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Change Management Strategies in Conditions of Global Economic Uncertainty

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Abstract

The article analyses the impact of globalisation and technological progress on the transformation of organisational structures of international companies. Implementing adaptation and flexibility strategies to maintain competitive advantages in changing market conditions is considered. Particular attention is paid to process automation and artificial intelligence as critical elements for effective adaptation to new challenges. The concept of risk management and diversification aimed at reducing the negative impact of uncertainty is proposed. In addition, a toolkit for managing organisational change has been developed, which focuses on improving internal and external management processes to ensure sustainable market success of companies.

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