

MANAGEMENT OF STRATEGIC OPPORTUNITIES OF INTERNATIONAL CORPORATIONS IN THE CONTEXT OF DIGITAL BUSINESS TRANSFORMATION

Kryvoviazuk I. V.

Lutsk National Technical University, Lutsk

In modern conditions, the vectors of development of international corporations are largely determined by the effectiveness of using management response tools to internal and external opportunities for their strategic development [1]. They also depend on the degree of introduction of advanced digital technologies into the management system. This direction determines the further interaction of business with partners, customers, staff, society, government, ensuring the creation of new products, new quality, new value, new business models in a clearly defined strategic perspective [2].

Research shows that technology products and services are now the center of digital transformation and, at the same time, are the most vulnerable sector to digital destruction, while industries show better resistance. New technologies such as artificial intelligence, cloud computing, big data analysis have created new strategic opportunities for international corporations [3].

Management of strategic opportunities of international corporations should also take into account the results of diagnostics of their export-import activities as taking into account the sustainability of development of the world economy [4], and its compliance of implementation with the principles of improvement and flexibility in order to effectively respond to changes in the global business environment. Diagnostics contributes to the early identification of problems that can reduce the performance of international corporations, while continuous improvement and flexibility will help maintain their strategic competitiveness.

Thus, the management of strategic opportunities of international corporations is designed to promote progressive changes in their business activities.

References:

1. Кривов'язюк І. В., Стрільчук Р. М. Управління стратегічними можливостями машинобудівних підприємств. *Актуальні проблеми економіки*. 2016. № 9. С. 144–155.
2. Kryvovyazyuk I., Britchenko I., Smerichevskyi S., Kovalska L., Dorosh V., Kravchuk P. Digital Transformation and Innovation in Business: the Impact of Strategic Alliances and Their Success Factors. *Economic Studies (Ikonomicheski Izsledvania)*. 2023. Vol. 32 (1). PP. 3–17.
3. Lin Y., Shan J. *Digital Vortex 2023*. IMD International Institute for Management Development, Lausanne, 2023.
4. Smerichevskyi S. F., Kryvovyazyuk I. V., Prokhorova V. V., Usarek W., Ivashchenko A. I. Expediency of symptomatic diagnostics application of enterprise export-import activity in the disruption conditions of world economy sustainable development. *IOP Conference Series: Earth and Environmental Science*. 2021. Vol.628 (1), 012040.