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**USING A PROCESS APPROACH IN INVESTMENT
AND CONSTRUCTION ACTIVITIES**

(KPI);

Investment and construction activities are among the most important in the country's economy. It determines the growth of capital investment in the construction of new residential and non-residential buildings, reconstruction and technical re-equipment of existing facilities, thereby creating material conditions for economic development and improving the quality of life of the population. High competition and the influence of other environmental factors force construction organizations to adapt to changing market realities, requiring a high level of flexibility and adaptability from them. The classic functional approach to managing an organization does not allow for a quick response to market signals. Therefore, an increasing number of enterprises combine several approaches to management — functional, project and process. And if the first two have been used for a long time, the transition to process management is still in progress.

The paper analyzes the trends, problems and prospects for the development of the construction sector. Special attention is paid to the study of trends in the development of the construction industry in the Republic of Crimea. A generalization of the problems faced by investment and construction organizations in their activities is presented. It is shown that most of them are associated with a low level of use of the process approach to managing organizations. An analysis of the business process management system is presented. The following elements are considered: business processes, their owners and participants; a set of key performance indicators (KPI); business process regulations; principles of business process management; methods of business process management; business process management tools. The work shows that the use of digital technologies is a modern tool for managing business processes. The paper presents practices of using digital tools in investment and construction activities using the example of the activities of leading developers of the Russian Federation.

Keywords: process approach, investment and construction activities, business processes, business process management, digitalization, digital tools, organization management, Republic of Crimea.

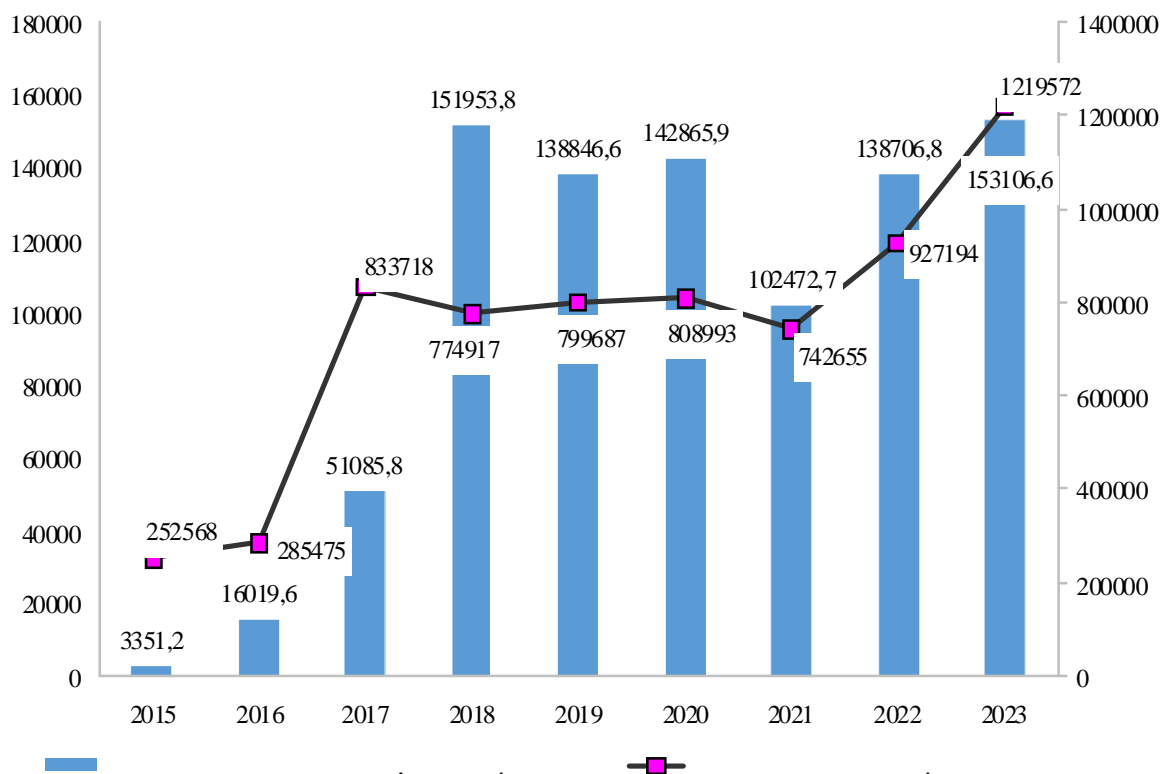
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2015	3351,2	252568	60,1	2331
2016	16019,6	285475	42,8	3248
2017	51085,8	833718	74	7955
2018	151953,8	774917	53,9	8896
2019	138846,6	799687	72,5	8075
2020	142865,9	808993	75	8370
2021	102472,7	742655	60,7	9241
2022	138706,8	927194	76,1	9002
2023	153106,6	1219572	74,1	13248

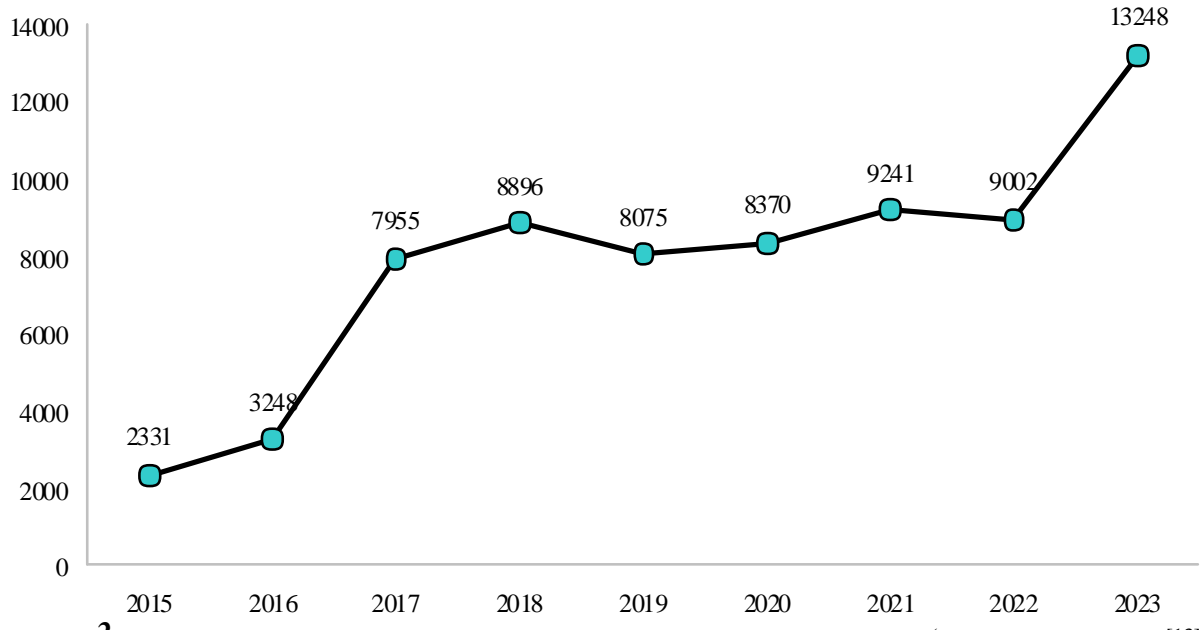
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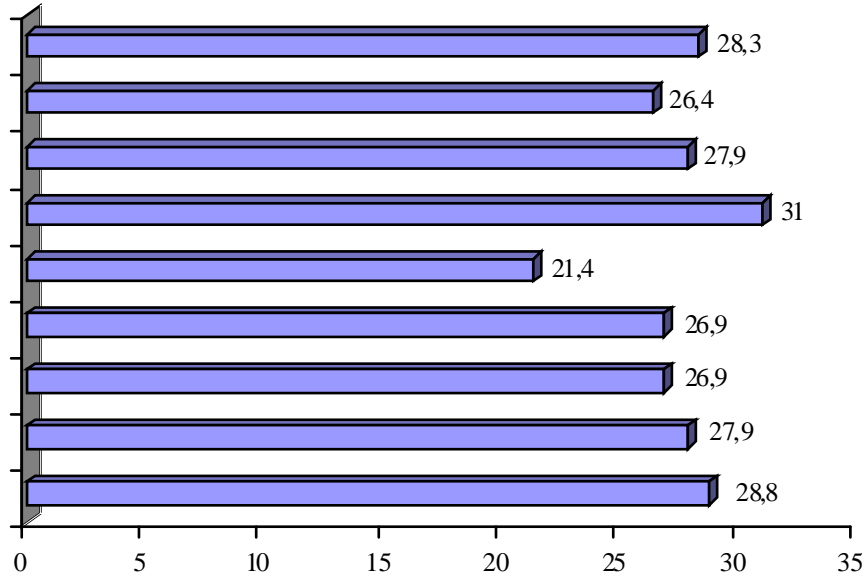
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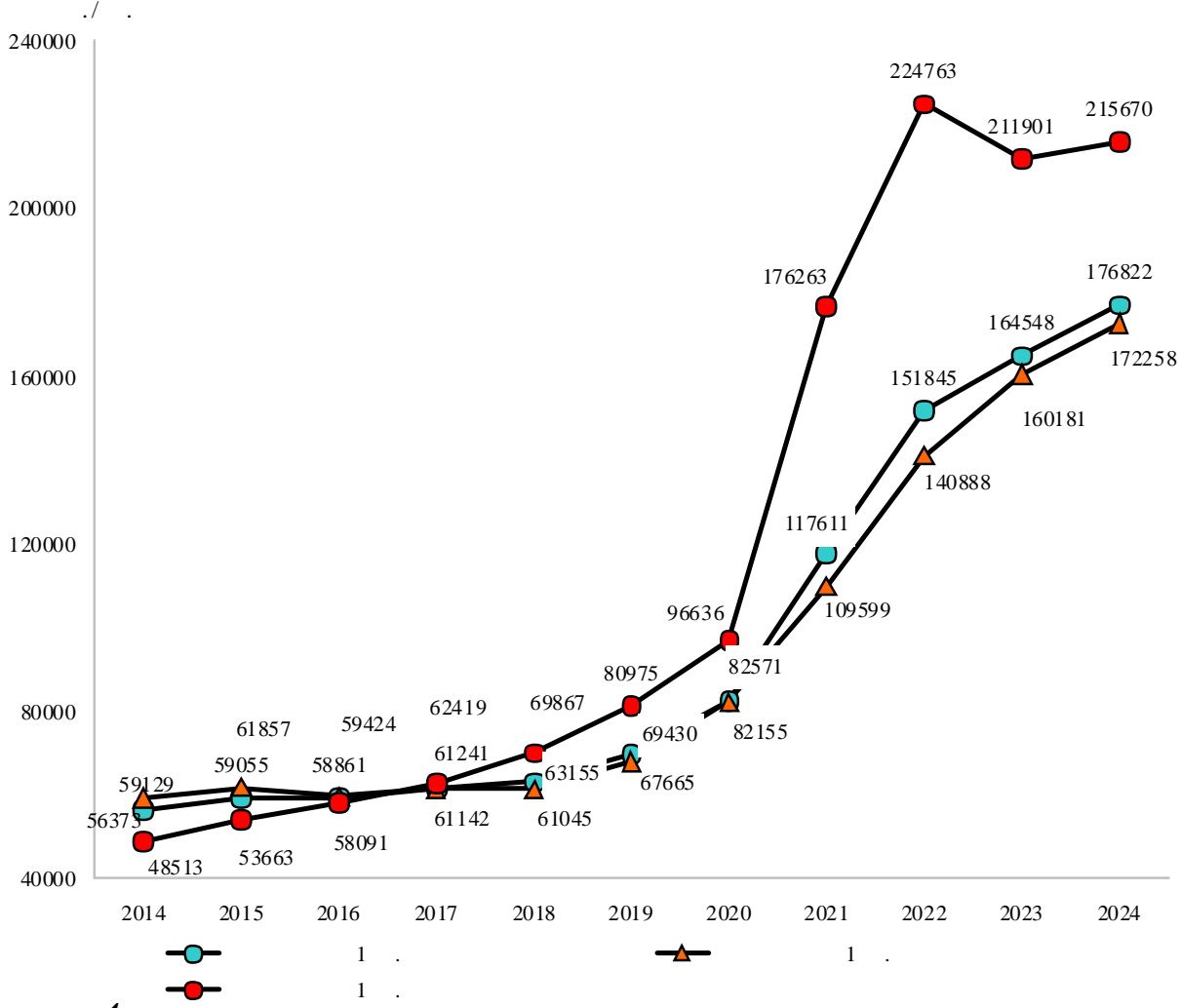


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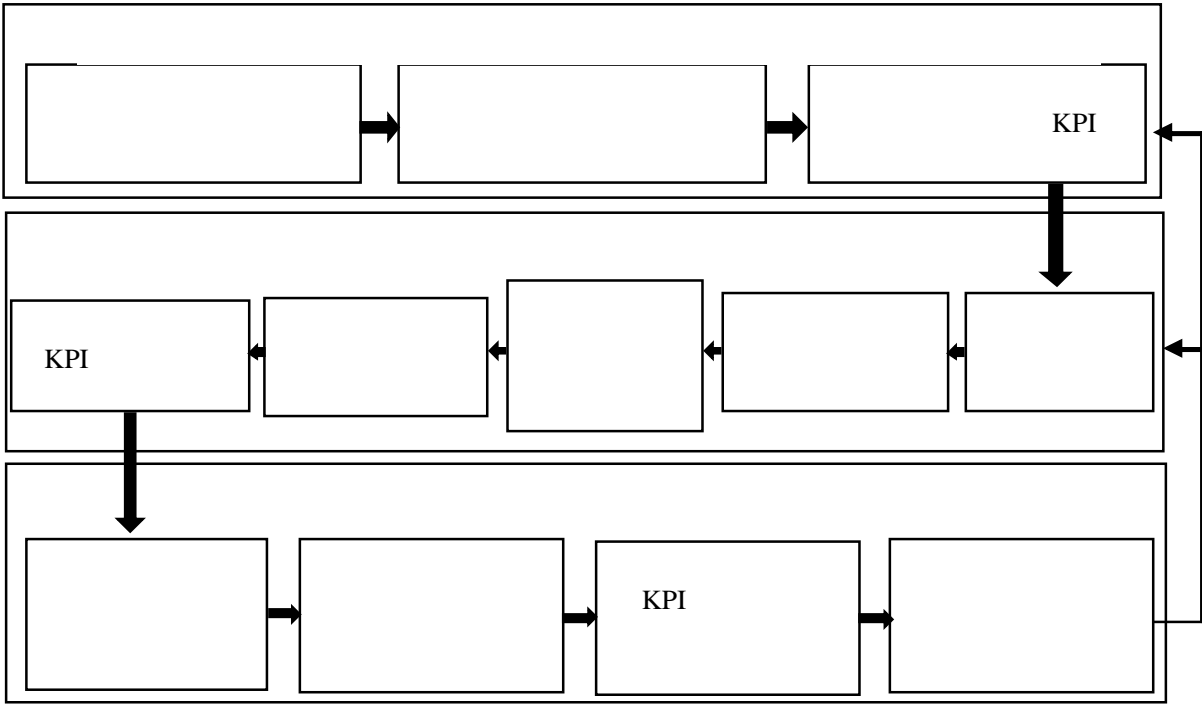
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	2021	2022	, %
	779,8	824	5,67
	384,1	498,1	29,68
	228,2	305,8	34,01
	262,3	279,5	6,56
	220	184,5	-16,14
	147,5	116,6	-20,95
	123,8	107,7	-13,00
	75,3	55,6	-26,16
	51,9	53,6	3,28
	55,7	52,9	-5,03
	55	44,6	-18,91
	54,7	40,2	-26,51
	72	39	-45,83
	36,3	37,7	3,86
	14,3	11,5	-19,58
	8,4	7,9	-5,95
	7,5	5,8	-22,67

* [6].

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2022

2,56 % 792,3 %.

40%

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	2021	2022	, %
	43	44,1	2,56
-	37,2	41	10,22
	33,9	39,8	17,40
	27,1	34,8	28,41
/	18,8	27,6	46,81
	14,5	25,5	75,86
	15,4	25,2	63,64
-	13,8	22,3	61,60
	9,8	20	104,08
	8,8	19,3	119,32
	7,7	18,7	142,86
HRIS-	2,1	16,9	704,76
CRM-	5,9	15,7	166,10
/	5,2	15	188,46
SCM-	1,7	13	664,71
	1,4	12,1	764,29
-	2,5	11,9	376
PLM/PDM-	1,3	11,6	792,31

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