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REENGINEERING ORGANIZATIONAL STRATEGIES IN THE CONTEXT OF DIGITAL RESILIENCE

Reengineering of organizational strategies in modern conditions can no longer be considered as a one-time management initiative or a tool for optimizing individual business processes. It is about a deep restructuring of the logic of the organization's functioning, its strategic guidelines and mechanisms of interaction with the external environment. The impetus for such changes is the digital transformation of the economy, which radically changes the conditions of competition, the speed of information exchange and the nature of the risks faced by enterprises.

At the center of these transformations is the concept of digital resilience. It reflects the ability of an organization not only to counteract external and internal digital threats, but also to maintain business continuity, adapt to crisis situations and restore

functionality in the shortest possible time. Digital resilience covers a wide range of aspects - from the protection of information systems and data to the flexibility of business models and the ability of an organization to quickly restructure its processes in accordance with new conditions.

In this context, reengineering of organizational strategies involves reviewing the basic principles of management. Strategy ceases to be a static construct and acquires the characteristics of a dynamic system that constantly adapts to changes in the digital environment. This means abandoning rigidly fixed long-term models in favor of scenario planning, flexible management structures, and the integration of analytical digital tools into the decision-making process [1, 2].

An important element of such transformation is the rethinking of the role of information and data. In the digital economy, data is becoming a key resource for strategic management. Their collection, processing, and interpretation using analytical systems, artificial intelligence technologies, and predictive models allows organizations to make more informed decisions and reduce the level of uncertainty. This, in turn, increases the overall resilience of the business to external shocks.

Strategy reengineering also involves changing organizational architecture. Traditional hierarchical structures are gradually giving way to more flexible, networked management models, where a significant part of decisions are made at the level of individual teams or project groups. This approach allows to increase the speed of response to changes, reduce bureaucratic barriers and ensure greater adaptability of the organization in an unstable environment.

No less important is the aspect of risk management, which in the digital economy acquires a fundamentally new meaning. Cyber threats, failures in information systems, disruptions of digital supply chains can have critical consequences for business. Therefore, reengineering of strategies includes the integration of cybersecurity systems, continuous monitoring and mechanisms for rapid recovery of operational activities. This forms a new level of strategic readiness of the organization for crisis situations [2].

The human factor requires special attention, since digital resilience is impossible without an appropriate level of personnel competencies. Modern organizations are forced to invest in the development of digital skills of employees, the formation of a culture of working with data and the ability to effectively use digital tools. Thus, reengineering covers not only technological, but also socio-organizational changes.

Therefore, reengineering organizational strategies in the context of digital resilience is a complex and multi-level process that combines technological innovation, managerial flexibility, human capital development, and strengthening security

mechanisms. Its ultimate goal is to form organizations that are able to function stably, adapt quickly to change, and remain competitive in an ever-increasingly complex digital environment.

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BUILDING SUSTAINABLE ENTREPRENEURSHIP COMPETENCIES

In the current conditions of the development of the world economy, there is a gradual transition from traditional models of entrepreneurship, focused mainly on profit maximization, to the concept of sustainable development, which involves a balanced consideration of economic, social and environmental interests. Such a transformation is due to the aggravation of global challenges. In these conditions, entrepreneurship takes on a new meaning, where not only the result of activity becomes key, but also the method of its achievement, its impact on society and the environment.

Also of particular relevance is the problem of forming competencies of sustainable entrepreneurship, which determine the ability of an individual to act effectively in conditions of uncertainty, make informed management decisions and integrate the principles of sustainable development into business practice. This is not only a set of professional knowledge, but also a complex system of values, skills and behavioral models that form a responsible entrepreneur of a new type. Such a specialist must understand the relationship between economic efficiency, social responsibility