

IMPROVEMENT OF BUSINESS PROCESS MANAGEMENT IN PROJECT MANAGEMENT IN THE CONTEXT OF DIGITALIZATION GROWING

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This article explores the challenges and opportunities presented by the growing digitalization trend in project management and its impact on business process management, identify areas where improvements can be made to enhance the effectiveness and efficiency of project management practices in the digital era. The research methodology involves a comprehensive literature review, case studies, and interviews with the industry professionals. The findings highlight the importance of integrating digital technologies into project management processes and the need for organizations to adapt their business processes to leverage the benefits of digitalization. The research work concludes with recommendations for implementing strategies and tools to optimize business processes in project management and stay competitive in the digital age.

Keywords: business process management; project management; digitalization.

INTRODUCTION

In today's competitive business environment, companies strive to innovate and improve processes. Digital technologies are key for achieving these goals. Digitalization transforms operations, communication, and project management, optimizing processes, enhancing performance, and improving decision-making. Digitalization greatly impacts project management, involving planning, execution, and monitoring within time and budget constraints. Efficient management of processes is crucial for project success.

Improving business process management in project management is crucial in the digital age. Companies must adapt to new approaches, utilizing tools like project management software, data analytics, and automation. This enhances performance, reduces costs, and boosts efficiency. BPM aims to enhance operational efficiency, effectiveness, and agility by improving processes, workflows, and systems [1].

MATERIALS AND RESEARCH METHODS

Project management involves planning, organizing, and controlling resources to achieve goals within a timeframe and budget. Digitalization refers to adopting digital technologies to improve operations, processes, and services. The evolution of BPM digitalization can be divided into four stages:

- Digitization: converting paper-based processes into digital formats using basic technologies like scanners and digital storage systems.

- Automation: using software to automate processes with workflow management systems to track tasks and progress.
- Optimization: analyzing processes using data analytics and process mining to identify inefficiencies and streamline them using advanced workflow management systems, AI, and RPA.
- Transformation: using BPM and emerging technologies like blockchain, IoT, and advanced analytics to create new business models and revenue streams [3].

Each stage builds on the previous one, and businesses must master the previous stage before moving on to the next one. The ultimate goal of digitalization of BPM is to create agile and adaptable organizations that can rapidly respond to changing market conditions and customer demands.

RESULTS AND ITS DISCUSSION

To improve business processes management in project management in the context of digitalization, businesses should consider the following:

- To adopt digital tools: to invest in digital tools to streamline project management processes, such as project management software, collaboration tools, and automation tools.
- To develop a digital culture: to encourage a digital culture within the organization by training employees on digital tools, promoting collaboration and communication, and providing resources for digital initiatives.
- To embrace data-driven decision-making: to use data to inform decision-making processes. Collect and analyze real-time data to make informed decisions about project management.
- To continuously evaluate and improve: to continuously evaluate project management processes and seek ways to improve them. Identify areas for improvement, test new processes, and make changes based on feedback and data analysis [4].

Overall, while there are some disadvantages to digitalization of project management, the benefits are generally seen to outweigh the risks, particularly in today's digital-driven business environment (table).

There are many real-world examples of how digitalization has transformed project management across various industries. Here are a few examples:

- Construction industry. The construction industry has seen significant changes in project management due to digitalization. One example is the use of Building Information Modeling (BIM), a digital tool that helps project managers visualize and plan construction projects. BIM allows project managers to create 3D models of buildings, manage construction schedules, and track progress in real-time.

- Healthcare industry. Digitalization has also transformed project management in the healthcare industry. One example is the use of electronic health records (EHRs), which help project managers manage patient data, track treatment plans, and collaborate with healthcare providers in real-time.

- Information technology industry. Digitalization has been an integral part of project management in the IT industry for many years. One example is the use of Agile methodologies, which emphasize iterative development, continuous feedback, and collaboration between project teams. Digital tools such as JIRA and Trello help project managers manage tasks, track progress, and communicate effectively with team members.

- Marketing industry. Digitalization has transformed project management in the marketing industry as well. One example is the use of marketing automation software, which helps project managers streamline marketing campaigns, automate repetitive tasks, and track performance metrics in real-time.

Benefits	Disadvantages
<p>1.Improved Efficiency: Digitalization streamlines project management processes and automates tasks, freeing up time for strategic work.</p> <p>2.Better Collaboration: Digital tools facilitate communication, collaboration, and information sharing among team members, regardless of location.</p> <p>3.Enhanced Decision Making: Real-time data and analytics from digital tools enable informed decision-making for project managers.</p> <p>4.Increased Flexibility: Digital tools support remote and flexible work, improving work-life balance and job satisfaction.</p> <p>5.Better Project Outcomes: Digitalization reduces errors, boosts productivity, and ensures timely, budget-friendly project completion.</p>	<p>1.Cost: Digital project management tools require ongoing investment in technology and training, potentially adding to expenses.</p> <p>2.Security: Data security becomes crucial as digital tools may be vulnerable to cyber-attacks and breaches.</p> <p>3.Dependence on Technology: Relying on technology can be a disadvantage if systems fail or face disruptions.</p> <p>4.Complexity: Implementing and maintaining digital project management tools can be time-consuming and complex.</p> <p>5.Resistance to Change: Team members unfamiliar with digital tools may resist adoption, slowing down implementation.</p>

Benefits and disadvantages of digitalization of project management

These are just a few examples of how digitalization has transformed project management across various industries. By leveraging digital tools and technologies, project managers can improve efficiency, enhance collaboration, and deliver successful projects that meet stakeholder expectations.

Digitalization of business process management (BPM) has rapidly evolved, offering significant benefits. BPM optimizes business processes for increased efficiency, quality, and customer satisfaction. Through digitalization, businesses have streamlined BPM, leveraging automation and data analytics for valuable insights. Key trends include:

- Cloud-based BPM. Cloud computing growth has made BPM more accessible and affordable. Storing and accessing data and applications from anywhere enhances collaboration and efficiency.

- Robotic Process Automation (RPA). RPA automates repetitive and rule-based tasks, freeing up employees for more complex work. Integrating RPA with BPM streamlines processes and improves efficiency.

- Artificial Intelligence (AI). AI technologies like machine learning and natural language processing automate and optimize BPM processes. AI identifies inefficiencies and recommends process improvements.

- Process Mining. Process mining analyzes business process data, providing insights and opportunities for improvement. Combined with BPM, it identifies inefficiencies and optimizes processes [2].

CONCLUSION

BPM digitalization has streamlined processes, automated tasks, and provided data-driven insights. To stay competitive, businesses must continue evolving their BPM efforts. Project leaders manage disruptive technologies by staying informed, conducting assessments, developing strategies, building skilled teams, and embracing agility [2]. By adopting these strategies, project leaders can effectively manage disruptive technologies, harness their potential benefits, minimize risks, and ensure project alignment with stakeholder expectations. The increasing digitalization of project management has transformed the way businesses handle processes. With new tools and technologies, businesses can streamline project management, improving efficiency and effectiveness. Automation is a key advantage of digitalization, automating repetitive tasks and workflows like data entry, scheduling, and reporting. This reduces errors, saves time, and reallocates resources for other tasks.

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