
Ways of Managing and Improving the External Economic Activity of the Enterprise in the Digital Economy

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Abstract: This article analyzes the development of the digital economy in the context of globalization and the activities of enterprises as a result of it, foreign economic activities, improvement and management of this process, bringing enterprises to high economic indicators. Due to the development of production technologies and the influence of personal needs, the role and importance of quality is constantly increasing. Day by day, the increasing level of culture and education makes consumers more sophisticated and demanding.

Key words: Development, digital economy, foreign economy, production, product, enterprise, globalization, management, economic factors, consumers.

Independent access to the foreign market and attracting foreign partners is an additional source of local economic growth for enterprises. This is especially important in the implementation of enterprise policy aimed at ensuring the economic stability of enterprises and supporting the enterprise's own production based on financial receipts from the central government, preventing excessive borrowing of credit funds. In this matter, the role of quality is incomparable in ensuring the competitiveness of enterprises of their products both in the local and world markets. If combined with the costs of repair or replacement of defective products that are removed from the enterprise and come to the market, the total costs incurred as a result of low quality make up 30% or more of the production costs. Many experts of the United States have assessed low quality as the main obstacle to the growth of labor productivity and its competitiveness for American products.

Regular improvement of the quality of export-oriented products in foreign economic activity is a situation of great political and economic importance. Continuous implementation of this situation means making a worthy contribution to the creation of the material and technical base. Today, the quality problem covers all aspects of economic activity. High quality means saving labor and material resources, increasing export opportunities, and finally meeting the needs of society better and more fully.

Product quality is a set of features and characteristics that give the product the ability to meet agreed or intended needs. Product quality is the main factor in achieving its competitiveness. Other static factors include the price of the product, the cost of the service in the standard period and the consumption of the product as a service.

It is necessary to distinguish the concepts of "quality" and "useful effect" from the point of view of the level of use of the sum of consumer characteristics of the product.

Quality is the potential ability of the product to satisfy a certain need, and effective profit is the actual ability of the product to satisfy a certain need.

Due to the development of production technologies and the influence of personal needs, the role and importance of quality is constantly increasing. Day by day, the increasing level of culture and education makes consumers more sophisticated and demanding.

In the 80s of the 20th century's, quality requirements became crucial in ensuring competitiveness. More than 80% of consumers buying products in the world market prefer quality over price. Data show that quality costs make up no less than 15-25% of total production costs. The possibilities of lending, investing, giving benefits are connected with the quality of the product. For example, in a number of European countries, such laws are followed, according to which certain products cannot be introduced to the market without a quality certificate. This certificate confirms that the quality of the product meets the requirements of the International Organization for Standardization - ISO standards. Other non-certified products must be sold at twice the price. Organizational-economic and technical problems related to quality have already become the subject of research, and the ways to solve them have become a branch of science.

The leadership of the United States in the global economy was strengthened after the Second World War. The American experience was studied and put into practice all over the world. In 1953, British experts carried out comprehensive reforms in the organization of production in the USA. However, in the field of quality management, they noted that reasonable statistical control was used. American companies used selective access control, and according to it, 98% of the products were found to be valid. Defective products are replaced free of charge according to consumer requirements.

As a result of the scientific and technical development and the rise of the economy of European countries, the emergence of the "Japanese miracle", advanced enterprises in these countries were not satisfied with registering and replacing defective products. Sophisticated quality management systems began to be formed. As these systems began to spread, the market realized that quality was more important than price. As a result, American businesses faced strong competition in the 1970s and 1980s from Japanese and European firms that offered high-quality products at low prices.

Undoubtedly, in the conditions of the market economy, organizational-economic issues of quality management are often solved on the basis of new approaches. However, it is extremely useful to use the gained experience and the potential of national science in this area.

Product quality management means ensuring and maintaining the required level of quality during product design, production, operation or use. These are carried out by constantly monitoring the quality of work and appropriately influencing the conditions and factors affecting the quality of the product.

The standards set for the products should be determined based on the basic requirements for them based on the technical documents. As the basic law of the market economy is supply and demand, the consumer's demand for each produced product is important. Therefore, in the conditions of the market economy, as the consumer's demand is variable in relation to the periods, new offers are always given to the production enterprises. Therefore, the quality indicators of the goods are constantly improving and their competitiveness is increasing. One of the important factors in improving product quality is motivation and planning.

As a product, the tasks of improving the development plans of certain sectors of the national economy and enterprises are envisaged, and it is necessary to determine the period necessary for the fulfillment of these tasks. Standards are of great importance in the planned implementation of product quality.

The main purpose of the introduction of automated basic systems of quality management in enterprise associations is based on the perfect organization of work. This system envisages the use

of qualitative methods in labor evaluation. After evaluating the work of the worker or the public, the indicators are analyzed and measures are taken to eliminate the shortcomings. These indicators are used as a basis for economic stimulation of workers or the public. This indicator, called the quality coefficient, is considered the main indicator in determining the winners of the organization of mutual and inter-community competitions. During the production period, the quality requirements are variable. Therefore, the quality of the prepared products is analyzed in every way; their economic stability depends on the quantity of the produced products, their potential, i.e. the company's equipment, power, and the quality of raw materials. The main factor is the application of new technologies to the development of production in order to control the quality of products and create a new range of products.

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