

MANAGEMENT OF TECHNOLOGICAL DEVELOPMENT OF PRODUCTION ACTIVITIES OF ENTERPRISES

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Abstract. With the development of scientific and technological progress, the role and importance of technology in ensuring economic development is growing, and therefore the number of new technologies introduced in production is growing. New technologies ensure the creation of new products with new properties, which ensures the growth of competitiveness and sales volumes. Therefore, in modern conditions, the management of technological development with the introduction of technological innovations in the production activities of the enterprise has a priority role and importance.

The study of theoretical and practical aspects of management of technological development of production activities of enterprises was carried out in the works of: Burgelman R. (2009), Marcel Lam Bogers (2011), White M. (2010), Morin J. (1989), Narayanan V. (2000) and others.

The aim is to study the management of technological development of production activities of enterprises.

The object of the research is the management of technological development of production activities of enterprises.

The methodological basis of the study was the methods of scientific knowledge: analysis and synthesis, comparison; systemic, technological, process, innovative scientific approaches. It is researched that the management of technological development of production activities of enterprises is considered as a modern management technology, its manifestations and implementation are associated with information and communication technologies and the capabilities of modern information software, informatization and digitalization of

production processes and, accordingly, the possibility of digitalization of management processes, especially with regard to the management of production processes, logistics, quality management. However, the introduction of information systems requires significant changes in management systems, as well as new requirements for the quality and qualification of staffing and include a change in communications, a partial or complete restructuring of the company's document management system with the replacement of paper documents with electronic ones, automation, computerization of operations.

The obtained results and practical value lie in the study of management of technological development of production activities of enterprises. It has been found that management of technological development should be carried out continuously, covering all stages of the life cycle of enterprise, since the change of technologies determines, forms and directs the life cycle. Technology management makes it possible to ensure continuous development and prevents a decrease in financial and economic activity and the spread of the crisis. Management of technological development involves active development, creation, implementation of innovations, creation of new and improvement of existing technologies, as well as decision-making on the abandonment of outdated technologies, and provides technological renewal of products and production technologies, which in turn will ensure high competitiveness of the company's products in the market, their effective implementation and profitability and ensure dynamic technological and economic development enterprises in the future.

Keywords: management of production processes; management of technological development; production technologies; management.

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