to study the features of digitization of real sector enterprises, the role and importance of using digital technologies. The main goal of the digital transformation of an enterprise, in our opinion, is to create conditions for increasing its competitiveness and increasing the economic efficiency of production activities. In accordance with the purpose of the digital transformation task, enterprises can be classified as follows:

- organization of production of competitive products;
- achieving high efficiency, adaptation of production and organizational processes;
- increasing the investment attractiveness of the enterprise;
- increasing the flexibility and transparency of the management system, which guarantees the economic efficiency of the enterprise, etc. In the digital economy, the digitization process is very important in increasing the competitiveness of enterprises. After a proper assessment of the risks of benefits and losses that the digitization process can bring, a plan for implementing this process is drawn up. In general, the development of the concept and strategy of a digital enterprise is carried out in the following stages. The digital transformation of an enterprise goes through several stages, assessing the level of use of digital technologies in the current state of the enterprise and setting specific goals. Developing a sequence of work and a strategy that should be implemented based on the set goals. To implement the digital transformation of production, horizontal and vertical integration of production systems is necessary, and a significant part of the currently used information systems can exchange information, but their compatibility must be ensured at all levels, both within the enterprise and between interacting enterprises. Creating a single information space allows for quick and timely exchange of information between automated enterprise management systems and industrial equipment.

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