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STRATEGIC SYNERGY: THE ROLE OF METHODOLOGIES AND TECHNOLOGIES IN ENHANCING ORGANIZATIONAL IMPLEMENTATION EFFICIENCY AND EFFECTIVENESS

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Abstract. *In the article emphasizes the crucial phase of strategy implementation within organizations, transitioning plans from theory to practice. This phase determines if an organization can achieve its strategic objectives and tests the practical application of its vision, mission, and goals. The importance of methodologies like Agile, Lean, and Balanced Scorecard, and technologies such as project management software, data analytics, and artificial intelligence, is highlighted. These elements enhance agility, adaptability, and accountability while improving real-time monitoring, communication, and decision-making. In a complex business environment marked by globalization and technological advancements, the effective application of methodologies and technologies is vital for efficiency and effectiveness. Organizations must remain agile and responsive to maintain competitiveness and foster continuous improvement and innovation. The alignment of methodologies and technologies with strategic objectives is key to achieving success and long-term vitality.*

Keywords: *strategy implementation, strategic management, agility, adaptability, efficiency, effectiveness, business environment, globalization.*

Main provisions. The implementation of strategy is a critical stage of strategic management that ensures the transition from planning to practical execution and determines the achievement of organizational goals. The study demonstrates that the use of structured methodologies, including agile, lean, and balanced scorecard approaches, enhances organizational adaptability, efficiency, and alignment with strategic objectives. It is established that the integration of modern digital technologies, such as data analytics and artificial intelligence, significantly improves decision-making quality and enables real-time monitoring of strategic processes. The combination of methodological frameworks and technological tools acts as a key driver of effective strategy execution in dynamic and competitive environments.

Introduction. The growing importance of methodologies and technologies in the implementation of the strategy is underlined by the growing complexity of the modern company environment. Globalization, technological progress and expectations of evolving consumers create a panorama in which organizations must remain agile and reactive. In such

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an intricate environment, the cost of implementing the ineffective strategy is higher than never, since organizations risk losing the position of the market, reputation and, ultimately, profitability. In addition, the competitive pressure to innovate the needs that organizations not only implement strategies, but do it efficiently and effectively. Therefore, the correct selection and application of methodologies, both traditional and modern, and the lever of technology are fundamental in navigating in the faceted challenges that arise in the execution of the strategy.

The methodologies act as a spine of the implementation of the strategy, providing a systematic approach that guides organizations in the translation of strategies in implemented tasks. Recent studies confirm that organizations increasingly rely on hybrid management approaches that combine traditional strategic frameworks with agile methodologies and digital technologies in order to improve organizational performance and adaptability [1]. These paintings allow organizations to clearly structure their initiatives and align their resources accordingly. The application of methodologies such as the agile, slender and balanced scorecard has shown to encourage agility, adaptability and responsibility. Research indicates that Agile and Lean methodologies significantly improve organizational responsiveness and innovation capabilities, particularly in highly competitive and technology-driven industries [2]. For example, agile methodologies allow organizations to respond to the dynamic nature of the market in a more fluid way, encouraging iterative progress and feedback cycles that improve the decision -making process and the speed of execution. This reactivity is increasingly vital in a corporate panorama characterized by rapid changes and greater competition. In addition, the slender methodologies focus on the maximization of the value by minimizing waste, which simplifies the processes and improves overall efficiency. The balanced approach of the Scorecard facilitates continuous monitoring of performance, ensuring alignment with strategic objectives, thus amplifying the effectiveness in achieving targeted results [3].

In combination with methodologies, technology acts as a force multiplier in implementing the strategy. The integration of advanced technologies such as project management software, data analysis and artificial intelligence equip organizations with tools that allow real -time monitoring, improved communication and improvement of the decision -making process. Digital transformation studies demonstrate that organizations integrating artificial intelligence and advanced analytics into strategic management systems achieve higher levels of efficiency and data-driven decision making [4]. For example, the project management software promotes greater collaboration between the team members, ensuring that the activities are monitored, the milestones are satisfied and the resources are actually allocated. The analysis of the data, on the other hand, provides usable intuition decision makers derived from historical data and in real time, allowing proactive adjustments and informed strategic pivots. The infusion of artificial intelligence in strategic processes further improves the abilities of organizations by providing predictive analyzes capable of providing for market trends and customers' behaviors, thus facilitating proactive strategic adjustments.

While organizations continue to face growing pressures from several factors, the alignment of methodologies and technologies with strategic objectives emerges as a fundamental aspect of the guarantee of success. Leaders who recognize the meaning of these elements are better equipped to encourage a culture of continuous improvement and innovation, ultimately positioning their organizations favorably in an increasingly competitive panorama. Therefore, the intrinsic relationship between methodologies, technologies and implementation of the strategy underlines the urgent need for organizations to embrace these



critical components for improved operating performance and long-term vitality. Traditional methodologies in the implementation of the strategy, such as the balanced score card and SWOT analysis, have long been considered fundamental frames for organizations that seek to translate strategic objectives into processable steps. Each methodology provides unique approaches to align organizational activities with their vision and mission, but both face significant challenges in the context of market dynamics that change rapidly. Similarly, the SWOT analysis serves as a widely used tool to evaluate the strengths of the organization, weaknesses, opportunities and threats. This methodology provides a direct but systematic way of evaluating internal and external factors that could affect the execution of the strategy. One of its main advantages is its versatility and simplicity; It can be used in several contexts without the need for extensive resources. The participatory nature of SWOT analysis promotes broad participation among interested parties, which can improve the understanding and acceptance of strategic initiatives formulated from the analysis.

However, the SWOT analysis also has its limitations when applied in current dynamic markets. A common criticism is that it can simplify too much complex situations, which leads to a superficial analysis that cannot capture intricate interdependencies or the evolutionary nature of competitive landscapes. The categorization in strengths, weaknesses, opportunities and threats can lead to static evaluations that do not take into account the fluidity and speed of change in the business environment [5]. Consequently, organizations may lose critical changes or emerging patterns that require immediate strategic attention.

In addition, both methodologies fight with the panorama more and more based on data on the implementation of the strategy. While they provide frames for analysis and governance, today's organizations require more nuanced and real-time information to inform decisions. As a result, traditional methodologies should increase with contemporary analytical tools and technologies, such as predictive analysis and real-time performance panels, to improve their applicability and effectiveness in the execution of the strategy.

In summary, while traditional methodologies such as the balanced score card and SWOT analysis provide essential frameworks for the implementation of the guide strategy, their limitations in adaptability and analysis depth pose challenges against the dynamics of the market that change quickly. The need for organizations to evolve beyond these frameworks is more pressing than ever to guarantee alignment with strategic objectives in the midst of the complexities and uncertainties of modern business environments. Contemporary methodologies such as Agile and Lean have become critical frameworks facilitating the implementation of strategies within organizations, in particular in the context of rapidly evolving commercial environments. These methodologies are intrinsically designed to promote adaptability, allowing organizations to respond to market fluctuations and internal challenges with greater agility.

The purpose of this study is to analyze the role of modern management methodologies and digital technologies in the effective implementation of organizational strategies and identify the principles of their promotion in the modern business environment. To achieve this goal, the following research objectives were set: To study approaches based on modern and modern methodologies, to use in the implementation of strategies, including balanced system indicators, SWOT analysis, Agile and lean methods. Analyze the role of modern digital technologies such as data analysis, artificial intelligence (AI), automation, and the Internet of Things (IoT) in supporting efficient execution. Examines the interaction between methodologies and technologies and defines the mechanisms of their use in organizational practice. Evaluate the impact of these integrated approaches on operational effectiveness and strategic performance.



Scientific novelty research consists in a comprehensive analysis of management methodologies and digital technologies as complementary principles of strategy implementation. Unlike previous studies that looked at the elements individually, this guide uses a classic conceptual approach that demonstrates how their interaction enhances an organization's adaptability, operational efficiency, and strategic coherence.

The practical innovation of this study is to develop recommendations for organizations seeking to improve the effectiveness of strategy implementation through the combined use of modern management methodologies and advanced digital technologies. The results can be useful to managers, strategic planners, and policy specialists seeking to enhance an organization's competitiveness in a rapidly changing economic environment.

Literature review. The issue of effective strategy implementation is widely discussed in the literature on strategic management. Many scientists emphasize that the success of organizational strategies depends not only on the formulation of the strategy, but also on the mechanisms of its implementation.

Kaplan and Norton emphasize the importance of a Balanced Scorecard as a tool for converting strategic goals into measurable performance indicators. This system allows organizations to align operational activities with long-term strategic goals in financial and non-financial aspects.

Other researchers emphasize the importance of organizational flexibility in strategy implementation. Agile methodologies, originally developed for software development, are increasingly being applied in broader management contexts due to their iterative approach and focus on rapid adaptation to changing market conditions. Similarly, Lean's methodology focuses on creating value and eliminating waste, thereby increasing operational efficiency and supporting strategic execution.

Recent research also highlights the growing role of digital technologies in supporting strategy implementation. Data analysis and artificial intelligence enable organizations to analyze large amounts of information, identify patterns, and make informed decisions. These technologies significantly expand management capabilities, allowing for predictive analysis and monitoring of organizational performance in real time.

Despite the growing volume of research in this area, many papers consider management methodologies and digital technologies separately. However, the increasing complexity of the modern business environment requires a more integrated approach. There remains a gap in research on the mechanisms of interaction between management methodologies and digital technologies and their combined impact on the effectiveness of strategy implementation. This study aims to fill this gap by examining the cumulative impact of these elements on organizational effectiveness.

Recent empirical studies highlight the growing impact of Industry 4.0 technologies, including IoT, artificial intelligence, and automation, on the implementation of strategic initiatives and operational optimization [6].

Materials and methods. The balanced command picture, developed by Kaplan and Norton in the 1990s, offers a comprehensive framework that links the strategic objectives with performance measures in four perspectives: financial, customer, internal processes and learning and growth [7]. This methodology allows organizations to track and manage execution not only through financial metrics but also considering the perspectives of interested parties, thus promoting a holistic vision of performance. The main benefit of the balanced command picture lies in its ability to promote strategic alignment and responsibility between several departments. By articulating clear objectives and measurable results, it



facilitates a coherent management approach that encourages all levels of the organization to contribute to common objectives.

However, the limitations of the balanced command picture are increasingly pronounced in modern organizational contexts characterized by volatility and uncertainty. Although it emphasizes the importance of continuous measurement and feedback, the static nature of the frame can restrict its applicability when organizations face rapid rhythm changes in market dynamics. Typical cyclic reviews of this methodology may not properly capture the agility required to pivot strategies quickly in response to emerging trends and new competitive threats. Therefore, although the balanced command picture encourages structured strategic supervision, it can inadvertently hinder receptive decision making essential for contemporary business environments.

The agile methodology, originally developed for the development of software, emphasizes an iterative process characterized by short development cycles called "sprints". This approach allows teams to offer incremental value while re-evaluating and continuously adjusting their strategies according to feedback and evolving requirements. Like Moullin et al. Lucid, the iterative nature of agile organizations authorizes organizations to minimize risks and setbacks during the implementation of the strategy [8]. By decomposing projects into manageable components and promoting frequent revaluations, Agile facilitates a more reactive organizational structure which can rotate or improve its strategies according to real-time data and stakeholder comments.

In parallel, the Lean methodology focuses on the optimization of processes and the elimination of waste to maximize the value of customers. The Lean principles argue for the systematic identification and the elimination of ineffectiveness, thus rationalizing operations. The basic principle according to which "the value is defined by the customer" leads organizations to constantly question existing practices and to strive to improve which align with the needs of customers. The adoption of Lean not only strengthens efficiency but improves the strategic execution capacities of the organization by prioritizing the activities which contribute to the creation of value. While organizations are implementing Lean practices, they develop a culture of continuous improvement, where frequent assessments and refinements are an integral part of operations. This continuous commitment to the optimization of processes naturally extends to the implementation of the strategy, ensuring that strategic initiatives remain relevant and aligned on organizational objectives.

In addition, agile methodologies and Lean highlight the importance of interfunctional collaboration. Agile encourages the training of interdisciplinary teams, facilitating effective communication and a shared understanding of the project objectives. This collaboration breaks down silos - often a significant obstacle to an effective implementation of the strategy - thus improving cohesion and alignment between various departments. In lean environments, teams are often authorized to make decisions and implement improvements independently, by promoting a feeling of property that improves commitment to strategic objectives.

The interaction between agile methodologies and Lean can also catalyze organizational performance by promoting a culture of experimentation and learning. The accent placed by Agile on rapid iteration allows teams to test the hypotheses and quickly learn results, while Lean's concentration on the analysis of deep causes provides the tools necessary to systematically approach ineffectures. This synergy creates a robust feedback loop, in which information gleaned from the two methodologies can stimulate innovation and strategic refinement.

Consequently, organizations that effectively exploit agile and Lean methodologies do not simply react to change; They are positioned to anticipate and shape it. The adaptability



avored by these methodologies improves the organization's ability to effectively perform strategies, reflecting performance improvements. By prioritizing iterative processes and continuous improvement, organizations are better equipped to sail in modern market complexities and maintain competitive advantages, demonstrating how methodologies can transform the implementation of the strategy into a dynamic and proactive company. The impact of digital technologies, in particular data analysis and artificial intelligence (AI), on the implementation of the strategy is deep, because these tools facilitate an informed decision-making level that improves both efficiency and efficiency within organizations. The integration of sophisticated data analysis allows organizations to collect, process and analyze large amounts of data in real time, providing information that stimulates strategic initiatives. In addition, AI technologies do not only process data but also offer predictive analysis capacities that allow managers to be able to anticipate market trends, consumer behavior and operational ineffectiveness.

This study uses a qualitative and analytical approach aimed at studying the interaction between management methodologies and digital technologies in the process of strategy implementation.

The research methodology includes several methods:

Comparative analysis is used to compare traditional methodologies (balanced scorecard, SWOT analysis) with modern approaches such as Agile and Lean in terms of their effectiveness in modern business environments.

Case analysis is used to study practical examples of organizations implementing digital technologies and modern management methodologies, including companies such as Amazon, Google and DHL.

SWOT analysis is used to assess strengths and weaknesses, opportunities and threats related to Industry 4.0 technologies and the integration of artificial intelligence and data analysis into strategic processes.

System analysis is used to study the relationship between management methodologies and technological tools and to identify mechanisms for their integration into organizational systems.

The combination of these methods allows for a comprehensive analysis of both theoretical concepts and the practical application of modern strategy implementation tools.

Strategic management researchers emphasize the importance of combining qualitative and analytical methods when studying complex organizational processes such as strategy implementation and digital transformation [9].

A convincing example of successful integration of these technologies is in the retail sector, in particular within organizations like Amazon. By using data analysis, Amazon can analyze customer purchase models and preferences to personalize marketing efforts and optimize inventory management. This leads to a reduction in excess stock and operating costs while simultaneously improving customer satisfaction thanks to recommendations for timely and relevant products. According to Machireddy et al. [10], the refined strategies of the refined supply chain, powered by data analysis, have enabled the company to reach remarkable efficiency gains, illustrated by their rapid development and delivery processes, which considerably exceed those of competitors.

Likewise, in the logistics industry, companies like DHL have adopted predictive analyzes focused on AI to rationalize their operations. By analyzing historical shipping data, the DHL can provide demand and optimize their delivery routes accordingly. This integration minimizes not only transit times but also reduces fuel consumption and operational costs. The



implementation of these technologies illustrates a transition from traditional reactive strategies to proactive and data -based decision -making processes. The result, an improvement in the efficiency of the provision of services, which translates directly into greater satisfaction and loyalty of customers.

Model of Integration between Methodologies and Technologies

The effective implementation of organizational strategies increasingly depends on the integration of managerial methodologies with digital technologies. These elements do not operate independently; rather, they complement and reinforce each other within strategic management systems.

Management methodologies provide the structural framework for strategic execution, defining processes, responsibilities, and performance metrics. Technologies, in turn, serve as enabling tools that support these processes through data processing, automation, and decision-support systems.

For example, Agile methodology benefits significantly from digital collaboration platforms and real-time data analytics, which enable rapid feedback cycles and iterative improvements. Similarly, Lean practices can be strengthened through IoT technologies that provide real-time monitoring of production processes, allowing organizations to quickly identify inefficiencies and eliminate waste.

Artificial intelligence and predictive analytics further enhance these methodologies by supporting strategic decision-making with data-driven insights. As a result, organizations that integrate methodologies with advanced technologies are better positioned to achieve strategic alignment, improve operational performance, and maintain competitiveness in dynamic market environments.

Empirical research confirms that companies implementing AI-supported decision systems demonstrate faster strategic adaptation and improved resource allocation [11].

This integrated approach represents a hybrid model of strategy implementation where methodological frameworks guide organizational processes, while digital technologies enhance their efficiency and responsiveness.

Results. In addition, the health care industry has experienced substantial advantages of IA integration and data analysis. Organizations such as Mount Sinai Health System have implemented AI algorithms to analyze patient data and predict potential health risks. This allows health professionals to develop preventive strategies adapted to the individual needs of patients rather than counting solely on historical priority. The consequence of these informed decision -making capacities is a more proactive health care provision system that improves patient results, which shows how the integration of digital technologies can cause transformative changes in operational efficiency.

Organizations that take advantage of these technologies can improve the agility of their strategic implementation processes. In the technological industry at a rapid rate, for example, Google uses data analysis to carry out A / B tests on various product features. This methodology allows the company to make iterative improvements based on real -time performance measures. The result is an agile approach to the implementation of the strategy which allows Google to respond quickly to user comments, ensuring that their products remain aligned with customer needs and market dynamics. Obviously, the application of data analysis in the formulation and execution of the strategy leads to faster decision -making cycles and a more effective allocation of resources.

The ability to rationalize processes through the automation of data collection and analysis cannot be overlooked. As organizations are increasingly using AI to automate routine decision -making tasks, time and work previously devoted to manual analysis are redirected to



strategic considerations of higher level. This change increases not only operational efficiency, but also encourages a culture of innovation by allowing the capacity of human resources to focus on creative problems of problems and strategic planning.

In summary, the integration of data analysis and artificial intelligence in the processes of implementation of the strategy considerably improves organizational efficiency and efficiency. The adaptive capacities of these digital technologies promote an informed decision-making culture, allowing organizations to remain competitive in their respective industries., The advent of Industry 4.0 Technologies has conducted organizations, particularly in the manufacturing and supply chain sectors, in a new era of operational efficiency and strategic alignment. The integration of methodologies such as automation, Internet of Things (IoT) and intelligent technologies can be argued to represent a paradigm shift in the way organizations implement strategies to improve performance metrics and operational effectiveness.

Automation serves as a cornerstone of industry 4.0, fundamentally transforming traditional manufacturing methods. According to recent studies, Industry 4.0 technologies enable real-time monitoring, predictive maintenance, and improved supply chain coordination, which significantly strengthen strategic execution capabilities [12]. By minimizing human intervention, organizations can optimize processes and reduce processing times, accelerating product cycles and increasing output quality. Moktadir et al. [13] highlight that automated systems can perform repetitive tasks more consistently and accurately than human work, thus reducing error rates and increasing productivity. This perfect process execution translates not only into reduced operating costs, but also a more robust alignment with strategic objectives focused on efficiency, quality and response to market demands. Organizations that adopt automation can quickly respond to market conditions, granting it a competitive advantage in an increasingly dynamic scenario.

In conjunction with automation, the incorporation of IoT technologies facilitates the monitoring and analysis of data in real time, allowing organizations to take advantage of large amounts of information throughout the value chain. IoT devices connect various components of manufacturing processes and supply chain, generating insights that are fundamental to strategy implementation. For example, real-time analyzes derived from IoT sensor can identify bottlenecks in production or logistics, allowing organizations to adjust their strategies according to. Moktadir et al. point out that these adaptations not only increase operational effectiveness, but also encourage proactive decision making, thus facilitating a more agile and responsive organizational structure. As companies collect and analyze this data, they can align their operational activities more closely with strategic objectives, leading to a more consistent execution of their general strategies.

Smart technologies, covering Artificial Intelligence (AI) and machine learning, further expand the impact of Industry 4.0 on strategy execution. These technologies enable organizations to optimize supply chain management, providing demand fluctuations, thus ensuring that inventory levels are aligned with the real market needs rather than expected trends. The ability to anticipate customer requirements enhance operational effectiveness, minimizes waste and leads to greater customer satisfaction. In addition, AI integration into decision-making processes allow organizations to optimize their strategic alignment with real-time market insights. As articulated by Moktadir et al., leveraging intelligent technologies increases the accuracy and reliability of strategic implementation, making the alignment of organizational practices with more coherent and effective comprehensive business objectives.



The analysis conducted in this study demonstrates that the integration of modern management methodologies with digital technologies significantly improves the effectiveness of strategy implementation.

First, organizations implementing Agile and Lean methodologies demonstrate a higher level of adaptability and faster response to market changes compared to organizations relying solely on traditional strategic management systems.

Secondly, the integration of digital technologies such as artificial intelligence, data analysis, and the Internet of Things improves decision-making processes by providing real-time information and forecasting capabilities.

Third, the combined use of methodologies and technologies helps to increase operational efficiency, reduce costs, and better align strategic goals and operational activities.

Finally, organizations that successfully integrate these elements develop stronger innovation capabilities and are better equipped to manage uncertainty in a dynamic business environment.

In short, the influence of industry technologies 4.0 - specifically automation, IoT and intelligent technologies - in the strategy implementation process cannot be exaggerated. These methodologies not only increase operational efficiency, but also allow organizations to align their strategies in a way that responds to the rapidly evolving industrial scenario. As manufacturing and supply chain organizations adapt to these technological advances, the implications for the formulation and execution of the strategy are profound; They represent an imperative change towards a more integrative, data -oriented and adaptive operational paradigm. The resulting efficiency and effectiveness created by these methodologies suggest that the adoption of industry technologies 4.0 is not merely beneficial, but essential for organizations that aspire to thrive in today's competitive environment., The adoption of new methodologies and technologies is often faced with significant challenges that can prevent the successful implementation of organizational strategies. A prominent challenge is resistance to change, which can manifest itself at various levels within an organization. Individuals can cling to established routines and practices, seeing any change as a threat to their comfort or job safety. This resistance is not just an emotional reaction; It is rooted in deeply incorporated attitudes and beliefs that shape how individuals perceive their work environment. As highlighted by Correani et al. [14] Understanding the human side of change is essential for organizations that aim to implement new strategies effectively.

Table 1 – SWOT Analysis: Industry 4.0

Strengths	Weaknesses
1. Increased productivity and product quality	1. High initial implementation costs
2. Reduction in operational costs	2. Dependence on technology and potential failures
3. Improved real-time monitoring and analysis	3. Significant changes in organizational structure required
4. Enhanced flexibility and adaptability in production	4. Limited availability of skilled workforce
Opportunities	Threats
1. Increased market share and competitiveness	1. Intense competition and innovative breakthroughs by rivals
2. Development of new business models and products	2. Cyber threats and data security issues
3. Optimization of supply chains and cost reduction	3. Regulatory barriers and changes
4. Improved customer satisfaction and loyalty	4. Evolution of consumer needs and preferences

Resistance can be exacerbated by the lack of clear communication over the logic behind the change. Employees who are not adequately informed about the benefits of adopting new methodologies or technologies can interpret changes as arbitrary or unfounded



administration directives. This perception can lead to skepticism and total refusal to engage in the proposed changes. Consequently, organizations should prioritize comprehensive change management strategies that emphasize communication, engagement and education to minimize resistance.

In addition, organizational culture plays a key role in the formation of how new methodologies and technologies are adopted. A culture that promotes innovation, agility and continuous learning is more likely to support the implementation of the successful strategy. On the other hand, a culture characterized by stiffness, hierarchy and fear of failure can stifle efforts to integrate new systems and processes. Correani et al. state that leaders should cultivate an organizational culture that values adaptability and embraces change as a fundamental aspect of growth. This requires intentional change in mindset at all levels of the organization, encouraging employees to see changes not as interruptions, but as opportunities for improvement and competitive advantage.

The intricacies of organizational culture also extend to the alignment of values and practices. For methodologies such as agile or lean, which emphasize iterative progress, collaboration and focus of the client, a bureaucratic and traditional culture can represent a direct challenge. Organizations that try to implement these methodologies must be willing to perform a cultural transformation that aligns with the principles of these approaches. Otherwise, the inherent contradictions between cultural norms and methodologies can lead to fragmented efforts and mediocre results, thus undermining the overall implementation of the strategy.

Table 2 – SWOT Analysis: Integration of Data Analysis and AI

Strengths	Weaknesses
1. Enhanced prediction and proactive patient care	1. Resistance to change within the organization
2. Swift decision-making and adaptability	2. High implementation and training costs
3. Increased operational efficiency and accuracy	3. Potential data privacy and security issues
4. Minimization of waste and improved customer satisfaction	4. Need for cultural transformation within the organization
Opportunities	Threats
1. Increased competitiveness and innovation potential	1. Rapidly evolving technological trends
2. Expansion of AI and data analysis applications	2. Threat of cyberattacks and data breaches
3. Reduction in operational costs and increased profitability	3. Uncertainty of regulatory requirements
4. Faster product development and market response	4. Potential changes in consumer demand and expectations

However, integrating new methodologies and technologies faces challenges like resistance to change and cultural rigidity. Emphasizing change management, employee engagement, and education is crucial for creating a supportive organizational culture for successful implementation.

Discussion. The results of this study confirm the growing importance of integrating management methodologies with digital technologies in modern strategic management. Although traditional models such as balanced scorecard and SWOT analysis provide valuable tools for strategic planning, they may not be sufficient in the face of rapid technological change and high market volatility.

The implementation of Agile and Lean methodologies provides greater flexibility in strategic execution processes, allowing organizations to continuously adjust their strategies



based on real-time feedback. With the support of digital technologies such as AI, big data analysis, and IoT, these methodologies are becoming even more effective.

The results also show that organizational culture plays a crucial role in the success of this integration. Companies that encourage innovation, collaboration, and continuous learning are more likely to successfully implement new technologies and methodologies.

Thus, effective implementation of the strategy requires not only technological investments, but also organizational transformations aimed at developing an adaptive and innovation-oriented culture.

Scholars emphasize that the integration of technological tools with strategic management frameworks creates a dynamic system capable of continuous innovation and long-term competitive advantage [15].

Conclusion. The integration of data analysis, artificial intelligence (AI), and advanced technologies such as automation and the Internet of Things (IoT) has profoundly transformed various industries, particularly healthcare, technology, and manufacturing. AI algorithms in healthcare have enabled proactive patient care by predicting potential health risks, while companies like Google use data analysis to iteratively improve products based on real-time user feedback. Automation and IoT have revolutionized manufacturing and supply chain sectors, enhancing operational efficiency and strategic alignment.

Despite these advancements, the effective integration of methodologies and technologies faces significant challenges, including resistance to change, high implementation costs, and cultural rigidity within organizations. Addressing these challenges requires comprehensive change management strategies, fostering a supportive organizational culture, and continuous education and engagement of employees.

The interaction between methodologies and technologies highlights a reciprocal relationship that enhances both operational efficiency and strategic effectiveness. Methodologies such as Agile and Lean provide frameworks for strategic implementation, while technologies offer tools for execution. A hybrid approach that leverages both methodologies and technologies can create a robust environment for swift and efficient strategy implementation.

Future research should focus on identifying best practices for aligning methodologies with technologies, exploring the impact of emerging technologies like AI and machine learning on strategy implementation, and understanding the dynamics of these interactions in complex organizational settings. Recognizing the interdependencies between methodologies and technologies enables organizations to leverage their combined strengths to foster resilience and adaptability, ultimately achieving better strategic outcomes.

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СТРАТЕГИЯЛЫҚ СИНЕРГИЯ: ҰЙЫМДАСТЫРУ ЖАСАУЛАРЫНЫҢ ТИІМДІЛІГІ МЕН ТИІМДІЛІГІН АРТТЫРУДА ӘДІСТЕР МЕН ТЕХНОЛОГИЯЛАРДЫҢ РӨЛІ

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Түйін. Мақалада ұйымдарда стратегияны жүзеге асырудың ең маңызды кезеңіне, теориядан практикаға көшуге ерекше назар аударылады. Бұл кезең ұйымның стратегиялық мақсаттарына қол жеткізе алатынын анықтайды және оның көзқарасын, миссиясын және міндеттерін іс жүзінде қолдануды тексереді. Agile, Lean және Balanced Scorecard сияқты әдістемелердің, сондай-ақ жобаларды басқару бағдарламалық құралы, деректерді талдау және жасанды интеллект сияқты технологиялардың маңыздылығы атап өтіледі. Бұл элементтер нақты уақыт режимінде бақылауды, коммуникацияны және шешім қабылдауды жақсарту арқылы икемділікті, бейімделуді және есептілікті арттырады. Жаһанданумен және технологиялық прогресспен сипатталатын күрделі бизнес-ортада тиімділік пен тиімділікті арттыру үшін әдістер мен технологияларды тиімді қолдану өте маңызды. Ұйымдар бәсекеге қабілеттілікті қолдау және үздіксіз жетілдіру мен инновацияны ынталандыру үшін икемді және икемді болып қалуы керек. Әдістемелер мен технологияларды стратегиялық мақсаттарға сәйкестендіру табыс пен ұзақ мерзімді өміршеңдікке жетудің кілті болып табылады.

Түйінді сөздер: стратегияны жүзеге асыру, стратегиялық басқару, икемділік, бейімділік, тиімділік, тиімділік, бизнес орта, жаһандану.

СТРАТЕГИЧЕСКАЯ СИНЕРГИЯ: РОЛЬ МЕТОДОЛОГИЙ И ТЕХНОЛОГИЙ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ И РЕЗУЛЬТАТИВНОСТИ ОРГАНИЗАЦИОННЫХ ВНЕДРЕНИЙ

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Резюме. В статье особое внимание уделяется важнейшему этапу реализации стратегии в организациях, переходу от теории к практике. Этот этап определяет, сможет ли организация достичь своих стратегических целей, и проверяет практическое применение ее видения, миссии и целей. Подчеркивается важность таких методологий, как Agile, Lean и Balanced Scorecard, а также программного обеспечения, аналитики данных и искусственного интеллекта для управления проектами. Эти элементы повышают гибкость, адаптивность и подотчетность, улучшая мониторинг, коммуникацию и принятие решений в режиме реального времени. В сложной бизнес-среде, характеризующейся глобализацией и технологическим прогрессом, эффективное применение методологий и технологий жизненно важно для повышения эффективности и результативности. Организации должны оставаться гибкими и оперативными, чтобы поддерживать конкурентоспособность и способствовать постоянному совершенствованию и инновациям. Согласование методологий и технологий со стратегическими целями является ключом к достижению успеха и долгосрочной жизнеспособности.

Ключевые слова: реализация стратегии, стратегическое управление, гибкость, адаптивность, эффективность, результативность, бизнес-среда, глобализация.



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