

Impact Assessment of Big Data Analysis and Application Cases – A Cross-Country Comparative Analysis

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Abstract

Purpose of the article This research is devoted to the study the impact of digitalization on the socio-economic development of society. Considered the problem of transforming the management system and the main directions of transformation of the enterprise management system in the conditions of digitalization.

Methodology/methods In the process of research, analysis and systematization of the information obtained, general scientific methods of cognition were used: collection and processing of information, analysis of existing sources on the issues under consideration, comparison and analogy, generalization, logical methods, as well as the method of information search.

Scientific aim Scientific aim of the research is to explore the essence and features of digitalization processes at enterprises; to determine the list of objects of digital transformation processes for enterprises; analyze the processes of digitalization and implementation of innovative information technologies at enterprises; to determine the main directions of transformation of the enterprise management system in the context of digitalization.

Findings The key elements of digital transformations are information technologies, electronic services, as well as large amounts of data and new technologies for their transmission, processing, storage, management, analysis and formation of predictive indicators, the use of which in the business processes of an enterprise is an important condition for its successful adaptation to modern realities.

Conclusions Thus, the transformation of the enterprise management system in terms of digitization in these areas, provides increased stability of the enterprise management system. New approaches to enterprise management include end-to-end accounting and accumulation of all information about the processes and its use for continuous monitoring and timely changes. Creating a horizontal structure of digital enterprise management will reduce time, improve the quality of adoption and accelerate the implementation of operational management decisions, which accelerates changes and improvements in the processes at different stages of value added.

Keywords: Digitalization, Management system, Management, Enterprises, Information technology, Business processes, Information ecosystem

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