

Fokina Natalya Alexandrovna,
 Ph.D. in Economics, Associate Professor,
 Associate Professor of Management Departments,
 Institute of Economics and Management,
 V.I. Vernadsky Crimean Federal University,
 Simferopol, Russian Federation.

DIGITIZATION AS A WAY TO IMPROVE BUSINESS PROCESSES

The President and Government of the Russian Federation have set the task of digital transformation of priority sectors of the national economy, as well as achieving leading positions in the global technology market. For this purpose, a number of incentive measures have been developed and responsible organizations have been identified that set the pace of innovative development and promote the spread of digital technologies. Under the influence of this circumstance, as well as a number of market factors, an increasing number of enterprises are seeking to use emerging digital opportunities to improve not only individual business processes, but also business models. This, in turn, allows companies to reduce costs, increase operational efficiency, improve products and increase sales volumes. However, despite the growing influence of digitalization on various areas of activity, this concept does not have an unambiguous interpretation. In this regard, a situation has arisen in which terms related to digitalization act as interchangeable concepts, and business process automation processes are associated with digitalization and/or digital transformation.

Within the framework of the proposed work, various approaches to defining the concepts of digitalization and digital transformation are analyzed. The distinctive features of digital transformation are considered. Trends in the digital transformation of domestic business are analyzed, namely: statistical information is presented on the dynamics of the share of Russian organizations using digital technologies, changes in the costs of enterprises for using various digital technologies are analyzed, a rating of the digitalization index by type of activity is presented, as well as an assessment of the digitalization index by

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 » [15].
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 »—«
 » [4].
 ». . .
 —«
 » [12].
 —«
 » [12].
 :
 :«
 » [7].
 [3; 9; 11; 12; 14; 15]:
 •
 •
 •
 •
 2020–2021
 2022 (.1).
 2022 «
 »— 42,9% 2019 25,4%
 2022 . 2022 . 2019
 2019 78,9%, 2022—72,4%. —21,1% 27,6%
 ()
 5,8% 4,1% [7].
 2021 .— 2022

I.

*

	2020	2021	2022
	80,7	81,8	79,6
	46,4	42,2	41,2
	54,7	54,9	53,1
	54,3	55,4	53,7
	13,0	12,6	13,0
	17,2	14,7	14,9
	22,4	25,8	16,5
	5,4	5,7	6,6
	25,7	27,1	28,9
	13,0	13,7	10,0
(RFID,)		19,1	14,8
	44,3	46,2	45,6
	33,5	34,7	36,7

* [7].

« ».

2022

«

2021

15,7 , 2,6 % (15,3).

2020 5,03 2021); (4,88 5,02); (4,9

(3,18 3,35). «

» (1,9). «

»(0,42 2020 0,37 2021).

2021 : 2020 14 % , 2021—16,5 % [5].

2021 .27,1 % .25,8 %

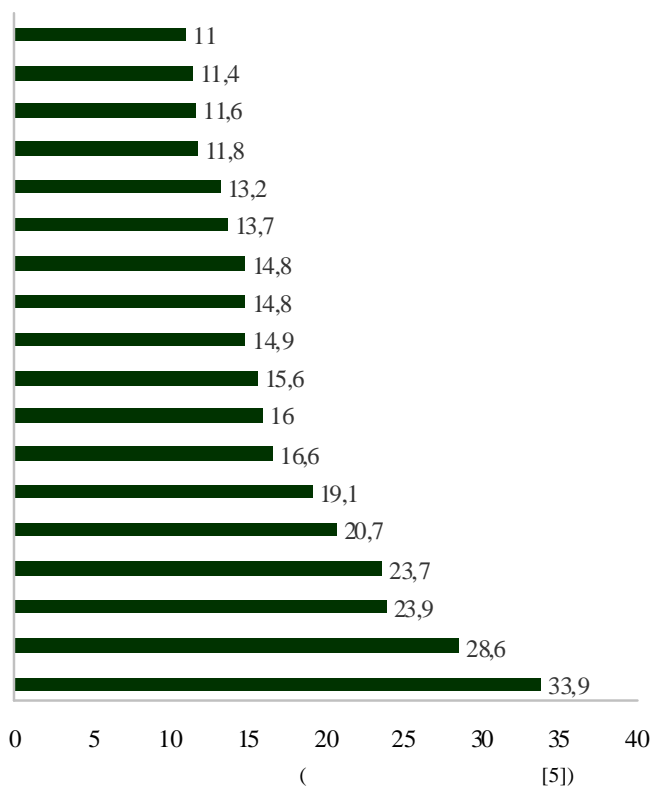
;13,7 % — .10 %

ERP-

« »

1,4 % 4,4 % , 2021

1.



.1.

(: 2,3). 1,9 2021 - - -
 (0,2 0,1). « » -
 [2]. « » 16 %
 , 72% — , 12% — » [2]. -
 (— 51). 2020 2022 52 -
 50 ., -
 2022 — « (43 % 24 %). 64 % » [2]. -

- « — , , -
- , — , 3D , -
- , - ;

- — ;
- — » [2].

2.

2.

*

(BDI)	2020	2021	2022
		50	51
	66	66	63
	59	60	66
-	62	65	62
	37	38	42
	28	27	29

* [2]

, 2022

, ,

2021 «

», [6].

, ,ERP- , RFID- » [6].

: [16-23]; [24-25]; [26-27]; [28-29]; [30-35].

, 35 , -16 27

[14].

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», « »

« » — « » —

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, « » 2016

12

(,)

[10]: 16 7 ;

115

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 1,4). « ».
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 « - », Strategy Partners —
 : [13].
 — , , -
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 , « », , :
 • « - » 68 — ;
 • 2 ;
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 , « » —
 « » [13]. , -
 .80 % « -
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• - « » 1 , -

• CRM. [13]: -

• , 90%; -

• 15%; ,

• 30

• ;

• 20 % CSI(-

•) ;

• CSI 10%; -

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• « » 2022 -

• 900 « » 250 -

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• « » (, « ...») Telegram

• 2022 « » 93 000 — (31,3%) «

• 88

• 12,5

• »[13].

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