

**THE IMPORTANCE OF INNOVATIVE TRENDS IN MANAGEMENT DEVELOPMENT
BELARUSIAN COMPANIES AND ENTERPRISES**

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Resume. The article analyzes modern trends in management, implications of these trends on businesses and enterprises. The article will also highlight the challenges and opportunities presented by these trends and the importance of businesses adapting to them to remain competitive and successful in the dynamic global marketplace.

Keywords: management, businesses, economy, development, trends, innovation, technologies, digitalization.

The management is critical sector of the economy, and they play a vital role in shaping the global business environment. The rapid pace of technological change, the increasing importance of sustainability, and the changing preferences of consumers are among the significant trends that are transforming this sector. As a result, businesses operating in these sectors need to stay abreast of the latest trends and adapt to them if they are to remain competitive and successful.

The purpose of this article is to investigate modern trends in the development of management and their impact on the economy of Belarus. The study begins by exploring the concept of management and the various types of management. The article also examines their role in the Belarusian economy.

The management industry has evolved significantly over the years, with various management theories and practices being developed to help organizations achieve their goals. The different types of management include classical management, behavioral management, contingency management, and systems management, among others. Classical management is based on the principles of scientific management, which emphasizes efficiency and productivity. Behavioral management is focused on understanding the human element of organizations, while contingency management emphasizes the need to adapt management practices to suit different situations. Systems management is concerned with the interrelatedness of different parts of an organization and how they work together to achieve goals.

Entrepreneurship has always been a driving force behind economic growth and development, and this is particularly true for Belarusian companies and enterprises. In recent years, the entrepreneurship landscape in Belarus has undergone significant changes, with the emergence of new startups and the growth of small and medium-sized enterprises (SMEs). These companies are playing an increasingly important role in the country's economy, creating jobs, driving innovation, and contributing to the overall development of the nation. However, to sustain this growth and remain competitive in the global market, Belarusian companies and enterprises need to adopt innovative trends in management development. This article aims to explore the importance of innovative trends in management development for Belarusian companies and enterprises, with a particular focus on the role of entrepreneurship in driving this development.

In today's fast-paced business world, innovation has become a crucial factor for the success of any company or enterprise. With the ever-evolving market trends and consumer demands, it has become imperative for organizations to keep up with the latest innovative trends in management development. This is particularly true for Belarusian companies and enterprises, which are facing intense competition in both domestic and international markets. The adoption of innovative management practices can help Belarusian companies and enterprises to enhance their efficiency, productivity, and profitability [1]. Therefore, this paper aims to explore the importance of innovative trends in management development for Belarusian companies and enterprises, and how they can benefit from these trends to achieve sustainable growth in the long run.

Management development trends.

1. Modern or innovative management. Characterized by a number of trends that determine its development in the future. One of these trends is the transition from traditional to innovative management. Innovative management involves the use of new approaches to management, such as design thinking, leadership, knowledge management and others. It also includes the use of new technologies and management methods, such as digitalization, data analytics and machine learning [2].

An example of an organization that successfully uses innovation management in the Republic of Belarus is EPAM Systems, a global IT company founded in Minsk in 1993. EPAM Systems applies innovative management to create new technologies and products, as well as to improve workflows and solve complex problems using design thinking technology. The organization has its own innovation laboratory EPAM Garage which develops platforms for smart cities, interactive advertising and AR/VR products. The company is also actively working on a business incubator and accelerator for startups in Belarus.

2. Value-based management. Another trend in the development of management is the transition to value-based management. Value-based management involves setting goals that correspond to the values of the organization and using these values as a basis for decision-making. This allows the organization to maintain its uniqueness and competitiveness in the market.

Value-based management also contributes to improving the internal culture of the organization and increasing employee motivation. They see that the organization follows certain values and principles which can improve their level of job satisfaction and increase their loyalty to the company.

3. Digitalization. One of the most significant trends in the development of management is digitalization. Digitalization involves the use of digital technologies to improve the productivity and efficiency of the organization [4]. It includes technologies such as data analytics, machine learning, artificial intelligence, cloud computing and others.

Belaruskali actively uses digital technologies in various areas of its business, from production and logistics to customer service and marketing. For example, the company uses predictive analytics to optimize its production processes, reduce costs and increase efficiency. The use of automated systems helps to avoid human errors and streamline the workflow.

Belaruskali also pays great attention to the digitalization of its logistics operations. The company uses a real-time monitoring system to track the location of its transport vehicles, which allows for more accurate planning of delivery times and reducing the risk of delays or accidents. In addition, the company has developed a mobile app that allows customers to track the status of their orders and receive updates on the delivery process.

Belaruskali also uses digital technologies to improve its marketing activities. The company has developed a social media strategy aimed at engaging with its customers and promoting its brand. The company actively uses social networks, such as Facebook, Twitter and Instagram, to communicate with its customers and share news and updates about its products and services.

Digitalization allows organizations to collect and analyze large amounts of data, which can lead to improved decision-making processes and increased business efficiency. It also allows you to improve customer interaction and improve the quality of services [4].

4. Knowledge Management. Knowledge management is another important trend in the development of management. Knowledge management involves using the knowledge and experience of employees to improve the productivity and efficiency of the organization.

An example of an organization that successfully implements knowledge management practices in the Republic of Belarus is Belshina, a leading tire manufacturer in the country.

Belshina recognizes the importance of knowledge management in its operations and has implemented a number of initiatives to capture, share and apply knowledge across the organization. Here are some examples:

1. Knowledge sharing platforms: Belshina has established internal knowledge sharing platforms that allow employees to exchange expertise and experiences.

2. Documentation and knowledge capture: The enterprise has developed a knowledge capture system that allows employees to document and share their experiences, expertise, and lessons learned. The system includes standard operating procedures, guidelines, and best practices that enable employees to access and share knowledge easily.

3. Training and development: Belshina invests in employee training and development to equip employees with the skills and knowledge they need to contribute effectively to the business.

4. Continuous improvement: The enterprise encourages continuous improvement through a culture of innovation, creativity, and learning. Employees are encouraged to identify opportunities for improvement and share their ideas with the team.

In conclusion, we can say that modern trends in the development of management are important factors in the development of the modern companies and enterprises. The business environment is becoming more and more competitive today, and companies that do not follow trends and do not take them into account risk being left behind by their competitors [3].

One of the most significant trends in management development is digitalization. The use of digital technologies, such as artificial intelligence, big data analytics, and cloud computing, can help companies improve their operational efficiency, reduce costs, and enhance the customer experience. Automation is another trend that can help companies streamline their processes, reduce errors, and increase productivity.

Agile management is another innovative trend that is gaining popularity in Belarusian companies and enterprises. This approach emphasizes flexibility, collaboration, and continuous improvement, allowing organizations to respond quickly to changing market conditions and customer needs.

Investing in the development of employees' skills and knowledge through training and education programs is also crucial for the success of Belarusian companies and enterprises. By providing employees with the necessary tools and resources to perform their jobs effectively, organizations can enhance their performance and contribute to the overall success of the organization.

Thus, one of the main trends in the development of management is the increasing role of information technology in the management of companies. Modern managers should be able to use all the opportunities that modern information technologies provide them to effectively manage their businesses.

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