

ECONOMIC SCIENCES

PROSPECTS FOR THE DEVELOPMENT OF THE DIGITAL ECONOMY IN THE UKRAINIAN DIGITALIZED SPACE

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The modern world has already taken the first step towards the fundamentally new reality. This process creates fundamentally new challenges facing the modern industrial society. We are talking about the change in the global socio-technological structure, the result of which is a complete reformatting of our usual systems, the formation of new social and economic strategies. At the same time, the technological paradigms, governance models and social norms change, and the large-scale demographic shifts take place in the economies of each state.

Nowadays, humanity will not be surprised by digital technologies such as a personal computer or the Internet. Technologies have already changed the conditions and organization of work, the education system, the level and types of entertainment and leisure. The emergence of digital technologies has created new market opportunities, as well as has made the significant breakthrough in the field of informational technologies, and as a result, the impact on socio-political and economic life, and also has formed a new direction – the digital economy.

According to the etiology, the digital economy can be described as an economy based on digital computer technologies.

As for the development of digital technologies in Ukraine, it can be argued that the country has great potential. According to the State Statistics Service of Ukraine, 91.1% of enterprises are computerized. If we consider certain areas, it will be clearly understood, that the largest value of this indicator has: the insurance (99.6%), broadcasting and television (96.5%). The lowest level of computerization has the sphere of hotel and restaurant business – it is only 82.1%. The Internet made it possible to receive the banking and financial services (87.7% of enterprises); forms (81.6%); information (80.5%); return the completed forms (66.6%); perform administrative procedures (declaration,

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registration, request for permission (40.5%)). But the disappointed indicator is the share of households with the Internet access. In Ukraine it is only 57%, while in the EU this figure reaches 78% [1].

Among the advantages provided by the introduction and development of the digital economy in Ukraine are the following:

- the economic and social effects of digital technologies have a positive impact on business and society;
- improving the quality of life, primarily by enhancing the effectiveness and satisfaction of specific needs of people;
- increasing the productivity of whole social work by raising the level of individual industries and enterprises;
- the emergence of new models and forms of business that allow to increase profitability and competitiveness;
- increasing transparency of economic operations and ensuring the possibility of their monitoring;
- the accessibility and promotion of products and services, both public and commercial, up to the global scale.

The advantages at the level of individual companies and productions are the following:

- getting rid of intermediaries. Digitalization allows manufacturers to arrange for sale of their products or services on their own websites and find the potential customers. Consumers also have opportunity to choose the goods and services independently;
- the acceleration all business processes by reducing time of communication;
- better understanding of consumers and improving the quality of products and services;
- the creation of new products and services.

The technological advantages created by the introduction of digitalization include:

- storage of large amounts of data, its automatic processing and analysis [2];
- synchronization of information flows, the possibility of point distribution of data throughout the business and, as a result, the ability to track a large number of chains between the suppliers and consumers;
- transition from paper documents to electronic versions (medical certificates of disability (sick leaves), employment records, etc.).

The benefits at the level of the consumer and the employee include:

- the reduction of the cost of payments and the emergence of new sources of income.

The advantages of the introduction of digital technologies are clearly illustrated in modern banking, as the banking system is one of the first that

responds and adapts to the innovations, which are offered by the digital economy. Among the advantages are the following:

- increasing the number of services for legal entities and individuals;
- the business transparency;
- the formation of control over clients' funds.

These benefits contribute to the formation of a positive banking climate and sustainable development of the banking system in the country. These benefits allow to create healthy competition among banks, attract more customers and provide them with the necessary package of services.

Taking into account the global trends in the technological development, Ukraine should promptly undertake the adaptive activities and implement the innovative solutions for economic growth. Despite all the positive aspects of the introduction and improvement of the digital economy, this area is prospective for Ukraine. However, it should be noted that the introduction of everything new requires further in-depth study and analysis.

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