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**Yachmeneva Valentina Maryanovna,**  
Doctor of Economics, Professor,  
Head of the Department of Management,  
Institute of Economics and Management,  
V.I. Vernadsky Crimean Federal University,  
Simferopol, Russian Federation.

**Osmanova Zarema Osmanovna,**  
Senior Lecturer of the Department of Management,  
Institute of Economics and Management,  
V.I. Vernadsky Crimean Federal University,  
Simferopol, Russian Federation.

## MANAGEMENT OF ADAPTABILITY IN THE CONTEXT OF ENTERPRISE ACTIVITIES IN THE CONDITIONS OF DIGITALIZATION

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The article is devoted to the study of the essence and features of managing the adaptability of an enterprise's activities and substantiating the role of adaptability for the development of an enterprise's activities in the context of digitalization.

Digitalization is a global and irreversible trend in global socio-economic development. The perceived importance of supporting digital transformations at the state level is confirmed by the approval of the National Program «Digital Economy of the Russian Federation», the implementation of digital development projects in the Russian Federation and assistance in shaping the interaction between government-business-society for the implementation of these projects. Given the positive impact of «digital processes» on the activities of enterprises, it is relevant to study the essence and features of managing the adaptability of an enterprise's activities, as a characteristic that reflects the readiness of an enterprise for digital transformations.

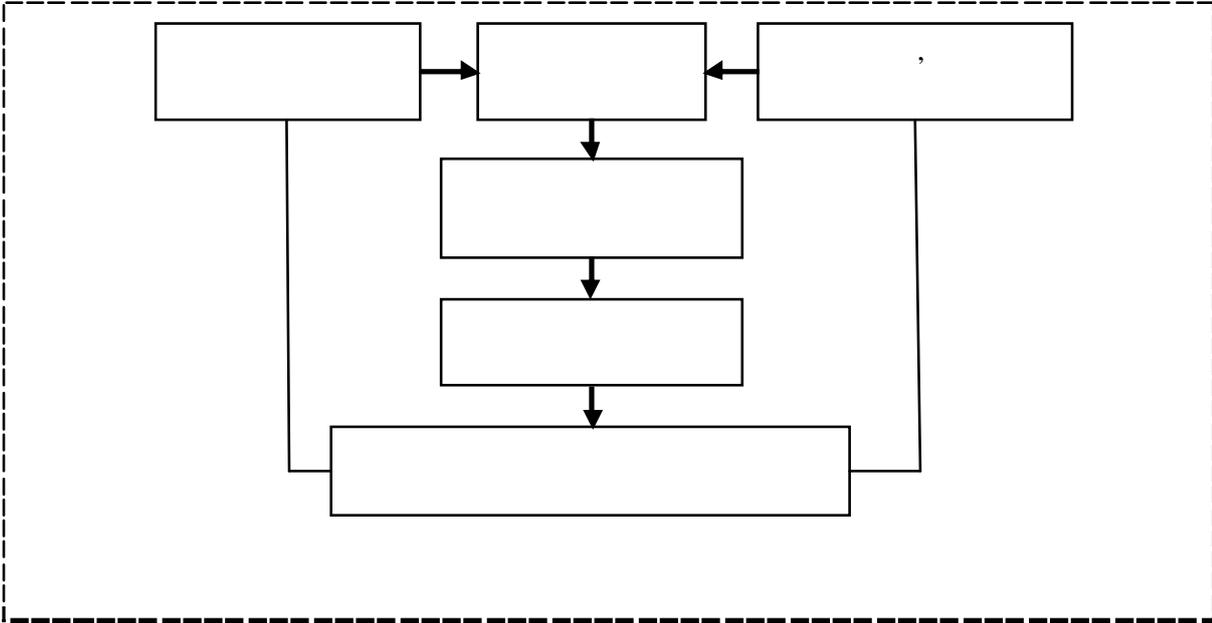
A list of manifestations of the influence of digital technologies on the activities of enterprises has been compiled, reflecting the comprehensive and complex nature of the impact of digitalization on all processes in the activities of enterprises. The scale of the impact of digitalization confirms the need to change the concept of enterprise management. A grouping of ISO management standards is presented, which can be used as basic in managing the activities of enterprises in the digital economy.

The role of adaptability for the development of enterprises in the context of digitalization is substantiated as a characteristic that reflects the readiness of an enterprise for digital transformations. It is proved that the system management of adaptability in terms of its formation, forecasting and support is the basis for ensuring the optimal level of competitiveness of the enterprise and its sustainable position in the market. The determining role of the human factor in the effective management of the adaptability of the enterprise's activity is substantiated.

*Keywords:* adaptability, enterprise activity, management, digital economy, management standards.



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  - 2. (ISO 19731, 21500, 29161).
  - 3. (ISO 8571, 9000, 9004, 16175).
  - 4. (ISO 7498, 9000, 9001, 9002, 9004, 10032, 16175, 17826, 18598, 19731, 20000-1, 22301; ISO 9000, 9001, 9002, 9004, 22301, 28000, 37500).
  - 5. (ISO 9000, 9001, 9002, 9004, 20000-1, 22301, 28000).



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