Strategic management of industrial enterprises in the context of the transition to intelligent technologies, a platform for the development of human resources

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Abstract

Subject/topic. The publication discusses aspects of the development of technologies for strategic management of Russian industrial enterprises. It is stated that in the context of total digitalization of management, an urgent need has arisen for a transition from automation to intellectualization of management, which corresponds to global trends in the management of industrial enterprises. It is noted that from a strategic position of planning and management it is extremely important that artificial intelligence is characterized by a "systematic" way of thinking that allows you to make strategic decisions that are cleared of emotions, and may not be very popular, but effective over a long-term period of time. ***Goals/objectives.*** The aim of the study is to analyze current aspects of the development of strategic management technologies of Russian industrial enterprises. ***Conclusions/relevance.*** Based on the results of a survey of the heads of IT departments of a number of domestic industrial enterprises, as well as modeling of the relationship between the digitalization level of strategic management and the dynamics of enterprise development, conclusions are drawn about the urgent need for the accelerated introduction of digital technologies in the field under study, and practical recommendations are given for facilitating them in corporate and at the state level. Among the recommendations made, the conceptualization of strategic management digitalization projects, overcoming resistance to changes through training and developing career paths for senior executives being released, intensifying multilateral interaction of industrial enterprises, research centers and the state in the framework of the "triple helix" of innovations and a number of others are highlighted as paramount. It was recommended to stimulate the creation of joint funding funds for promising developments in the application of digital intelligent technologies of corporate management, and to pay special attention to co-financing of cost-intensive developments. It was noted that for a number of reasons, the implementation of strategic automation itself at most domestic industrial enterprises has not yet been completed, automation and digitalization relate mainly to production processes and operational management, which significantly complicates the bounce to the use of intelligent strategic management and planning technologies.

Keywords: *industry management, strategic management, strategic planning, intelligent control technologies, intelligent control systems, digitalization of management, industrial enterprises, artificial intelligence*

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