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**DIGITAL ENVIRONMENT IN THE MANAGEMENT
OF FOREIGN ECONOMIC ACTIVITY OF ENTERPRISES**

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Information systems have entered all spheres of life. The development of digital technologies opens up a huge range of opportunities. Progress in all fields of science and industry is moving at a tremendous speed, never ceasing to amaze and delight.

Digital technology is a discrete system based on methods of encoding and transmitting information that allows you to perform many diverse tasks in the shortest possible time. It is the fast action and versatility of this scheme that has made IT technologies so popular. The huge flows of information that anyone can receive from the Internet make education more accessible. Realizing your creative potential or simply earning money without leaving your home used to be something you could only dream of. Today it is a reality.

Digital technologies are a unique phenomenon that has completely changed the way of life of every inhabitant of the planet in recent decades. Researchers claim that the introduction of technological innovations will be increasingly rapid every year. It took 30 years for the widespread use of electricity in the twentieth century, and tablet computers came into use in 3–4 years. Society is becoming friendlier. The huge flows of information that everyone can receive from the Internet make education more accessible. Realizing your creative potential or simply earning money without leaving your home used to be something you could only dream of. Today it is a reality.

The introduction of information systems into the methods of interaction between different parts of an enterprise makes it possible to increase the efficiency of an industrial organization. By creating more and more products in the shortest possible time, industrialists are able to sell products around the world. By expanding the boundaries of possibilities, modern digital

technologies help to increase the pace of economic development. Reducing the need for human resources in production allows freeing up the creative reserves of society, directing them to the development of spirituality and culture.

Particularly digital sphere is developed in management system. In conditions of globalization the main part of management is administration of foreign economic activity.

"Management of foreign economic activity" is a complex set of management relations that arise in the field of foreign economic activity in connection with the planning, organization, management and control of specific international business operations at various levels of business management, mainly at enterprises. It also includes management activities not only of Ukrainian enterprises in foreign markets, but also of foreign firms in Ukraine, and various types of activities at the level of enterprises, regions, ministries and agencies. Management activities, as is well known, depend on the forms of ownership of enterprises operating in international markets. However, this activity is dominated by the general laws of international business, on the one hand, and the general business environment in the country, on the other.

It should be borne in mind that it is not possible to separate the management of foreign economic activity from the general functioning of the enterprise in its pure form, since plans for foreign economic activity are organically linked to plans for the production of products in the domestic market. Many structural units and many officials serve the entire company as a whole, including foreign economic activity. Therefore, the course under study has relative independence. In addition, it is closely related to 6 disciplines such as general management, marketing, firm economics, financial management, etc. It is equally important to take into account its connection with the disciplines of international business, such as international finance, international marketing, international logistics, international law, international standards, accounting, etc. Only by taking these connections into account can we expect success in foreign economic operations. Management of foreign economic activity (FEA) is associated with the application of general ideas and concepts of management in all forms of foreign economic activity (export and import of goods and services, leasing operations, direct investment, etc.) The essence of foreign economic activity management is a comprehensive study and modeling of the international environment in combination with the well-established interaction of all departments and officials of the organization/institution in the interests of productive achievement of certain foreign economic strategies. So, let's pay attention to

the following three key points. Firstly, foreign economic activity management is a specific process that primarily involves the study and design of elements of the international environment: foreign partners, price levels, customs rules, international norms and customs, etc. In this part, the emphasis is not only on analyzing and evaluating future international operations, but also on designing relationships based on certain procedures. This element of management accounts for almost half of the success factors in international business. Secondly, it is necessary to achieve effective interaction not only between employees of foreign economic departments, but also between all services of the enterprise, which determines success in international markets. Therefore, foreign economic activity management certainly includes the efforts of other employees in promoting the company's goods to foreign markets. For example, the head of the technical control department, organizing a system for checking export goods for compliance with the terms of a foreign trade contract, is an important link in the control function in foreign trade management. In case of success in the international market, the said head of the control service should be remunerated to the same extent as the foreign economic activity employees. Management of foreign economic activity is closely related to international management. The latter is nothing more than the management of multinational companies. Since foreign economic activity involves the interaction of national and transnational companies, it implies the interaction of foreign economic units with international branches of multinational corporations.

At the same time, multinational companies prioritize a universal international approach, and actions in each country are a consequence of this approach. In this respect, foreign economic activity is contradictory in nature: the main thing is to represent the domestic operations of the company, and international activity is a consequence of domestic success.

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