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MODERN APPROACHES TO MANAGEMENT

Modern management requires constant updating and adaptation to changes in the ever-evolving business environment. In the conditions of rapid pace of technological development, globalization and changes in consumer preferences, organizations have to look for new management approaches to achieve success and competitive advantage.

Modern approaches to management are marked not only by innovation in methods and approaches, but also by understanding the importance of human capital, digital transformation, social responsibility and sustainable development. Today's leaders and managers must be prepared for the challenges and changes that are imposed on their organizations and constantly develop their knowledge and skills to manage effectively in an environment of uncertainty and complex challenges.

In this study, we will consider the most relevant and promising modern approaches to management, as well as their effects on the business environment and organizational culture. We will consider key aspects of general management, design thinking, digital transformation, change management, social responsibility of business and much more. By revealing these topics, we will contribute to the understanding of how modern approaches to management help organizations achieve their strategic goals, develop and become successful in their activities.[2]

The overall approach to management includes recognizing the variability of the achievement of the modern business environment and the need to quickly respond to changes, increasing the flexibility and adaptability of organizations through iterative development and continuous improvement of processes, focusing on team collaboration and interaction with customers for common goals.

Design-projecting in management includes focusing on the needs and preferences of users as a basis for developing products and services, using innovative methods and tools to create new solutions, constantly testing and involving users in the development process to generate feedback and improve products.

Change and innovation management includes stimulating creativity and innovation in the organization by creating a stimulating environment and supporting idea initiatives, implementing flexible structures and processes that facilitate rapid adaptation to change, involving personnel in the change process and creating communication channels for interaction and joint problem solving .

Social responsibility of business includes the integration of ethical and social principles into the organization's strategy and activities, development of programs and initiatives in the field of sustainable development, environmental protection and social responsibility, involvement of stakeholders and community development.

[1, c. 2]

Modern approaches to management play a key role in the success of modern organizations in a competitive business environment. They are aimed at increasing efficiency, flexibility and innovation in management so that organizations can successfully adapt to changes and achieve their strategic goals. Global approach, design thinking, digital transformation, change management and social responsibility are just some of the key areas

shaping the modern face of management. A balanced approach to their use allows organizations to become more competitive and respond to changing business and market conditions. Thus, the use of modern approaches to management is an important component of the success of modern enterprises in the modern world.

REFERENCES

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