

Balashova Irina Vladimirovna,
Candidate of Economic Sciences, Associate Professor,
Head of the Department of corporate and public administration,
Krasnodar branch,
Plekhanov Russian University of Economics,
Krasnodar, Russian Federation.

THE INTRODUCTION OF DIGITAL TECHNOLOGIES IN THE ORGANIZATION OF THE WORK OF VIRTUAL TEAMS

The article shows that virtual teams were originally conceived as a way for organizations to maximize time zone differences while providing 24/7 customer service. In many organizations, the idea of virtual teams became popular long before they were a reality. Over time, the virtuality of teams has increased, which means that team members began to work in different places and must rely predominantly on technology to complete their tasks. Virtual teams are ubiquitous today, and almost all of us are members of more than one virtual team at the same time. As the number of people working in virtual teams continues to grow exponentially, it's time to revisit best practices and remember that virtual teams are teams first and foremost. The main trend lately is towards a hybrid form of organizing virtual teams, when business reacts to changes in the world, the world economy and is transformed simultaneously with these changes. Over time, strategies have been identified that are recognized as successful organizations seeking to help their managers lead virtual teams. While all successful managers must provide basic organizational support to their employees, effective leaders also ensure that trust is built.

Keywords: virtual team, hybrid form, innovation, talent pool, change management, effective leaders, digitalization, digital technologies.

, 2016 , « » 1992 ,
 ».
 , 2020 85 %
 « »
 , Kaggle
 Inno Centive
 TopCoder
)
 (,)
 (,)
).
 —

).

[2].

[1].

Mi i

«

».

(ARPANET),
1969

1971
»,

—«@» «

1970- 1980- — 1990-

.1990-

CSCW

(CSCW).

, 2005 Skype

XP Lean- (Agail), 2008 Scrum, 20-25 1960- 1970- SDLC.

1. / . . . // VI « ».
- 2022.— .44-49.
2. / . . . // VI « ».
- 2022.— .58-64.
3. / . . . // VI « ».
4. —2022.— .65-71. // : , , .—2021.— 1
- (54).— .162-171.
5. / . . . // VI « ».
- 2022.— .536-541.

6. . . . : / . . . -
 // : , , .—2021.— 3 (56).— .146–154.
7. . . . / . . . , . . . -
 // : , , .—2020.— 1 (50).— .203–212.

СПИСОК ЛИТЕРАТУРЫ

1. Basmanov I.Ye. Vliyaniye tsifrovizatsii na razvitiye kompaniy / I.Ye. Basmanov // VI Mezhdunarodnaya mezhvuzovskaya nauchno-prakticheskaya konferentsiya prepodavateley i studentov «sovremennyye tendentsii i problemy nauki v razvitiy tsifrovyykh i innovatsionnykh tekhnologiy». Sbornik nauchnykh trudov studentov. — 2022. — S. 44–49.
2. Bogatova A.N. Podkhody k sovremennomu upravleniyu organizatsiyey / A.N. Bogatova // VI Mezhdunarodnaya mezhvuzovskaya nauchno-prakticheskaya konferentsiya prepodavateley i studentov «sovremennyye tendentsii i problemy nauki v razvitiy tsifrovyykh i innovatsionnykh tekhnologiy». Sbornik nauchnykh trudov studentov. — 2022. — S. 58–64.
3. Bondarev D.Yu. Rol' antikrizisnoy strategii v upravlenii organizatsiyey / D.Yu. Bondarev // VI Mezhdunarodnaya mezhvuzovskaya nauchno-prakticheskaya konferentsiya prepodavateley i studentov «sovremennyye tendentsii i problemy nauki v razvitiy tsifrovyykh i innovatsionnykh tekhnologiy». Sbornik nauchnykh trudov studentov. — 2022. — S. 65–71.
4. Reutov V.Ye. Biznes-simulyatsiya kak interaktivnyy metod podgotovki ekonomistov / V.Ye. Reutov, V.V. Reutova, L.A. Kravchenko, I.A. Troyan // Nauchnyy vestnik: finansy, banki, investitsii. — 2021. — 1 (54). — S. 162–171.
5. Tereshchenko T.A. Spetsifika regional'noy ekonomicheskoy politiki v sovremennykh ekonomicheskikh usloviyakh / T.A. Tereshchenko // VI Mezhdunarodnaya mezhvuzovskaya nauchno-prakticheskaya konferentsiya prepodavateley i studentov «sovremennyye tendentsii i problemy nauki v razvitiy tsifrovyykh i innovatsionnykh tekhnologiy». Sbornik nauchnykh trudov prepodavateley. — 2022. — S. 536–541.
6. Chimiris Ye.S. Korporativnyy sektor rossiyskoy federatsii: makroekonomicheskiy aspekt / Ye.S. Chimiris // Nauchnyy vestnik: finansy, banki, investitsii. — 2021. — 3 (56). — S. 146–154.
7. Gerasimchuk Z.V. Sotsial'nyye aspekty tsifrovoy ekonomiki / Z.V. Gerasimchuk, N.N. Golub, R.P. Storozhuk // Nauchnyy vestnik: finansy, banki, investitsii. — 2020. — 1 (50). — S. 203–212.

13 2022

19 2022