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DIGITALIZATION OF THE SERVICE SECTOR OF THE NATIONAL ECONOMY

In recent decades, the service sector has become a decisive factor in socio-economic development and is of increasing importance for solving existing problems of economic development in various countries of the world. In this connection, consideration of issues related to the development of the service sector in Ukraine becomes particularly relevant [1].

Since 2018, Ukraine has been successfully carrying out processes of digitalization of the economy, in particular, the service sector is a leader in the use of digital technologies. The project "Digital Agenda of Ukraine – 2020" was aimed at developing the digital economy and increasing its competitiveness. The goal of the project was to attract investments for the introduction of digital technologies, improve management at various levels, develop innovative sectors of the economy, increase the level of information security and accessibility of digital technologies, as well as transform the sectors of the economy into competitive ones and improve the quality of services in various areas of everyday life [2].

The current situation in the country creates prerequisites for the further deepening of digitization processes and pushes Ukrainian business to quickly implement innovations, especially in wartime conditions. Digitization becomes a safe and convenient solution for overcoming the challenges and problems of the functioning of enterprises. In particular, the service sector is the most active in the use of digital technologies among all sectors of the Ukrainian economy. Each industry is digitized differently, and this is exactly what will be explored in the research paper.

1. State services. The public services sector is the most active in the digitalization process. For example, the "state in a smartphone" project has been successfully implemented, which includes the mobile application "Diya" and a web portal with the same name. Since its launch in February

2020, the application has already been downloaded by more than 2 million users, and the portal went live in early April of the same year. These tools aim to ensure that most government services are received online. The application offers a number of services and functions related to the preparation of documents that can be stored electronically.

In Ukraine, it is planned to launch the DT4UA project "Digital transformation for Ukraine", which received 17.4 million euros from the European Union. The project has four directions: development of digital services, improvement of data exchange, development of electronic identification infrastructure and improvement of the system of electronic management of criminal cases [2].

2. Transport industry. In the transport industry, digital technologies are used to improve logistics. The appearance of the first mobile phone in March 1983 and the subsequent development of cellular communication made a revolution and allowed tracking the movement of goods in real time. The further development of digital technologies has made it possible to improve automation systems for transportation management and create autonomous vehicles that increase safety and economic efficiency.

In Ukraine, since 2015, the Zaporizhzhia company Infocom LTD has been developing the national car Lanos, which can operate in unmanned mode. To date, the car is undergoing tests, the movement is monitored by an operator who monitors the situation on the road, since the Ukrainian traffic rules do not provide for the movement of drones.

3. Communication services. On the basis of digital programs and devices, there is a system of codification of parcels in post offices around the world, with the aim of tracking their movement during delivery to the consumer. Digital communication services of Ukrposhta and Novaya poshta, such as mobile applications and online platforms, allow people to communicate and receive information in real time, make purchases and pay for services, ensuring convenience and saving time.

4. General education sector. Online lectures by famous scientists, electronic libraries make education accessible to a wide audience in Ukraine and improve the quality of the educational process. For example, there are digital information search services: Google Scholar, Microsoft Academic, BASE, WorldWideScience.org, Semantic Scholar, Dimensions, Open Ukrainian Citation Index. There are also publishing platforms that include: Elsevier – Science Direct, Springer Nature, Oxford University Press, Cambridge University Press, IOP Publishing, IEEE (Institute of Electrical and Electronics Engineers), Emerald Publishing, SAGE and Taylor & Francis. The All-Ukrainian Online School is a

platform for distance and mixed learning of students and teacher support, containing more than 2,500 video lessons, tests and materials for independent work in 18 basic subjects for students in grades 5–11. The goal is to ensure equal, free and free access to quality educational materials and support teachers in distance learning.

5. Health care services and social services. Digital health and social services, such as electronic patient records and electronic prescriptions, simplify the service process and improve its quality. As of March 28, 2023, the following joined the Electronic Health Care System: 1,939 PMD medical institutions, 2,773,2174 patients, 24,607 PMD doctors, 1,122 pharmacies, and 9,395 pharmacists [3].

Ukraine plans to implement 107 healthcare digitalization projects in 2023. Projects already implemented and in the process of implementation include drug reimbursement, patient categorization functionality, electronic medical records and prescriptions, telemedicine solutions and much more [4].

6. Internet banking. Internet banking is a form of remote banking that provides access to accounts and transactions over the Internet from any computer at any time. "Privat 24" is a very popular Internet banking service in Ukraine, owned by PrivatBank since 2001.

Internet banking "Privat 24" is a service that allows PrivatBank customers to easily and conveniently use banking services without the need to visit a bank branch. With the help of this service, you can view the balance and movement of funds on your accounts, get their details, transfer money to cards of any bank in the world, pay utilities and fines, top up your mobile phone, open and top up deposits, manage your credit limit, add cards of others banks and perform many other banking operations. It is also possible to set up biometric payment technology based on the client's face and card, as well as send urgent money transfers using various systems.

In other areas, various digital services have also emerged to make people's lives easier and simpler, such as digital services for planning and conducting weddings, ordering tickets for various events, and job search platforms.

Thus, digitalization creates new opportunities for growth and direct attraction and retention of potential customers. It has a lasting and fundamental impact on society. The wave of digitalization initiated by the Internet has disrupted many industries and opened up previously unimaginable opportunities. In conditions of uncertainty, the priority is not so much an increase in the share of GDP, but rather the development

of informational, non-traditional services and their inter-industry connection [5].

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