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**FORMATION OF CORPORATE COMMUNICATIONS WITH
STAKEHOLDERS OF IT ENTERPRISES**

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Annotation: The theses seeks to explore the method of corporate communications formation for business process management and provide implications for their further development. The theses also present the specifics of business communication in the context of digitalization subject to different economic settings.

Keywords: corporate communications, IT, stakeholders, company, technologies

Growing macroeconomic uncertainty and the international economic crisis push business and state institutions to implement solutions capable of optimizing the work of enterprises that are participants in international economic relations.

Under the influence of these and some other factors, such as political competition for world leadership, overpopulation, and the growing pace of scientific and technological progress, the development of technology has been greatly accelerated in recent years.

Digital technologies have become a constant and dynamic element of our world, and the IT industry itself will be one of the most transformative in the next few years.

According to the estimates of the international research agency Forrester Research, the global IT market is growing steadily, and along with its growth, the

competition between market participants is intensifying. Thus, in modern business conditions, it is not enough to have a unique product (service) and consumer trust, it is necessary to be able to effectively manage corporate communications in company [1].

Table 1

Analysis of the dynamics of the global IT services market and economic growth in the global economy for 2009-2021 [5].

Year	The growth rate of the world market of IT services percent to the previous year	The growth rate of the world economy, percent to the previous year
2009	105,0	91,6
2010	110,0	105,4
2011	101,8	104,3
2012	97,3	103,5
2013	96,5	103,4
2014	103,2	103,5
2015	104,1	103,4
2016	106,7	103,3
2017	104,7	103,8
2018	103,0	103,6
2019	110,7	102,8
2020	105,0	96,9
2021	110,0	105,9

Depending on the company's field, management of corporate communications has its unique features. Depending on the size of the company, the type of business, and the scope of activity, an individual approach to interaction should be selected for each group of interested parties.

To be successful, any business must create value for customers, suppliers, employees, the community and creditors, shareholders, investors, banks, and other groups and individuals. It is not possible to consider each group and its influence in isolation; the interests of all interested parties should be evaluated [5].

E. Freeman divided interested parties into only two groups: internal and external about the organization. However, buyers and suppliers are more like an external group, since they are not part of the organization and, as a rule, demand satisfaction of their requirements regarding the company's products, and its activities

as a whole, and can set their conditions during an interaction.

The development of external communications will accelerate in the future. By 2025, 20% of revenue growth will come from offerings combining digital services from unrelated industries. About 20% of partners will also come from new industries.

It is not possible to interact with all interested parties equally - it is worth minimizing their non-financial risks. It is important to take into account both interests and contradictions. It is necessary to interact with them based on the company's strategy and competently build an understandable communication strategy.

Before building a dialogue with stakeholders, it is necessary to conduct an audit - to analyze in detail their main requirements for the company and the company's expectations from them, and to identify key stakeholders for the company.

Building effective interaction with stakeholders helps to achieve the following results:

- ensuring the minimization of non-financial risks and their management;
- combining resources to achieve the goals of sustainable development;
- evaluation of the external and internal environment of the company;
- ensuring the exchange of information to improve the final product;
- creation of trusting relationships between stakeholders and the company [4].

One of the most effective tools for managing communications with stakeholders in the IT sphere is a project approach that allows you to effectively organize work in the company [3], in particular, establishes a connection between strategic and operational management, raises the interest of various teams, including performers, to the results of their work, reduces the probability of subjectivity and inconsistency of actions between team members, promotes the emergence of informal relations.

Autonomy, balance, completeness, inter functionality, and complexity - principles, the totality of which is the basis of the project approach [2]. Due to its effectiveness, the project approach is now used in many areas of human activity, in particular, information technology.

The correct application of the approach can contribute to the rational

distribution of resources, unification of team efforts, increased productivity, clear definition of goals and objectives, improvement of the enterprise's adaptation to external factors, and minimization of risks.

The effectiveness of the organization depends on the quality of interaction with stakeholders. Interaction with stakeholders helps the organization to increase social capital, minimize non-financial risks, and identify new opportunities for company development.

The current direction is further research for all stakeholders of optimal solutions based on minimizing costs and maximizing income in the formation and implementation of strategic changes in the management of corporate communications in the IT industry.

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