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## WAYS TO USE DIGITAL TECHNOLOGIES TO INCREASE LABOR PRODUCTIVITY IN INDUSTRIAL ENTERPRISES

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In today's conditions, industrial enterprises aim to enhance competitiveness, improve production efficiency, and ensure the rational use of resources by widely introducing digital technologies. Increasing labor productivity is one of the key factors that determine a company's economic stability and competitive strength. Traditional production methods often fail to ensure the efficient use of labor resources, leading to higher production costs and negatively affecting product quality. Therefore, the introduction of digital technologies in industrial enterprises has become one of the most urgent tasks of the modern economy.

Digital technologies – including AI, automated management systems, IoT, and data analysis tools – make it possible to optimize production processes, reduce errors, and increase workforce productivity. Moreover, digital systems allow enterprise managers to monitor production indicators in real time, distribute resources efficiently, and improve decision-making processes.

The significance of the topic lies in the fact that the implementation of digital technologies not only increases labor productivity but also strengthens competitiveness, reduces production costs, and improves product quality. Therefore, the research has practical importance for enterprise managers, economists, and technology specialists, as it provides recommendations for modernizing and innovatively developing production processes.

The study of ways to improve labor productivity in industrial enterprises is of great importance for the modern economy and production systems. Through this research, the economic and labor efficiency of integrating digital technologies into production processes is determined. The research is significant not only for company leaders and specialists but also for economic policymakers, as it helps to identify ways to use production resources efficiently, increase workforce productivity, and create competitive products.

Furthermore, the topic allows for the analysis of how digital transformation affects production efficiency, the implementation of technological innovations, and the development of practical recommendations for supporting the workforce through digital systems. Therefore, the topic is relevant and necessary both for scientific research and for the development of industrial enterprises.

### **The study aims to perform the following tasks:**

- 1 Identify labor productivity and its main indicators in industrial enterprises.
- 2 Study digital technologies and their role in production processes.
- 3 Analyze the effectiveness of AI, IoT, and automation systems in improving labor productivity.
- 4 Determine digital solutions for the efficient use of labor and resources.
- 5 Develop practical recommendations for enterprise managers and specialists.
- 6 Evaluate the impact of digital transformation on production costs, product quality, and competitiveness.
- 7 Propose ways to develop and implement digital strategies for industrial enterprises.

### **Practical Example**

Several industrial enterprises were examined as case studies. The results showed that companies implementing digital technologies significantly increased workforce productivity. For instance, automated

management systems and AI-based monitoring systems helped reduce production errors and save time and resources. Moreover, IoT devices enabled real-time monitoring and data analysis of production processes, allowing managers to make effective decisions, optimize workforce distribution, and reduce production costs.

The analysis shows that the introduction of digital systems leads to the following outcomes: increased labor productivity, improved product quality, rational use of resources, and enhanced competitiveness. Therefore, the proposed recommendations focus on optimizing production processes through digital transformation.

In addition, during the process of digital transformation, it is crucial to improve the qualifications of employees, enhance digital literacy, and develop a culture of using modern technologies in enterprises. Research shows that companies effectively utilizing digital technologies ensure greater transparency in production processes, reduce the number of errors, and shorten the time required to bring products to market. At the same time, digitalization not only increases economic efficiency but also minimizes negative environmental impacts by promoting the efficient use of resources.

Furthermore, digital platforms make it possible to improve communication with customers, quickly obtain information about product quality, and adjust production according to market demand. From this perspective, in the context of the digital economy, it is essential for industrial enterprises to widely introduce innovative solutions, automated management systems, and artificial intelligence technologies to ensure competitiveness.

Thus, the implementation of digital technologies represents a strategic direction for the development of industrial enterprises, the optimization of production processes, and the enhancement of economic efficiency.

### **Conclusion and Recommendations**

The study confirms that implementing digital technologies in industrial enterprises is an effective solution for improving labor productivity. Automated systems, AI, IoT, and data analysis tools help optimize production processes, enhance workforce efficiency, and reduce errors. Additionally, digital technologies provide managers with real-time data monitoring and support effective decision-making.

In addition, the implementation of digital technologies stimulates innovative activity within enterprises and increases the efficiency of production processes. Through digital management systems, all stages of production can be monitored, resources are distributed more efficiently, and product quality becomes more consistent. At the same time, digitalization helps improve workers' qualifications, enhance the working environment, and ensure the effective use of working time.

As a result, industrial enterprises not only improve their economic performance but also strengthen their competitive potential. Therefore, digital transformation should be regarded as a key strategic direction for industrial modernization and sustainable economic growth.

#### **Based on the research, the following recommendations are proposed:**

- 1 Introduce digital and automated management systems in enterprises.
- 2 Support workforce development through digital technologies and organize training programs.
- 3 Optimize production processes using data analysis and monitoring tools.
- 4 Develop and implement digital strategies step by step.
- 5 Apply practical measures aimed at reducing production costs and improving product quality during digital transformation.

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