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IMPLEMENTATION OF INNOVATIONS IN MODERN MANAGEMENT

*А. А. Глуховский, студент группы 10503224 ФММП БНТУ
научный руководитель – преподаватель Д. И. Бондарчук*

Резюме – в данной статье представлена разница между традиционным и современным менеджментом, ключевые аспекты значимости инноваций в современном менеджменте, а также практические примеры их успешного применения в различных отраслях.

Resume – this article presents the difference between traditional and modern management, key aspects of the importance of innovations in modern management, as well as practical examples of their successful application in various industries.

Introduction. In a rapidly changing world, innovations are becoming a critical factor in the successful functioning and development of organizations. Modern management faces challenges that require adaptation to new technologies, dynamic markets and changing consumer expectations. Innovations allow companies not only to remain competitive, but also to open up new horizons. Managers who implement innovative methods can improve operational processes, increase employee productivity and satisfaction, and create unique offerings for customers.

Main part. Modern management significantly differs from the traditional methods to managing organizations. The main differences include:

1. Flexibility and adaptability: Modern management methods such as Agile (a method to project management that involves splitting a project into stages and continuous collaboration and improvement) and Lean (reducing waste and increasing efficiency in the interests of delivering greater value to customers), are aimed at quickly adapting to changes and improving processes, while traditional management often follows rigid and fixed structures.

2. Technology and digitalization: Modern managers actively utilize advanced technologies such as artificial intelligence and cloud computing to improve processes and decision-making. Traditional management is more focused on manual and paper-based processes.

3. Focus on employees: In modern management, there is an increased focus on promoting employee motivation and development, as well as providing flexible working arrangements and the possibility of remote work. In contrast, traditional management methods often prioritize control and strict adherence to regulations [1].

4. Decentralization and delegation: Modern organizations strive to decentralize and delegate responsibility, which promotes greater autonomy of teams. Traditional management often adheres to a centralized structure with hierarchical management.

5. Innovation and Creativity: Recent management methods help foster innovation and creative thinking, generating necessary conditions for continuous improvement, while traditional management is mostly focused on compliance with established standards and procedures, making the whole structure much more rigid and incapable of changing [2].

6. Corporate Culture and Sustainability: Modern companies increasingly focus on creating an inclusive and supportive corporate culture, as well as implementing sustainable development practices. Traditional management places less emphasis on these aspects [1].

After all, modern managing methods play a crucial role in adapting organizations to rapidly changing market conditions and various technological shifts. Speaking of the main areas in which innovations are applied, we cannot help but mention agile management. This method mostly focuses on the ability of an organization to be both adaptive and flexible. Such methods as Scrum and Kanban help teams to respond to changes more promptly, improve communication, and increase process efficiency.

One of the main parts of modern management is undoubtedly its digital transformation. Such advanced technologies as artificial intelligence (AI), machine learning, and cloud computing is vastly implemented in conducting various business operation, enhancing productivity, and delivering top-notch customer service. What is more, all these technologies rapidly encourage remote and flexible work schedules, as the COVID-19 pandemic has accelerated the transition to remote work, and many companies continue to introduce this practice. Flexible working arrangements and remote work allow organizations to attract skilled professionals from various parts of the globe and reduce office space costs [3]. The last, but not least, would definitely be leadership and corporate culture. Today's leaders strive to create an inclusive and supportive corporate culture that contributes to innovation, collaboration, and professional development among their subordinates.

Conclusion. To sum everything up, it can be noted that innovation in management is essential for companies to adapt to a rapidly changing market. Companies that are more innovative and flexible will be more competitive in the economic arena.

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TRENDS IN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) FOR SMALL AND MEDIUM-SIZED BUSINESSES

*В. Д. Деркович, студента группы 10506323, ФММП БНТУ,
научный руководитель – старший преподаватель Н. П. Буланова*

Резюме – в научной работе будут рассмотрены тенденции CRM для малого и среднего бизнеса. Так же изучены преимущества использования CRM.

Resume – the research paper will examine the trends of CRM for small and medium-sized businesses. The advantages of using CRM are also studied.

Introduction. CRM is undergoing significant changes influenced by modern technologies, including artificial intelligence (AI) and big data analytics. In the rapidly evolving software industry, companies are increasingly focused on building strong customer relationships and improving customer service.

The purpose of this paper is to investigate current trends in CRM strategies and technologies used by small and medium-sized businesses (SMBs) and to develop practical recommendations for their implementation to improve customer engagement, loyalty, and profit growth.

The main part. CRM, from a technical point of view, is a software product created to automate customer interaction. It provides functionality for systematising contact data, tracking interaction history, analysing customer behaviour and managing sales. This system can be deployed company-wide or in individual departments, providing integration with web resources, call centres and other tools for automating business processes.

The main objective of CRM is to improve the efficiency of communication with customers. It allows you to effectively organise contacts and accumulate relevant information about customers, including demographics and purchase history. Before proceeding to the prospects of CRM development, it is necessary to assess its contribution to business scaling:

1. Growing hyper-personalisation for customers Within the modern business sphere, personalizing interactions has emerged as an essential ingredient for any impactful approach. The quality of your client interactions directly correlates with the thoroughness and accuracy of the data maintained in your system. Thoroughly analysing this data allows you to send customised messages, offer relevant recommendations, and formulate persuasive deals aimed at drawing in your customer base. Given these shifting dynamics, the present is the opportune time to explore and deploy advanced strategies for augmenting your CRM's capacity, ultimately positioning your company favorably in today's dynamic marketplace.