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CONCEPTUAL BASIS OF BUSINESS MODELING OF ENTERPRISES UNDER THE DIGITALIZATION CONDITIONS

The dynamic convergence of technological markets determines the rapid pace of the spread of intellectual and innovative technologies (IIT) in the world. Highlighting the modern role of IITs in international markets and the newest features of their implementation requires a review of current economic approaches and tools for the

strategic development of IITs. Among them, the business modeling of IIT enterprises is considered one of the most effective.

The conceptual principles of IIT business modeling should take into account the modern features of IIT and serve to form effective business models for enterprises in this field. In our opinion, the development of the concept of business modeling of IIT enterprises should take place based on a complex solution of multi-faceted and interrelated tasks, which can be grouped as follows: the first group is aimed at positioning and strengthening the market position of the enterprise, the second – at, in fact, the development of a business model that would take into account modern market demands, would make it possible to implement an effective market launch of a specific IIT.

The business model of the IIT enterprise should emphasize its strengths to achieve the desired level of competitiveness. However, as our research shows, enterprises, when forming business models, mostly focus on the factors of the internal environment and less on the factors of the external environment. The study and accentuation of the factors of the external and internal environments of the enterprise is the basis for the formation of business models, response to market challenges, and the application of appropriate management solutions.

We think that considering the business modeling of IIT enterprises as a system model makes it possible to take into account and mutually connect the set of business modeling components united by a common goal. Isolation and systematization of the basic components of business modeling made it possible to determine the following key blocks: key processes; key components; business model evaluation.

The development of a business model begins with "key processes" – design, and financing, and ends with implementation. The course of these processes is determined

by "key components". Within the key components, it is possible to highlight and take into account features characteristic of IITs. The "business model evaluation" block is an important component of business modeling. In this part of the work, the necessary economic tools should be applied to verify the developed business model and, if necessary, adjust it based on the predefined objective function of the simulation. The conceptual principles of business modeling of IIT enterprises are determined by the following features:

- the formation of the approach is based on the systems model, which makes it possible to detail specific aspects of the IITenterprise's activities, to single out "bottlenecks" and development prospects;

- the target function of the business modeling system is established – the function that connects the goal with the controlled variables in the optimization problem
- the creation of new economic value based on the formation of a business model for the IIT enterprise;

- the blocks by which the basic components of business modeling are systematized contribute to a clearer perception of the elements of the business modeling process and its better implementation;

- the business modeling components of the enterprise make it possible to take into account the modern determinants of IIT development.