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Business Modernization and the Role of Business Finance in This Process

This article is primarily concerned with exploring the concept of business modernization and its potential incorporation into an organization through the utilization of business finance principles. While previous studies have concentrated on financial indicators, the authors recommend a more extensive approach that regards business modernization as an investment choice, appraising both risks and potential gains. The writers advocate for a thorough evaluation of diverse approaches to business modernization in order to ascertain their respective benefits and drawbacks for future implementation. The authors conducted an analysis of the most popular and modern strategies for business modernization in order to identify their corresponding advantages and disadvantages for organizations and their operations in markets. In addition, they proposed to implement one of the analyzed methods for Apple Inc. For this purpose, the review of financial statements with the DuPont analysis for the company should be conducted. The outcomes of the analysis showed its investment potential and current financial position in the market and after that the authors proposed an appropriate business modernization strategy for the company. Although the strategy was evaluated in terms of potential return and risk in the paper. It is crucial to recognize that the conceptual and methodological structure of this research derives from numerous sources encompassing statistical information, working papers on marketing and management by international scholars, as well as literature concerning business modernization processes and financial aspects. Through the utilization of a multifaceted methodology, it is expected that this investigation will contribute to an enhanced understanding and deeper insights into the procedures involved in modernizing businesses as well as their financial implications.

Keywords: business modernization, business finance, financial analysis, investment decisions, analysis of business modernization methods

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Introduction

The absence of research on the subject of business modernization and the function of business finance may be the consequence of the necessity for more thorough instructions on how corporations can successfully perform modernization endeavors and use finance to support these attempts. This is crucial and well-liked because companies need to bring up to date their methods to adjust to shifting industry dynamics and technological progress. For enterprises to successfully pursue capital, manage risk, and allocate resources, finance is essential to the process. Moreover, there is an increasing necessity for modernization and digital transformation in the business finance sector.

The primary **objective** of the study is to find the best approaches and techniques that corporations may implement to modernize operations with the assistance of finance, that will eventually lead to consistent profit maximization.

In order to reach the aim of this study we have set these **tasks**:

- conduct the analysis of the most popular and modern strategies for business modernizations in order to identify their corresponding pros and cons towards organizations and their operations in markets;
- review financial statements and conduct the DuPont analysis for the company in order to identify its investment potential and current financial position in a market;
- propose an appropriate business modernization strategy for the company and evaluate it in terms of potential return and risk.

Literature review

Scholars and practitioners have devoted significant attention to the subject of business modernization, as well as the function of business finance, due to its significance in promoting competitiveness and long-term viability within organizations. The objective of this literary examination is to evaluate and integrate the contributions of four prominent experts in the discipline, specifically Dr. Richard L. Nolan (1985), Dr. Robert S. Kaplan (1996), Dr. David Axson (2016), and Dr. Vijay Govindarajan (2019) and many others through a comprehensive analysis and combination of their works. The knowledge and perceptions provided

by these individuals have been essential in enhancing our comprehension of the correlation among modernization, finance, and performance management within establishments.

The beginning of the literature review will center on Dr. Richard L. Nolan, a prominent scholar in business administration at Harvard Business School whose area of expertise lies in information technology strategy and organizational change. Dr. Nolan has authored a multitude of scholarly publications that investigate the impact of technology on propelling business modernization and transformation. Dr. Nolan's study focuses on technology-driven business transformation, accentuating the need to align IT and business strategies while distinguishing technology's significance in achieving organizational objectives [1–3].

Dr. Robert S. Kaplan, an outstanding academic in the field of business administration at Harvard Business School, specializes in leadership development and performance management. He gained prominence for his contribution to developing the Balanced Scorecard — an essential tool employed by organizations worldwide to gauge their operational efficiency and effectiveness. In his work Dr. Kaplan has emphasized how corporate finance can play a crucial role in effecting transformative change and accomplishing strategic objectives for enterprises [4–6].

In this field, another significant contribution is the work of Dr. David Axson to which we would like to allude. Dr. David Axson, an expert in the fields of business finance and performance management, holds the position of managing director at Accenture Strategy. The focus of his efforts is to facilitate the conversion of financial operations within companies for enhancing their overall performance. According to Dr. Axson, emphasizing performance management and finance transformation plays a critical role in driving modernization forward. Through the optimization of financial processes that are aligned with strategic goals, organizations can attain enhanced effectiveness, flexibility and profitability [7, pp. 3–12; 8, pp. 3–14; 9, pp. 3–14].

As for our examination of literature, it's important to acknowledge the significant contributions made by Dr. Vijay Govindarajan in this field. He is an expert in strategy, innovation, and change who teaches business administration at Dartmouth College. His research focuses on pro-

moting a culture of experimentation that fosters business modernization through innovation. According to him, corporations should prioritize investing in new technology and adopting transformative measures to stay competitive and grow their businesses successfully [10, pp. 56–57; 11, pp. 5–7; 12].

The field of business modernization and the role of business finance have been greatly influenced by the scholarly works of many researchers as a final observation on this subject matter. The knowledge and skills possessed by these individuals have facilitated organizational changes, enhanced financial operations, and accomplished strategic objectives.

Academics have highlighted the significance of considering modernization and finance as crucial components for achieving success within an organization based on their research findings.

Results

In order to perform the analysis of the most popular and modern strategies for business

modernizations and identify their corresponding pros and cons towards organizations and their operations in markets, we have set the table with assessments of every approach (Table 1).

In the contemporary business environment, which is characterized by rapid changes and reliance on technological advancements, enterprises are persistently exploring novel strategies to enhance their procedures, optimize activities, and facilitate informed choices [13–18]. The occurrence of this phenomenon has resulted in the development of diverse commercial techniques, some of them are mentioned in our work (Table 1). Distinctive advantages and disadvantages are inherent to each of these methods, presenting varied avenues for enterprises to attain their objectives. Within this section of the discourse, we shall delve deeper into these approaches by examining their fundamental characteristics, advantages and possible disadvantages. Understanding these methodologies enables businesses to assess the most appropriate ones for their requirements and objectives, as well as how to effectively execute them.

Table 1. The analysis of the most popular and modern strategies for business modernizations [13–18]

Business Modernization Methods	Advantages	Disadvantages
Digital technologies	Improved efficiency and productivity Enhanced customer experience Increased agility and innovation Cost savings	Implementation challenges Security risks Data privacy concerns Employee resistance
Lean management	Increased efficiency and productivity Improved quality Enhanced customer satisfaction Cost savings	Resistance to change Implementation challenges Focus on short-term gains Overemphasis on process improvement
Agile methodology	Increased flexibility Improved product quality Enhanced customer satisfaction Cost savings	Complexity Dependency on skilled workforce Lack of predictability Overemphasis on collaboration
Cloud computing	Cost Savings Scalability Increased Efficiency Improved Security	Dependency on Internet Connectivity Data Privacy and Security Limited Control Compliance and Regulations
Internet of Thing	Enhanced Efficiency Cost Savings Improved Customer Experience Increased Revenue Streams	Safety and privacy concerns Integration challenges Issues with interoperability Regulatory and legal issues
Artificial intelligence (AI)	Improved Efficiency Cost Savings Improved Customer Experience Increased Revenue Streams	Security and Privacy Concerns Integration challenges Ethical Concerns Job Losses

The incorporation of digital technologies to revolutionize business processes and operations constitutes the implementation of a business strategy known as digital transformation. The term has gained significant popularity among business communities, owing to its potential of enhancing organizational processes and maintaining competitiveness in the contemporary digital era. Digital transformation, as with any corporate tactic, comes with advantages and disadvantages [19].

The advantages of digital technologies [20]:

- Digital transformation has the potential to enhance efficiency and productivity by optimizing procedures, automating recurring duties, and facilitating instant data analysis.
- Employing digital tools and platforms enables enterprises to develop custom-made and integrated customer experiences, which augment contentment and devotion among their customers.
- Digital transformation fosters enhanced flexibility and creativity by allowing corporations to promptly adapt to market fluctuations, generate novel goods and services, and maintain a competitive edge.
- Through the implementation of digital processes and cloud computing technology, organizations can mitigate expenses associated with tangible infrastructure and storage facilities. This approach may result in substantial long-term cost savings for enterprises.

The disadvantages of digital technologies [21]:

- The implementation of digital technologies presents obstacles to organizations in terms of considerable investments needed for technology, workforce development and training. In addition, it is a daunting task to integrate such initiatives with the overarching business strategy.
- The escalation of digital tools and platforms has resulted in a corresponding rise in cybersecurity risks. It is, therefore, imperative for companies to allocate sufficient resources towards implementing robust security measures that will safeguard their systems and data from cyberattacks.
- The issue of data privacy is a pertinent concern with digital technologies, as it involves the gathering and evaluation of large vol-

umes of information. This can lead to apprehension about data security due to the mounting occurrences of breaches and controversial incidents.

- In any organizational transformation, including digital technologies, the problem of employee resistance is frequently encountered. The adoption of new technologies, workflows or processes may be resisted by employees which could potentially impede the success of such initiatives.

The adoption of digital technologies can offer substantial advantages to enterprises, however, meticulous preparation, financial commitment and supervision are imperative in addressing the attendant difficulties and hazards.

The following technique we would like to mention is Lean Management, a corporate procedure concentrated on determining and getting rid of inadequate operations through ongoing cycle modification. The central purpose is to nurture a beginning of dealing with issues and constant improvement, prioritizing the deduction of excessive resources utilization and stepping up productivity. This strategy is applicable in diverse organizational backgrounds, varying from industrial exhibitions to medical services. It instructs enforcing an assortment of lean management methodologies strived at realizing these goals. As with any business tactic, lean management presents advantages and disadvantages [22].

The advantages of lean management [23]:

- Lean management is centered on the optimization of processes, ultimately resulting in a heightened level of efficiency and productivity.
- Lean management emphasizes reduction of wasteful tasks and concentrates on continual improvement, which enhances product and service quality.
- Lean management has the potential to improve customer satisfaction and retention by providing superior quality products and services in an accelerated manner.
- Lean management can bring about a reduction in costs related to inventory, labor, and production through the elimination of all the waste and enhancement of efficiency.

The disadvantages of lean management [24]:

- The adoption of lean management necessitates a transformation in cultural norms

and employee work behavior. A significant obstacle to the implementation of this method is encountered with resistance to change, which can impede progress towards lean management objectives.

- The implementation of lean management presents a noteworthy obstacle as it demands considerable investment in both training and infrastructure. Ensuring alignment between the overall business strategy and initiatives geared towards lean management may pose a challenge.
- The emphasis of Lean management is frequently on achieving immediate benefits, such as cost reduction, rather than engaging in long-term strategic planning.
- The Lean management approach can result in excessive focus on enhancing processes, which may come at the cost of fostering innovation and creativity.

The implementation of lean management can yield substantial advantages for organizations, however, its successful execution necessitates meticulous strategic preparation, financial allocation and effective supervision to surmount the correlated impediments and hazards. In order to effectively implement lean management strategies, corporations must attain equilibrium between immediate profits and prolonged strategic foresight. To accomplish this feat, organizations must allocate resources toward employee training and support.

The agile methodology, as the third approach under investigation in this study, is a project management strategy that entails decomposing tasks into small and incremental phases and flexibly adjusting to variations. Despite its frequent usage in software development, this technique can be applied to various types of projects. The primary aim is to facilitate swift product or service innovation and experimentation, while enhancing teamwork through enhanced collaboration and communication among team members. The agile approach necessitates a considerable level of adaptability and readiness to modify oneself according to the evolving needs of the project. As with any corporate approach, the agile methodology possesses advantages and disadvantages [25–27].

The advantages of agile methodology [26]:

- Agile methodology is formulated to offer intensify flexibility and adaptability, enabling

businesses to promptly react to fluctuations in the market or customer demands.

- Agile methodology has the potential to enhance the standard of products and services through its emphasis on collaboration, circular processes, and ongoing improvement.
- Agile methodology has the potential to enhance customer satisfaction and loyalty through effective delivery of products and services in a timely and efficient manner.
- Agile methodology can lead to cost savings in project development by means of reduction of wastefulness and efficiency improvement.

The disadvantages of agile methodology [27]:

- The implementation of agile methodology could pose complexities and difficulties, particularly for sizable organizations or those that have hierarchical management structures.
- The utilization of agile methodology demands the presence of a competent and committed labor force, which may pose an obstacle for organizations to establish and retain.
- The agile methodology prioritizes swift iteration and ongoing enhancement, resulting in a lack of predictability when it comes to projecting project outcomes and timelines.
- Agile methodology may result in an excessive focus on collaboration, which could compromise individual responsibility and accountability.

The implementation of agile methodology has potential advantages for enterprises, however, addressing challenges and risks demands a meticulous approach towards planning, investment and governance. To effectively apply agile methodology, corporations must maintain a harmonious equilibrium between adaptability and consistency while also allocating resources towards the development of their staff.

Cloud computing is a way to store, handle and work with information on faraway servers. It gives many advantages such as saving money, expanding easily, and being adaptable to companies without having to buy expensive hardware or software tools. Like any business strategy, cloud computing has its pros and cons [29].

The advantages of Cloud computing [30]:

- Cloud computing can lower the costs of IT infrastructure. This is because companies don't have to spend money on expensive hardware, software, and maintenance. Instead, they only pay for what they need by subscribing to cloud services based on their specific requirements.
- With the use of cloud computing services, businesses can swiftly respond to market and customer demand changes without having to invest in new resources. It is easier for organizations of all sizes to efficiently satisfy their requirements because of this flexibility.
- The ability to access data and applications from any location, at any time, and via any device is one way that cloud computing can enhance company efficiency. Employee collaboration and productivity may rise as a result.
- To secure client data, cloud computing providers actively invest in security measures. This can assist firms in protecting sensitive data and enhancing data security.

The disadvantages of Cloud computing [31]:

- In order for cloud computing services to work correctly, they need a steady internet connection. Business operations and productivity may be impacted by a slow or unstable internet connection.
- Despite the security precautions that cloud computing providers take, there is always a chance of data breaches and hacking. Companies must carefully choose cloud service providers with strong security protocols.
- The cloud infrastructure and services that businesses subscribe to may be subject to some limitations. This may result in vendor lock-in, when firms rely solely on one cloud service provider.
- Using cloud computing services for business purposes may present compliance and regulatory problems. Making sure cloud service providers abide by applicable laws is crucial.

In summary, modernizing operations, cutting expenses, and improving efficiency are now common goals for firms using cloud computing.

The Internet of Things (IoT) is a network of interconnected gadgets and sensors that gather and send data. Businesses may obtain real-time data about their operations and make better decisions by utilizing IoT technologies. For instance, a manufacturer might employ IoT sensors to monitor the functionality of their machinery and enhance their production procedures [32].

The advantages of IoT [33]:

- By automating procedures and minimizing manual interventions, IoT can help businesses become more efficient.
- By maximizing resource usage, cutting waste, and enhancing asset management, IoT can assist businesses in lowering expenses. For instance, organizations can cut costs by using real-time inventory tracking.
- By delivering real-time data and insights, IoT may assist organizations in personalizing and improving the customer experience. For instance, based on a person's health information, wearable technology can offer individualized health suggestions.
- By developing new business models like subscription-based services or usage-based pricing, IoT can assist companies in generating new revenue streams.

The disadvantages of IoT [34]:

- Companies must implement the necessary security measures to protect consumer data and equipment because IoT devices are vulnerable to security attacks.
- Integration of IoT systems and devices with existing systems and infrastructure can be challenging, and businesses may need to spend money on new equipment and training.
- IoT devices from different vendors might not be able to connect with one another, which might limit the scalability of IoT systems and lead to compatibility issues.
- Companies need to ensure that IoT devices follow all relevant rules and laws. For instance, strict privacy restrictions can be applicable to health data collected by wearable technology.

Artificial intelligence is data analysis and prediction or decision-making done using machine learning algorithms. AI may be used by busi-

nesses to streamline operations, spot trends in data, and reach better conclusions. For instance, a business might utilize AI to examine client data and provide tailored goods or deals [35].

The advantages of AI [36]:

- AI can assist firms in automating repetitive processes, enhancing decision-making, and reducing manual interventions, all of which increase efficiency.
- AI can help firms cut costs by automating jobs like customer care, data analysis, and process improvement that would otherwise require human resources.
- By delivering real-time data and insights, enabling personalized recommendations, and enhancing customer service, AI may assist organizations in personalizing and improving the customer experience.
- AI can assist organizations in expanding their revenue streams by developing new products and services, such as tailored suggestions, as well as by enhancing their current offerings through AI-powered analytics and optimization.

The disadvantages of AI [37]:

- To safeguard customer data and systems, companies must ensure adequate security measures are in place since AI technologies are susceptible to security breaches.
- Businesses may need to invest in new technology and capabilities as it can be challenging to integrate AI systems with existing infrastructure and processes.
- Companies must ensure that their use of AI is ethical, does not violate people's rights or privacy, and avoids propagating biases or discrimination.
- The automation potential of AI could lead to job losses and disturbances within the labor market by replacing tasks typically requiring human resources.
- Artificial intelligence refers to the use of machine learning algorithms and other approaches to simulate human intellect and perform operations that typically require human intelligence, including as speech recognition, natural language processing, and decision-making.

The current business landscape demands that enterprises seek new approaches to im-

prove their operations, streamline activities and promote informed decision-making. This study examines three methods: digital transformation, lean management, and agile methodology — each with unique benefits and challenges — as potential solutions. Successfully incorporating these strategies into a business requires careful planning, financial investment, and efficient oversight to mitigate associated risks. Ultimately it is up to the enterprise to assess which method aligns best with their specific goals in order for them to achieve success within today's competitive environment.

Now, let's consider how these approaches can be implemented by modern enterprises. How should be they analyzed and evaluated in terms of potential return and risk? Here we proposed the following steps:

Step 1. Provide a brief company's overview.

Apple Inc. a multinational technology corporation, engages in the production and distribution of smartphones, personal computers, tablets, wearables, and accessories. Established in 1976 by Steve Jobs and Stephen Wozniak as co-founders, Apple offers a broad range of products such as iPhone series devices along with its Mac line for desktops and laptops. Additionally, catering to consumer demands are iPad tablets while users can benefit from the Apple Watch for their wrist wear needs or access content through Apple TV. The company's services division is also experiencing rapid growth via iCloud cloud service offerings alongside digital streaming platforms like Apple Music & TV+ [38].

Step 2. Conduct the review of financial statements for the company.

Apple has exemplified remarkable financial performance in the past two fiscal years, with a continuous accumulation in revenue from \$260.2 billion [39–42] in 2019 to \$274.5 billion [39–42] and \$365.8 billion for 2020 and 2021 respectively, mainly navigated by substantial sales of diverse products including iPhone, Mac, iPad, wearables as well as home accessories [30–42]. Furthermore, Apple's profitability stayed robust throughout this extent with gross margins at 38.2% for both years of comparison pursued by an increment to 41.4% during the year finishing off on September 25th, 2021 attained through methods such as reducing expenditures while still offering high-quality products that satisfy customers' necessities effectively.

The liquidity of Apple has witnessed a remarkable surge from \$107.2 billion in 2019 to \$191.8 billion in both 2020 and 2021 [39–42], as indicated by the increase in its cash and cash equivalents figures. This financial growth has facilitated uninterrupted investments into Research & Development (R&D) initiatives while concurrently advancing business operations expansions for the company's benefit.

Apple has exhibited steady progress and commendable financial achievements in the past two years, signifying its favorable prospects for forthcoming accomplishments. Nevertheless, just like any other enterprise, it is crucial to keep an eye on potential hazards and obstacles that could arise in the future — such as variations in market circumstances, rivalries among competitors or innovations affecting technology.

Step 3. Conduct the DuPont Analysis for the company in order to identify its investment potential and current financial position in a market.

The DuPont Analysis method is commonly used for assessing financial performance, which dissects the Return on Equity (ROE) into three constituent factors: Profit Margin, Asset Turnover, and Financial Leverage [43]. The following illustrates each component's function and its applicability to Apple:

- Apple's profit margin can be attributed to its premium pricing approach, effective management of supply chain operations, and a powerful brand image. This has enabled the company to maintain a profitability level that exceeds those observed in the industry at large.
- Apple's efficient operations allow it to make effective use of its assets. The company's high asset turnover ratio is a result of its strong sales growth and effective inventory management.
- According to the financial leverage ratio, Apple is moderately dependent on debt for financing its operations. The company's substantial cash reserves and consistent cash flow provide it with sufficient funds to support its expansion and investment endeavors without excessive reliance on borrowing.

According to the DuPont Analysis, Apple is in a robust financial position and has promising investment prospects. Its capacity for generating high profits, running operations effectively, and

maintaining moderate financial leverage creates a solid foundation that can lead to future expansion and profitability.

Step 4. Propose an appropriate business modernization strategy and evaluate it in terms of potential return and risk.

We reckon that Apple ought to incorporate AI (Artificial Intelligence) into its modernization plan. AI technology enables machines to execute tasks typically associated with human intelligence, such as decision-making, language translation, visual perception and speech recognition. A thorough assessment of the possible benefits and drawbacks related to the implementation of AI at Apple are presented below:

Potential return:

- AI technology can enhance the customer experience by allowing Apple to offer tailored and timely products and services that are more relevant to customers. With AI analysis of consumer data, personalized recommendations based on their behavior and preferences can be provided. As a result, this has the potential to boost loyalty, satisfaction levels as well as revenue generation for Apple.
- Apple can leverage AI technology to automate labor-intensive tasks, streamline its operational processes and minimize expenses. One of the ways Apple could implement this is by utilizing AI systems for enhancing supply chain management, forecasting demand, and optimizing inventory levels which ultimately results in elevated efficiency levels that translate into increased productivity as well as profitability gains.
- The integration of AI in the business models of Apple presents opportunities to diversify revenue sources, venture into untapped markets and introduce novel products and services. By leveraging AI technology, Apple can create innovative products that are smarter and more user-friendly, potentially resulting in heightened innovation capabilities, expansion prospects as well as competitive edge.

Potential risks:

- Ethical considerations pertaining to AI include concerns over privacy, bias and accountability. It is essential for Apple to guarantee the transparency, impartiality

and responsibility of its AI systems while safeguarding user privacy and data.

- The integration of AI presents challenges that entail substantial investment in technology, infrastructure and human resources. The process involves the assimilation of existing systems and procedures at Apple which may prove difficult due to their intricate structure and long-standing legacy.
- The adoption of AI may face hindrance due to its complex nature and unfamiliarity among users. Consequently, there could be a low rate of acceptance and resistance towards the technology. Therefore, Apple would have to invest in user education and training programs to make certain that their AI systems are comprehensible and easy-to-use for consumers.

Overall, the benefits of adopting AI at Apple appear to surpass any potential risks. As a vital element in achieving commercial success, Artificial Intelligence has gained significant prominence and Apple's technological background provides it with an edge to capitalize on its potential for driving expansion and novelty. Prioritizing ethical concerns, ensuring smooth assimilation into current operations, and investing resources towards consumer adoption are indispensable measures for attaining maximum advantage from employing AI technology within the organization.

Conclusions

We conclude that all tasks of the study have been completed, in particular: analysis of the most popular and modern strategies for business modernizations in order to identify their corresponding pros and cons towards organizations and their operations in markets; reviewed financial statements and conduct the DuPont analysis for the Apple Inc. for two years in order to identify its investment potential and current financial position in a market; proposed an appropriate business modernization strategy for the company and evaluated it in terms of potential return and risk.

We had to add that the contemporary business environment requires enterprises to embrace commercial advancement and incorporate financial planning in their operational processes. The capacity to respond efficiently to dynam-

ic market conditions necessitates an agile and adaptable approach, for which modernization presents a wide range of strategies and resources suitable for attaining success.

The significance of business finance in modernization is paramount. By practicing efficient financial management, corporations are empowered to make informed choices about investments, budgeting, and forecasting. Precise financial data enables companies to recognize prospective areas for enhancement and allocate resources appropriately, optimizing the utilization of their available capital.

Moreover, contemporary financial technologies have facilitated companies in refining their monetary procedures while augmenting swiftness and precision in financial reporting. The advent of cloud-based accounting systems, digital payment platforms as well as blockchain-based fiscal instruments has rendered managing finances more accessible and economical than ever before.

However, in the contemporary business environment, the significance of both corporate modernization and finance cannot be overstated. To stay competitive, companies must adopt novel technologies and strategies while leveraging financial management tools. This will not only ensure their survival but also enable them to flourish by achieving sustainable growth and long-lasting success.

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Роль бізнес-фінансів у процесі модернізації бізнесу

Ця стаття, в першу чергу, присвячена дослідженню концепції модернізації бізнесу та її потенційного інтегрування за допомогою організації фінансової сфери бізнесу на підприємствах. У той час як попередні дослідження зосереджувалися на фінансових показниках, автори рекомендують більш широкий підхід, який розглядає модернізацію бізнесу як інвестиційний вибір, оцінюючи як ризики, так і потенційні доходи підприємства. Автори виступають за ретельну оцінку різноманітних підходів до модернізації бізнесу, щоб визначити їхні відповідні переваги та недоліки для майбутнього впровадження. Автори провели аналіз найбільш популярних і сучасних стратегій модернізації бізнесу з метою виявлення їх відповідних переваг і недоліків для організацій та їх діяльності на ринках. Крім того, вони запропонували реалізувати один із проаналізованих методів для компанії Apple. Для цього необхідно було провести огляд фінансової звітності з аналізом DuPont для компанії. Результати аналізу показали його інвестиційний потенціал і поточний фінансовий стан на ринку, після чого автори запропонували відповідну стратегію модернізації бізнесу для компанії. В статті стратегія була оцінена з точки зору потенційного доходу та ризику. Важливо зазначити, що концептуальна та методологічна структура цього дослідження ґрунтується на численних джерелах, які охоплюють статистичну інформацію, робочі документи з маркетингу та менеджменту міжнародних вчених, а також літературу, що стосується процесів модернізації бізнесу та фінансових аспектів. Очікується, що завдяки використанню багатогранної методології це дослідження сприятиме кращому та глибшому розумінню процедур, пов'язаних з модернізацією бізнесу, а також їхніх фінансових результатів для підприємств.

Ключові слова: модернізація бізнесу, фінанси підприємства, фінансовий аналіз, інвестиційні рішення, аналіз методів модернізації бізнесу