

Establishing A Digital Management System With "Management By Objectives" As the Core Strategy*

Wei Ren
Department of National Economy
Peoples' Friendship University of Russia (RUDN) Moscow, Russia

Anna Korenevskaya
Department of National Economy
Peoples' Friendship University of Russia (RUDN)
Moscow, Russia

Correspondence should be addressed to: Anna Korenevskaya; korenevskaya_av@pfur.ru

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Abstract

One of the most promising tools at the micro level is the use of digitalization as a factor in the sustainable development of the company. The modern economy is based on continuous improvement: improvements, modernization and invention of new management models, products and systems. Such development in recent years is directly related to the concept of "digitalization". Many authors erroneously consider digitalization as a separate process for automating a company, which is associated solely with the growth of labor productivity and the modernization of production. However, the modern approach involves a comprehensive study of any process and phenomenon, so it is important to conduct a theoretical and practical justification for the impact of digitalization on improving economic company performance, reducing its impact on the environment and developing relationships with stakeholders, and tools for assessing the impact of digitalization on sustainable development are becoming increasingly relevant. The article discusses the main components of the organization management system and their digital transformation. The transformation of management systems in a digital economy involves their implementation on a digital platform. The article describes the digital transformation of the management system, including the introduction of digitalization in management, the development of a digital strategy for the development of the organization. Owners and managers of companies can receive information about the state of the business online from mobile devices, and employees can see goals, indicators and tasks, deadlines for their implementation and the target result. The effectiveness of using a digital platform that ensures the implementation of the development strategy of the chosen business model and carries out digital business transformation is shown.

The motive of the work is to analyze the impact of digitalization on the sustainable development of the company.

Keywords: management system, digital platform, digitalization of management processes, digital development strategy.