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## MANAGEMENT SYSTEM TRANSFORMATION WHILE MOVING TO DIGITAL ECONOMY<sup>57</sup>

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### **Associate Professor Anna Egorenko, PhD**

Associate Professor of the Management Department of  
Moscow International University, Moscow, Russia  
Tel.: +7 964-508-28-86  
E-mail: annaegorenko@yandex.ru

### **Associate Professor Olga Fomenko, PhD**

Associate Professor of the Management Department of  
Moscow International University, Moscow, Russia  
Tel.: +7 967-094-58-84  
E-mail: fomka80@mail.ru

**Abstract:** *The article describes the transition to digital economy, which requires a revision of the entire management system, since the existing tools are outdated and do not fit the emerging qualitatively new management paradigm, which is built on the principles of digital management and the use of personalized production instead of standardized production. Modern economy is facing fundamental changes in the ways of organizing business based on digital platforms. This trend also has an impact on the transformation of the modern management system.*

**Keywords:** *digital economy, digital transformation, industrial revolution, dynamic environment.*

**JEL Codes:** *P52, L86, M11.*

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