

PREFACE

Amid growing cyber threats, an unstable market environment, and the accelerating pace of digitalization, the increased use of artificial intelligence, and the country's socio-economic security are among the key priorities. In such circumstances, it becomes necessary for businesses to adapt to the new challenges of the digital age, which lead to changes in production, financial, and management processes. In addition, the experience of EU countries demonstrates the development of effective practices in the area of digital business transformation, development of digital infrastructure, strengthening of cybersecurity, and support for innovation and sustainable development. The implementation of European experience in domestic practice is a prerequisite for strengthening the sustainability of national business, developing new business models, increasing employment and economic security. The theoretical and methodological substantiation of such processes is a prerequisite for the formation of development strategies in the context of digitalization of the economy, ensuring socio-economic security, and increasing Ukraine's competitiveness. Scientists have covered a wide range of issues in terms of studying trends in the introduction of digital technologies in enterprises in the EU, determining the prospects for using European experience in the digitalization of business processes in Ukraine to improve economic security, formulating recommendations for business transformation, and determining their impact on socio-economic security.

The monograph is devoted to revealing the role of digital transformation of business in Ukraine; determining the peculiarities of integrating European experience in the direction of digital transformation of business; studying the role of digital transformation in ensuring socio-economic security; forming the theoretical, methodological and practical foundations of digital transformation of business in Ukraine as a prerequisite for ensuring socio-economic security.

The first section examines the directions and prospects for the use of digital technologies at enterprises. In particular, the basic principles of application of modern digital technologies in enterprise management are revealed. A study of the specifics of the use of digital innovative technologies in the organization of work with personnel is carried out. The issue of introducing digital technologies in the management of intangible assets is also disclosed. The issue of transformation of management accounting of transport companies is disclosed in detail. Based on the results of the study, the factors influencing the choice of internationalization strategy in the context of digitalization of the economy are determined. Proposals for the use of digital technologies in the banking sector of Ukraine are made.

The second section discusses the trends in the EU experience in the digitalization of business processes and examines their impact on the economic security of Ukraine. A study of the impact of the tax burden on the financial performance and economic security of enterprises is carried out, and the impact of digitalization on budgeting efficiency is considered. The state of digitalization of business processes in the pharmaceutical industry is analyzed. The directions of introduction of innovative tools in accounting and control for business are determined. Prospects for the introduction of European experience in the use of digital technologies in the economy are formed.

The third section is devoted to the formation of methodological foundations for business transformation in the digital era and determining the prospects for the use of digital innovations. The author identifies online marketing tools for forming the environmental image of an enterprise. The features of business transformation and prospects for improving the work of enterprises are considered. The problems and prospects for the use of digital innovations in business are highlighted.

The collective monograph offers theoretical and methodological generalizations, conclusions, and practical recommendations that will be useful for researchers, teachers, students of higher education institutions, postgraduates, doctoral students, practitioners,

representatives of state authorities and local governments, business, university administrative staff, representatives of civil society, the public, and all interested parties.

The collective monograph is based on the results of research within the framework of the project of basic scientific research, applied scientific research, scientific and technical (experimental) developments on the topic № 1/24 “European digitalization practices as a tool for ensuring socio-economic security in war and post-war period” (state registration number 0124U000600) (01.01.2024–31.12.2026).