



MODELING THE EXTERNAL ACTIVITIES OF THE ENTERPRISE IN THE DIGITAL ECONOMY

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Abstract: This article discusses the importance of foreign economic activity of the enterprise, the role of the digital economy in its development, and the need for modelling foreign economic activity. Trying to foresee the future, the management of the enterprise is trying to determine its actions for this future. Naturally, no one knows for sure what will happen in the future. An important aspect for industrial enterprises is the competent planning of investment activities. Moreover, in unstable, crisis conditions of the external environment.

Keywords: Foreign economy, enterprise, modelling, management, investment, digital economy.

Planning is an important tool for managing industrial enterprises. The activities of industrial enterprises are carried out according to certain plans. If the enterprise will work without plans, then there will be a lack of goals and objectives. There will be uncertainty in making managerial decisions. As you know, plans are made on the basis of forecasts. Trying to foresee the future, the management of the enterprise is trying to determine its actions for this future. Naturally, no one knows for sure what will happen in the future. An important aspect for industrial enterprises is the competent planning of investment activities. Moreover, in unstable, crisis conditions of the external environment

The activity of any industrial enterprise depends on many factors. Some of these factors are called controllable. That is, they depend on the management decisions made by the management of this enterprise. This is the choice of methods and tools for the implementation of production processes, production technologies, the timing of the start and end of business operations, etc. The other part of the factors is called uncontrollable. They are generated in the external environment of an industrial enterprise. And the company cannot influence them by making certain management decisions.

In our opinion, such a division of the factors influencing the activity of an industrial enterprise is rather conditional. The use of a particular technology, method of production, etc. to one degree or another, it is determined by the needs of buyers, the conjuncture of raw materials markets, etc. That is, in fact, it depends on the external environment of the industrial enterprise.

Having drawn up optimal plans for its activities, an industrial enterprise can work on them, clearly performing the actions described in the plans. But, plans for future periods of time are made at the current time. It turns out a time gap between the preparation of plans and their implementation. The size of this time gap depends on the timing of planning, but always exists. The planning system depends on the economic situation in the enterprise. In 2015, the most favorable situation was observed in manufacturing.

As you know, the external environment for the functioning of any industrial enterprise is very changeable. Especially, the variability of the external environment increases in conditions of crises, the globalization of the world economy. In the modern world, the development of engineering and

technology, information communications also contribute to increased variability in the external environment of industrial enterprises.

This leads to the fact that having drawn up even the most effective plan for the work of an industrial enterprise, it may not be effective at the time of its implementation. This is the first key problem in organizing the planning of an industrial enterprise, in my opinion. The participation of an industrial enterprise in world trade is important.

As you know, forecasting and planning are carried out for future periods of time. It is practically impossible to foresee, foresee, and predict the future with high accuracy. In other words, even the most effective business plan for an industrial enterprise is only a vision of the future by the management of this enterprise.

The management of other enterprises, other experts may see this future in a completely different way. In my opinion, this is the second key problem in organizing the planning of an industrial enterprise.

So, we can distinguish two problematic aspects of planning the activities of an industrial enterprise:

1. Time lag between drawing up plans and their implementation.
2. Objective impossibility to clearly imagine the future. Based on these aspects, we can move on to concepts such as risk and uncertainty.

In modern economic science, approaches, methods, tools for risk management, decision-making under conditions of uncertainty are widely studied. These economic categories are inextricably linked with forecasting and planning, as they take place only in relation to future periods of time. Planning depends on the development of industrial production in the country. According to statistics, the largest index of industrial production in 2015 is in Tajikistan.

By risk, most researchers understand the deviations of the parameters of past events from the planned parameters of these events. Uncertainty is understood as the influence of uncontrollable environmental factors on the activity of an object, the incompleteness of information about the future.

In economics, there is the concept of a situation without risk. That is, future events are guaranteed by economic entities, for example, the payment of income, interest in future periods of time.

In economics, there are various classifications of planning. Depending on the binding nature of the decisions made, directive and indicative planning are distinguished.

Directive planning refers to the obligatory implementation of planned decisions. That is, it is necessary to organize the activities of an industrial enterprise in such a way that the economic indicators indicated in the plans are achieved. Deviations from the planned target indicators of the activity of an industrial enterprise during the implementation of plans should be absent or minimal. This type of planning is used in administrative-command economic systems. Also, it is used in industries of national importance, such as defence. In addition, directive planning is considered acceptable for operational planning decisions.

In our opinion, directive planning has a significant drawback in that the activity of an industrial enterprise is focused on planned decisions. This creates additional risk factors, as plans may contain errors. In addition, the flexibility of the industrial enterprise management system is reduced. In practice, directive plans in any industry and in the operational management system are still being adjusted. Therefore, the meaning of strict and strict adherence to planned decisions, which will be adjusted, is a debatable issue. Under indicative planning is understood the use of plans for the activity of an industrial enterprise, as some kind of indicators that you can focus on. Indicative plans do not require the obligatory achievement of the economic indicators indicated in them. They can be adjusted, changed depending on the circumstances.

In our opinion, indicative planning is more attractive than directive planning. The very concept of moving away from rigid binding to planned indicators introduces a high level of flexibility in the

industrial enterprise management system. The management of the enterprise receives a greater degree of freedom in making managerial decisions.

At the same time, the use of indicative planning generates a number of questions that the management of an industrial enterprise must find answers to. Otherwise, planning will turn into a mere formality. Indicative planning, if it is not integrated into the management system of an industrial enterprise, will turn into planned indicators that do not serve any purpose.

In our opinion, it is the competent and effective integration of indicative planning into the management system of an industrial enterprise that is an important task facing economic science and practice in modern conditions.

Much attention is paid to economic analysis in the system of planning and forecasting at an industrial enterprise. Without an analysis of the activities of an industrial enterprise, planning and forecasting does not make sense. Only with the help of a plan-fact analysis can a well-founded decision be quickly developed.

In my opinion, it is very important that planning at an industrial enterprise be inextricably linked with a plan-fact analysis of planned decisions. They should be combined into a single toolkit for making managerial decisions. The analysis should precede planning, be carried out during the execution of planned decisions, and also be carried out after receiving actual data on the execution of planned decisions.

Management decision-making must be based on planning and analysis. Analysis contributes to the rapid adoption of managerial decisions. Thus, there is a need to adjust the already drawn up plans for the activity of an industrial enterprise. That is, the analysis of the activity of an industrial enterprise corresponds to the logic of indicative planning. In this regard, it is necessary to define the boundaries of indicative planning.

In my opinion, indicative planning can be applied to all stages and types of planning. Strategic planning cannot be carried out without adjusting the developed strategy. Tactical planning is also focused on the flexibility of planning decisions. It is advisable to make operational planning more adapted to the conditions of external factors.

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