

OPTIMIZATION AND UPDATING OF ORGANIZATIONAL MECHANISMS FOR STRATEGIC MANAGEMENT IN THE DIGITAL ECONOMY

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With the rapid development of digital technologies and the global transformation of socioeconomic processes, strategic management is acquiring a fundamentally new significance. The digital economy is shaping new rules for doing business, changing market structures, consumer behavior patterns, and the requirements for organizational governance. In this context, traditional approaches to strategic management no longer provide the necessary flexibility and sustainability, necessitating the improvement of organizational mechanisms for strategic management.

Digitalization encompasses virtually all areas of enterprise activity, including production, marketing, finance, logistics, and human resources. As a result, the need for adaptive, innovative, and technology-oriented organizational mechanisms capable of ensuring the long-term development and competitiveness of organizations is increasing [3, p. 7].

Strategic management is the process of formulating and implementing an organization's long-term goals, taking into account changes in the external and internal environment. In the digital economy, this process is becoming dynamic and continuous, as digital technologies significantly accelerate the pace of change and increase uncertainty.

The digital economy is characterized by the widespread use of information and communications technologies, big data, artificial intelligence, cloud solutions, platform business models, and automated management systems. These factors require organizations not only to review strategic priorities but also to modernize the organizational mechanisms that support strategy implementation.

Unlike traditional strategic management, digital strategic management is focused on [1, p. 27]:

- high speed of management decision-making;
- flexibility of the organizational structure;
- focus on data and analytics;

- innovative development and digital competencies of personnel;
- continuous adaptation of strategy to market changes.

Organizational mechanisms of strategic management represent a set of forms, methods, tools, and procedures that support the development, implementation, and monitoring of an organization's strategy. These include the organizational structure, HR management system, corporate culture, information systems, motivation, and communication mechanisms.

In the digital economy, the importance of organizational mechanisms increases significantly, as they determine an organization's ability to effectively utilize digital technologies and transform strategic goals into practical results. Imperfect organizational mechanisms lead to a slowdown in digital transformation processes, reduced management effectiveness, and a loss of competitive advantage.

The digital economy has a complex impact on organizational mechanisms of strategic management. First of all, organizational structures are undergoing a transformation. Hierarchical management models are giving way to more flexible, networked, and project-oriented structures that ensure efficiency and adaptability. Significant changes are occurring in decision-making systems. The use of analytical platforms, business intelligence systems, and artificial intelligence enables data-driven decisions rather than intuition or subjective experience. This improves the validity of strategic decisions and reduces risks [4-5].

Furthermore, digitalization is changing approaches to personnel management. The role of digital competencies, creative thinking, and learning ability is increasing. New motivation models are being developed, focused on innovative activity and employee engagement in strategic development processes.

One of the key areas for improving organizational mechanisms is the digital transformation of the management system. This involves the implementation of modern strategic planning information systems, the automation of management processes, and the integration of digital tools into the strategy implementation monitoring system. An important area is the development of flexible organizational structures. The use of project management, cross-functional teams, and agile approaches enables faster responses to changes in the external environment and the effective implementation of strategic initiatives. Improving strategic management mechanisms is also linked to human capital development. Developing digital competencies, continuous learning systems, and leadership development are becoming key conditions for successful strategy implementation in the digital economy [2, p. 74].

Improving strategic communications systems is particularly important. The use of digital platforms, corporate portals, and collaboration tools facilitates

increased management transparency and employee engagement in strategic processes.

Corporate culture is an essential element of organizational strategic management mechanisms. In the digital economy, it must support innovative thinking, a willingness to change, and a focus on continuous development.

Developing a digital corporate culture involves encouraging initiative, experimentation, and interdisciplinary collaboration. Such a culture facilitates the successful implementation of strategic changes and reduces employee resistance to digital transformation.

Despite the obvious advantages of digitalization, the process of improving organizational strategic management mechanisms is accompanied by a number of challenges. These include a lack of digital competencies among management personnel, resistance to change, limited financial resources and cybersecurity risks [4, p. 122]. Furthermore, not all organizations are ready for a radical transformation of traditional management models. This requires a comprehensive approach, a phased implementation of changes, and an active role for senior management in the digital transformation process.

In the future, strategic management will increasingly rely on intelligent systems, predictive analytics, and automated decision-making mechanisms. Organizations capable of effectively integrating digital technologies into their strategic management systems will gain sustainable competitive advantages. Improving organizational strategic management mechanisms will become a continuous process aimed at increasing the adaptability, innovation, and resilience of organizations in the digital economy.

Thus, improving organizational strategic management mechanisms in the digital economy is an objective necessity at the current stage of organizational development. Digitalization requires a revision of traditional management approaches, the introduction of flexible organizational structures, the development of human capital, and the formation of an innovative corporate culture. A comprehensive transformation of organizational strategic management mechanisms allows organizations to effectively adapt to changes in the external environment, increase competitiveness, and ensure sustainable long-term development.

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