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DEVELOPMENT OF CAPACITY THROUGH DIGITAL TRANSFORMATION

Abstract: Projected or installed capital serves as a foundation for defining business process' Managing process develop per set laws, where single and total process' of the system have their own algorithms. Management as a generic sum of knowledge is an algorithmic process that ends with a solution - command. Through output, enterprise adapts to its changing environment in which it exists. Mutual connection of process' and actions makes composition in cybernetic array. Algorithm theory has occurred before our findings of cybernetics and it is an introduction in development of digitalization and IT. Digitalization brings to fall of cost of communication and innovative process' gain higher dynamics. It comes to rapid double action of technical progress. Choice is either adaptation or self-speeding competitive development. Who adapts will endure, who fails to do so will parish, will present base of our work.
Keywords: enterprise, capacity, innovation, development, digitalization

INTRODUCTION

We start with capital which is a total expression for capital inputs in process; of work Structure of those inputs and their functioning dependency is determined by cybernetic existence through balance of networking. Capital of input content, with other factors, determines level of production force of total work. Growth of work capacity of man, under the influence of technical progress, became evolutionary process. Steam machine brought substitution of living labor with mechanic labor and brought to growth of level of mass production and supply, which created a spread of environment and need for competition. Feedback loop was found by a worker on a control valve on steam machine. Evolutionary, market has suspended feudalism just like digitalization will eliminate classic market. (Todosijević R. Todosijević Lazović S. (2017)

Energy and electromotor have made concentration of energy possible, which at the time of steam machine was a limiting factor in dimensioning and machine capacity. Wheel and fire came in evolutionary sense as two greatest inventions in history of human mind. Wheel symbolizes movement and fire the energy – incentive towards that movement.

Technical regulation and servo mechanism brought to rapid development of mechanization and automation which represented foundation for development of highly complex systems for processing of materialistic inputs as well as information which came over as a substitute for managing. All developmental events have brought to opening up space for wider application of scientific breakthroughs, affirmation of social productivity of labor as well as total development of modern production relationships. Initiative for studying capacity development in terms of more complex wholes is encouraged by the need for higher level of use of possibilities of science in development of product, technology and through achievement of results in total social and economics ambient development.

Growth of social organization of economy is conditioned by ability to anticipate challenges from environment and future. Need to adapt and active feedback is a continuous necessity of lasting behavior. Digitalization brings high level of network of economic subjects. It is not good to be out of sphere of action, because then, the system is being rejected, isolated, and compromised and the business brought down to the level of extinction. It is wrong to say that the

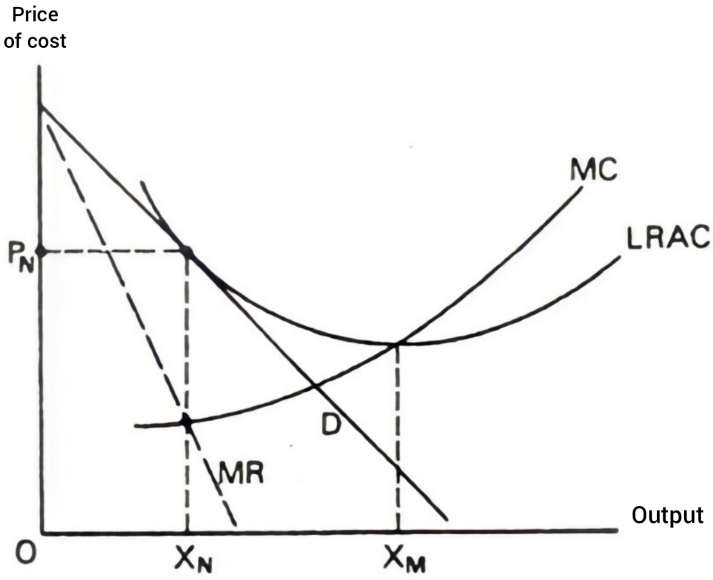
enterprise has failed, no; the business of an enterprise fails while the fixed assets still have their value, just in a different state. Sale through liquidation, restructuring or depending on functional determination of current equipment and technology a projection of a new business can be taken into consideration.
Endeavor to efficiently unite and apply efforts in production, education and science, it would bring to an optimal disposal of resources and optimal economy of disposal with effective and total time. This efficiency is a function of high level of materialization of scientific and experiential knowledge and it is expressed through production and economic efficiency.(Todosijević Lazović S**.** Katanić Z. (2018)
Development of elemental capacity, depending on level of product complexity, brings to development of complementary capacities which integrates business portfolio. Then we had a computer, sensor, chip… we expect a bio chip like a distant future, but just for now.

STRATEGY

Strategy of business cybernetic system comes from defined goals conducted in development policy in research of optimal ways of action for realization of policy in a given time, with the lead of:

- *System of criteria and priority in disposing resources and concentration of effort;*
- *Strive for a total exploitation of comparative advantages and elimination, respectfully maximal mitigation of influence on weak places in function of organization systems and;*
- *Appreciating changes in specific conditions at a given time, as well as presumed behavior of complementary and competitive systems.*

Strategy of an enterprise in a cybernetic environment primarily looks to answer the following characteristic questions: why, what, how, who, when, where and with what.
Integration of development of science, production and education, as well as other following constitutional activities of one system, represents a field of continuous interdisciplinary studies of great importance, which make a basic lever, depending on width of coverage, for projection of strategy of organizational system on closer or further perspective. (Varga, L. (1977). p.35/1)
Science and education gain the status of anticipators of the future. Wrong decisions form the past cause troubles in present day and future even though the future is beyond reality (Hegel). It has come to dissolution of social organization of work process. Privatizations, timely limited, where economies of socialist countries, after a world political turbulence, have served as a polygon for experimenting in destroying economies, order and enterprises, and have brought enterprises to destruction and economies to point zero. Search for new path lasts long.
In conditions of dissolution and discontinuity cybernetic spectrum is abolished, because cybernetics doesn't study isolated systems but their set. (Lerner, A.J. (1975). P. 19) Common for all cybernetic systems is the presence of parts that are managing and parts that are being managed, and which are connected with network channels, through which various information circulates. (Парин, В., Бајевски, Р.М. (1967). p. 10). No matter how much effort and in detail we put in to study the system behavior we can never take into consideration numerous factors that directly or indirectly influence that behavior. There is a necessity of events and unpredictable behavior of accidental factors which are the result of action of occurrence and process that are not taken into consideration. (Lerner, A.J. (1975). p. 19). If we do indexation of economy in times of turbulence to evolution of critical actions, there is a possibility of conversion of that temporary evolutionary growth. There is a question of expected result. Through the crisis, pandemic, privatization, transition, it is simplest financing by borrowing. We just need to have a measure to which extend to do that, because the state must not encumber more than 20% of current foreign exchange inflow, and for investments it must not engage more than 20% of current GDP. It is necessary to achieve a process of combination of inputs, whose amount or value can be changed so that positive result can be achieved . (Pearce, D.V. (2005). p. 398). There is always a generating of alternative projects in the focus of interest in different assumptions in accordance with expecting events. As a necessity we put in a need for change of value of exogenous variable and maybe also parameters of econometric model due to the evaluation of eventual influence on different economic policies. Every strategy on macro level must appreciate a relative level of poverty in order to define a strategy of sufficiency of income necessary for sustainability of living. All outputs of any system are a result of functioning capacity and systematic structural parts taken out from its functional characteristics. Projection and functioning of capacity by size, type of activity, level of technical equipment and technical modernity and duration is by rule taken from defined strategic options: import export, industrial, urban, rural, strategic support, strategy of agriculture, investments, traffic and telecommunications, digitalization and informatisation etc. Projected capacity of a small economy must be set so that 50% of outputs must be in function of export and other 50% of outputs must be expressed as sufficient for domestic needs. Degree of technical modernity must be on the level of modern technical and technological achievements so that there is no depreciation of basic technological equipment before the time in which they can achieve reproduction. Innovations and profitability are implied categories when choosing a strategy. Monopolistic competition can bring to excessive capacity and then system becomes out of competition, because fixed expenses are found in capacity that is oversized, demand iz lowered, supplies grow. We can see that on the following graph:



Picture 1: Theory of excessive capacity
Source: Modified by: Pearce, D.V. (2005). p. 489.

Under the influence of competition the curve of company demand strives left to the degree where curve of supply D becomes a tangent of the curve of the long term average expenses and in that point the system is able to achieve normal profit, but also the products in the point of minimal average expenses on (Xn instead of XM on the diagram). (Pearce, D.V. (2005). p. 489). When marginal income and marginal expenses are equal, normal profit is on maximum, regardless of oversized capacity.

In process of defining its orientation for choosing a strategy we use different methods and technics, but with growth of need for quick reaction "thought experiment" is affirmed, and it implies decisions caused by the effect of reaction. This sort of behavior contradicts classical understanding of strategy, because of the fact that "classics" almost always imply a longer time period and wider spread of organizational structure and its functioning. (Todosijević, R. (2010) p.35). Fast, faster, the fastest, (Davidson, M. (1995) p.196-197) as an option of behavior and reaction were imposed by telecommunications, computers, and robotics that represent symbiosis of IT and are induced by algorithmisation and digitalization they affirm and speed up the processes and changes. After defining purpose of systems, its strategy is projected. By strategy choice we conduct setting of basic recommendations for realization of strategy and achieve connection between individual partial strategies, which are incorporated into general strategy. Digitalization and its actions and process' are on disposal. Research in the field of prediction theory whose pioneers are Norbert Wiener and Julian Bigelow; have decided our approach and concept in this work. However, knowledgeable scientific Rubicon can be slowly crossed in compared to martial. (Todosijević Lazović, S., Milačić, S., Todosijević, R. (2016). p. 24).

Mountain model of strategy creation is a guide to all following activities for general and partial strategies. Unity of functioning of a system makes it cybernetic and it makes base for management and both parts and the whole system, which means that digitalization is an evolutionary category.

DIGITALIZATION

Every change has a result as a case – positive or negative. Positive has a message of lasting and survival. Every system strives towards its existence. Digitalization changes boundaries and achieves process of delimitation in certain sectors and it doesn't avoid any of the fields of business activity. Because it is the result of technical progress, it also has a characteristic of universal diffusion. With digital influence and conduction we see remaking in al spheres of functioning of one system. We are not talking only about the clients, competition, data, innovation and values, but first and foremost about process; of value creation and its distribution. (Rodžers, D.L. (2019) p. 8).

Digital processes bring to change in scientific choices and functioning of modern technologies. At the same time under the influence way of thinking also changes towards the competition, as well as way of thinking and using data from the systems and inflow from scientific into extreme environment. Mass information that are now just at glance, thanks to IT and digitalization will not erupt and bring to suffocation, because human like creator cannot face that possibility. We keep on mind that cyberists and deviations of mind are never at rest. Nevertheless, digitalization promotes innovation in sectors of control and way of feedback loops functioning (Todorovic A. (2018). Digitalization in economic terms is not a threat to its own oversized capacities (Todosijević R. (2011).

For transformation of installed or projected and modernization of capacities, innovation is a first causer for creative behavior of decision maker. Network of clients, not width of the market, will determine ranges of digitalization.

Digitalization has already paved a path to elimination of the market, just like the market has eliminated feudalism. Evolutionary characteristic of civilization creativity, promoted digital Darwinism as a necessity of future algorythmisation as a way of functioning and being and way of communicating of any given system within self and environment (Todosijević R. Todosijević Lazović S (2018). Radical changes of innovative character have occurred in developmental assumptions of strategic importance and from analogue to digital achievements. Fast experiments and continuous materialization represent new approach to innovations. There is no obsolescence and no competitive devaluation at the start.

Smartphones, smart cities, smart factories, Industry 4.0, reorganizations and reconstructions of existing production systems, as well as modernizations, appear in a dynamic cybernetic show, where cybernetic laws ensure both technical modernity and environmental sustainability. If cybernetic laws had been respected since the appearance of steam engine industrialization, no one would mention ecology today. Its installation as a functioning system would have normally been solved through construction technological solutions. (Tiler C. (2011) We are witnessing the disappearance of traditional production systems before the appearance of "smart" innovations. With the functioning of new production systems in which digital processes are built in, new production systems with modern digital characteristics are created. (Rodžers D.L (2019) p. 115-117). Connecting via cybernetic method form a new self-regulating system and enable its efficient functioning. Digital technologies, artificial intelligence, robotics, telecommunications, virtual reality, broader strategic horizons, are emerging as representatives of Industry 4.0 and the cloud economy." (Modified according to: https://scindeks.ceon.rs/Article.aspx?artid=2334-816X1401037M). Long standing companies and their technical systems employ a large structure of capital, machines, devices. As the level of automation and digitization increases, the need for nonspecialized work force increases, and the need for top specialists decreases. Industry 4.0 affirms a new system of managing complex dynamic systems by connecting all constituent elements into a functional and stable system of wider coverage. Existing systems are transforming to cybernetic physical smart systems. Machine-machine and machine-human relations have been established. Communication in the digital world follows the direction: one with all and all with all. Evolutionary digital actions in the present always refer to existing economic structures and behaviors. Unfortunately, one cannot predict the naivety of possible management teams, regarding issues of order policy, that they do not have enough understanding for the basis of their business. (Hayek, F.A. (1991)

Striving to effectively combine efforts and applications in production, education and science, would contribute to the optimal use of resources and the optimal economy of working and total time. This efficiency is a function of a high degree of materialization of scientific and experiential knowledge and is manifested through production and economic efficiency (Zelenović, M.D.(2011) p.52). The development of basic capacity, depending on the degree of complexity of the product, contributes to the development of complementary capacities which integrate the business portfolio. We got the computer, the sensor, the chip…. We see the bio chip as a distant future. But only for now.

There are things that are not the result of human labor. For example, geomorphology, seasonal changes in solar radiation, climate, soil, water. Act and action in this area frame one-dimensional time and three-dimensional space as objectively given factors (Ocić, Č. (2017) p. 129-130).

PROCESS OF CAPACITY TRANSFORMATION

Key values are the challenges that need to be met. Activities are determined by existing facts and the question is always, not when to introduce, but when to stop with the existing ones, and then it is a moment of affirmation of innovation as an act that leads to change, because it simultaneously affirms new and devalues existing ones. Increasing the degree of determinism of the organizational system reduces the openness and elasticity of the system in the processes of adjustment, and digitalization achieves the process of delimitation of elasticity and increases the degree of complementarity to the operating environmental factors.

Probable promising behavior of dominant factors in the structure of system development is more successful in branches that are less intensive in technical and economic progress, especially if forecasts are based on reliable scientific information and conclusions are derived from comprehensive dynamic and interdisciplinary processing. In branches with intensive action of technical progress, the need to consider the economic horizon in the long run is of greater importance, because the behavior of these systems is determined by current technical and technological innovations, which causes impairments in the near future, products, technologies, work processes and management methods. Let's add the fact that management technology is the oldest and that it is the key to everything, even business success.

In one material and energy intensive system, with relatively slow technical progress, and examples of that are sugar factories, oil mills, cement plants, inorganic acids, the dominant emphasis is on optimal utilization of useful substances from basic raw materials and minimizing energy consumption. It follows the extrapolative behavior of capacities both from the aspect of flexibility and from the aspect of modernization of change on the same, similar and complementary capacities.

In the system of production of non-series machine tools, the main attention is paid to the constructive development sphere in the transformation of capacity, but the achievements of an innovative character in this area cause a chain reaction of the whole system.

In a predominantly work organization, the emphasis is on highly specialized personnel, but the management assortment is improving through the aspiration to grow into manufacturers of serial characteristics. In the case of fashion items,

design processes (creative innovation) will have higher importance on the level of economic efficiency than in the case of items where comparative qualitatively competitive analysis is not required.
Capacity transformation processes, in terms of their content, represent dynamic, developmental and complex issues, which take place along the following lines: along the lines of individual components, in the form of changes in their properties: structure, price, organization, lines of concentration levels of factors that determine the size of capacity.
Discoveries and rational application of original scientific and technical achievements in the form of attractive new products and procedures will affect the restructuring of current demand and the strength of new supply, as well as changing the position of traditional organizational systems of a particular industry and repositioning the entire structure. (Rodžers, D.L. (2019). p. 8.)
Disposal of certain types of resources as a comparative advantage, from the strategic aspect, means the need to encourage not only product development, but also the development of appropriate capacities. On the other hand, the development that takes place in the sphere of technological progress has a reciprocal effect on the development of resources, because there is a re-examination of previous criteria for valuing traditional inputs.
Within the intangible components that determine capacity, especially intellectual values, which include: constructions, recipes, know-how licenses, patents, traditions, level of education, rating of diplomas, etc., in serious countries there is a growing tendency in importance, especially there where we have an intensive effect of technical progress, but also a growing developmental discontinuity (Hausswalt P.,Siné A.,Garcin C.: (2012).
Materials for production do not belong to the components that determine the size of capacity, but the level of technical and technological workability of inputs, especially semi-finished products, affects the expansion or narrowing of the nominal capacity of production. In processing capacities, efficiency and specialization lead to a reduced scope of processing needs - a higher degree of precision. Complementary capacities can affect the size of the capacities of certain phases of the final output process.
Maintaining continuous efficient adaptability appears as the dominant determining factor in capacity transformation. Adaptive ability decreases with the degree of increase in specialization and concentration, but expands and increases with the onset of digitalization. In addition to efficiency, there is also effectiveness. The organizational system is governed by a system of criteria and priorities. We see the ability to correct their own goals, priorities, criteria for deciding on the disposal of factors of existence is at work. Acceleration of continuous adaptive ability and stochastic nature of these processes in the conditions of accelerated action of technical progress requires staff to play the role of detectors in detecting deviations from strategic goals and defined parameters in performing their functional tasks.
Successful exploitation of adaptive highly specialized capacities with a pronounced degree of concentration, with emphasis on production and economic efficiency, is conditioned by growing demands in relation to the level of required structural organization in a wider geographical area, which with internationalization of capital and globalization are displaced from national frameworks (Prahalad C.K. Ramaswamy V. (2004).
Increasing the participation of technology in the field of high level of technical modernity with the characteristics of competitive production and economic efficiency in the process of achieving high output results of usable properties and value creation, imposes the need for a higher degree of control over controlled behavior of factors that are narrowing of the openness of the system. Narrowing the openness of the system leads to a decrease in the elasticity of the system. Processes of change lead to a growing influx of information, growing needs for the efficiency of their processing, and selective distribution to potential users for decision-making processes.
There can be no sign of equality between automation and mechanization. Even with almost absolutely automated processes such as refineries or factories of oil and sugar, it is not possible to achieve equalization of levels of mechanization and automation, but this is not set as a goal. As a rule, the analysis of points and causes of deviations will have an incentive effect on undertaking activities on the need to innovate those phases of the production process that lag the most in terms of the level of technical and technological modernity of production.
In the affirmation of organizational systems that operate on the basis of mechanical processing and assembly, priority in the application of automated processes is given to products and phases of functioning processes in which the degree of mass production allows and economically requires the design and installation of automated lines because this technic even with its high capital intensity per unit of efficiency shows to be most economical.
At a lower level of mass production, where it is not possible to install automation of complex processes, but there may be investment competitive reasons, a selective approach to automation for certain phases of the production process is desirable, especially where the issue of quality efficiency solves the issue of quality. No one in the networked environment of the system is ready to tolerate deviations in quality, so there is another innovative incentive - the affirmation of standardization and quality standards. It is necessary to take into account the processes of affirmation of typification, because then there is a danger of impoverishment of the range of offers. With standardization, there is an increase or expansion of the combinatorial suitability of output, especially for products of complex workmanship.
With systems that are intensive in the use of basic raw materials, there is a need to transform capacity into highly automated, because then the percentage of useful raw materials is the highest and the by-product is reduced to the extent allowed from the position of usefulness. Today, there are already absolutely determined capacities in which there is no waste. Processes and basic activities as well as recuperation and recycling follow a circular movement and affirm the circular economy.
When it comes to energy-intensive capacities, preference should be given to the automation of those phases through which the optimal energy consumption per unit of output is achieved (Todosijević R, Todosijević M.(2021).

Each functioning capacity is special, regardless of unification and level of specialization, which means that a functioning analysis of potential transformation into increasing levels of modernity includes individual and system analysis both within the smaller and from the aspect of the wider system.
Historically, with the increasing participation of equipment in work processes, the changed technical structure required the renewal and replacement of fixed assets and working capital.
Reproduction of fixed assets, especially of a technical nature, is always achieved at a higher technical level, so with an increase in the level of efficiency there is a faster decrease in the capital ratio and an increase in the efficiency ratio.
Qualitative progress in optimizing capacity in terms of specialization and size is the result of increasing the general level of knowledge and progress in the efficiency of science and positive social action on innovative and creative processes.
The historical sequence of business reactions shows us that the largest decline in the coefficient of engagement of fixed assets was achieved in branches that are capital intensive, but which are also intensive in technical and technological progress and scientific research. Throughout history, examples are chemical, pharmaceutical, plastics industry ... while today we have this type of activity in the electronics industry, electrical engineering, automotive industry, production of basic materials. Capacities that have the characteristics of production systems are viewed primarily as dynamic systems, which assumes the functioning but also changes in the structure and elements and connections over time. (Winer N. (1948). Str. 11) Deterministic systems are also dynamic, because they are characterized by a stochastic structure whose behavior over time may play a different role. Such behaviors are difficult to calculate but can be predicted. The connection between the system and the environment makes the system open, with input-output characteristics determining both the level of behavior and the degree of openness of the system. The more complex the basic output from the aspect of processing technology and processing, the higher the capacity at the higher level of complexity and the more complex from the position of interaction between the constituent elements.(Todosijević M. (2019) Dynamics and goal orientation are the basic characteristics of both the system and the capacity. Capacity itself and its profile is a more dynamic category than the production profile, because with changes in capacity, there are changes in the quality and value of output. The dynamics of change is reflected in recipes and design solutions, changes in existing or new input characteristics caused by changing needs for output redesign.

CONCLUSION

The purpose of the installed production or service capacity is the manifestation of the working ability to transform the input into programmed, desired and intended outputs. There are no coincidences with the organizational system. Processes take place regularly through a historical evolutionary perspective, starting from hand tools, through steam engines, electric motors, regulation and self-regulation techniques, to the ways of transformations that take place according to predefined software. There is a continuous process of development of all factors that determine the development, duration and realization of the capacity mission. Digitalization has won the complex automation, but also the capacities of the lower level of mechanization and automation. All factors of reproduction tend to adapt to each other, which is a prerequisite for the existence and functioning of organizational systems on a cyber-basis.
At the level of development of the technical base of an economy, the most efficient way is to act in the phase of forming and installing new capacities. Further processes can take place through reconstruction, modernization or through innovative response. We neglect the processes and methods of ownership transformations and the reactions of financial markets.
Insufficiently developed technical base does not show the ability to effectively accept and materialize scientific achievements, and therefore does not show the ability to activate their own potential values.
Tendencies in the development of productive forces, especially means of production and levels of technical equipment of work, are a function of the programmed level of production and economic efficiency.
Through the homogenization of the technological structure and the specialization and concentration of similar activities, it is possible to make progress in increasing the level of business cooperation and economic performance.
Specialized capacities throughout their existence have an increased interest in the development of standardization, which in fact seeks to develop and expand its business portfolio to products and components of complementary and competitive capacities, thus increasing the level of concentration and strength of economic power.
With the specialization of capacities, the process of differentiation and output selection is realized. This process requires the development of the process of integrating the capacity of different processes, which is encouraged by the desire to take advantage of the concentration of homogeneous output by technology and characteristics of the management structure in joint capacities, all with the aim of increasing output.
In order to increase the level of competitiveness in terms of quality and cost-effectiveness of production, development activities will take place along the lines of technology and organization at the level of specialties.
The material-intensive sector affirms the capacity to produce semi-finished products for a complex product. Such capacities shorten production time and reduce costs that are a function of the degree of mass output.
Specialized capacities create a growing need for cooperation and integration of complementary capacities, which creates a more reliable partnership and concentration of capacities, resources and work.

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