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USE OF INFORMATION TECHNOLOGIES IN PROJECT MANAGEMENT IN MUNICIPAL ECONOMY

In today's conditions, it is necessary to use information technologies in the management of projects in the city economy.

First, they are the basis of technical and economic transformations in various branches of the city economy.

Secondly, in the conditions of the variability of the external and internal environment of structural changes in the economy, they provide timely and verified information necessary for solving complex tasks of macroeconomic management, as well as effective response to modern challenges and threats.

Thirdly, new forms of organization of service provision are being created.

Fourthly, the spectrum of application of information technologies to improve planning, management and increase labor productivity is quite wide: from the economy to health care. They are increasingly used to improve economic management, monitor reforms, modernize financial institutions, increase industrial competitiveness, and manage financial, natural, and human resources in the city.

Fifth, there is great potential for the development of the city if information technologies are used in management activities. For this, the city needs to have a single base that provides purposeful movement to achieve a strategic goal [1].

Let's consider the theoretical and practical aspects of the implementation of information technologies in the management of projects in the city economy.

Theoretical use of information technologies in the management of city economy projects:

1. Modeling and problem analysis.

Information technology helps in modeling urban systems by analyzing the interaction of different infrastructure elements and provides a framework in which they can be integrated to improve planning and project implementation.

2. Risk management.

Information technologies allow quantitative and qualitative analyzes of risks, evaluating their impact on projects.

3. Making decisions.

Information technologies are used to analyze data and provide recommendations in the management of decisions in the city economy.

Practical use of information technologies in the management of urban economy projects:

1. Project planning and monitoring.

Project management systems (eg Microsoft Project, Trello, Asana): allow you to plan tasks, set deadlines and track progress.

Gantt charts: help visualize project timelines and relationships between tasks.

2. Resource management.

Information management systems: help optimize the use of resources such as building materials, machinery and human resources.

Databases: allow you to store and analyze information about resources.

3. Data analysis.

Business intelligence systems: collect, analyze and visualize data related to city projects for informed decision making.

Geographic Information Systems (GIS): used for spatial analysis and planning, which is important for infrastructure projects.

4. Communication and cooperation.

Collaboration platforms (e.g. Slack, Microsoft Teams): facilitate communication between project participants and provide real-time information exchange.

Webinars and online meetings: allow you to involve the community and other interested parties in the discussion of projects.

5. Personalization of the services.

User data: analysis of information about the needs of citizens to improve the quality of service and develop new projects in the city economy.

6. Monitoring and reporting.

Implementation of monitoring systems to track the state of project implementation in real time, which allows timely detection of problems and taking measures to eliminate them.

7. Communication with the public.

Using the platform to collect feedback and suggestions from citizens regarding the population of projects, which contributes to increasing transparency and involving the population in the process of city management.

The implementation of information technologies in the management of projects in the city economy can significantly increase efficiency, reduce costs and improve the quality of life of residents [2]. This is achieved by improving communication and ensuring access to important information for all participants in the process.

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