

## **ABSTRACT**

Grischcko A. S. Changing the business model of management under the influence of digital transformation processes. - The manuscript.

Master's thesis for master's degree in specialty 074 Public administration and administration. - National Technical University of Ukraine "Kyiv Polytechnic Institute named after Igor Sikorsky", Department of theory and practice of management. - Kyiv, 2017. - 124 pp., 28 pp., 19 tables., List of used sources from 90 titles.

The master's dissertation is devoted to research of business models of management, mechanisms of interaction of subjects in organizational and technical system, processes of digital transformation as factors of activation of integration directions of development in management. The essence of the concept of "business model" is revealed. Actual theoretical and methodological principles of business model development and organizational and legal aspects of the implementation of business models taking into account the trends of digital globalization are considered. The basic principles of functioning of the constituent elements of the business model of management are analyzed. The main goals, models of interaction in the current market conditions are determined. Generalized world experience in the countries of Europe and Asia and the Ukrainian specifics of the application of the business model of management based on digital transformation processes using information and communication technologies, Internet representations (websites) and portal technologies. The ways of improving the business model of management through the consideration of balanced indicators at the management levels are proposed.

**Key words:** business, model, business model of management, management mechanisms, business model elements, digital transformation.