

# **Digital Transformation and Innovation Strategies in Modern Economic Management**

## **Abstract**

The rapid development of digital technologies has significantly transformed modern economic systems and management practices. This article examines the role of digital innovation in improving organizational efficiency, decision-making processes, and strategic management within contemporary economic environments. The study highlights key trends and strategic approaches that support sustainable economic growth.

**Keywords:** digital transformation, innovation, economic management, digital economy

## **1. Introduction**

Digital transformation has become a central factor in the development of modern economies. Organizations increasingly rely on digital tools to enhance competitiveness and efficiency.

## **2. Conclusion**

Digital innovation plays a crucial role in modern economic management. Effective implementation of digital strategies enables organizations to adapt to global challenges and achieve long-term sustainability.