

### **СЕКЦІЯ 3**

## **РОЗВИТОК SMART-ЕКОНОМІКИ В УМОВАХ ВІЙНИ ТА ПЕРСПЕКТИВИ ПІСЛЯВОЄННОГО ВІДНОВЛЕННЯ УКРАЇНИ**

УДК 330.3

Novik I.O., Ph.D., Associate Professor  
National Technical University  
“Kharkiv Polytechnic Institute”

### **THE CONCEPT AND SIGNIFICANCE OF THE DIGITALIZATION PROCESS IN INTERNATIONAL ECONOMIC RELATIONS IN THE WAR STATE**

The transition to digital technology has long ceased to be a popular term. According to statistics, almost half of the world's population is an active user of the Internet. That is why now studying the world or doing business with the help of the latest technologies is not a trend, but a daily necessity. Many researchers rightly link the medium-term trends in society and the economy with the level of digitalization of the country. New digital technologies, innovative business models penetrate into all spheres of economic life of society, influencing the very essence of the economy, forming qualitative structural changes in it. We can agree with the statement that due to the digital transformation and other technological changes, humanity has entered a new era of global change.

Digital - the economy today is perceived by many as a panacea, and its accelerated development - as a way to solve all existing problems. This is reflected in the explosive growth of interest in "digital" issues in socio-economic and humanitarian studies and in the public context, including in the statements of

influential politicians, and in government documents. But it should be understood that "cure for all diseases" does not exist. The development of the digital economy should be considered in the context of other transformations that modern society and economy are experiencing, and to do this we need to learn more about its systemic properties, as well as opportunities for practical use of its tools in economic practice.

Since the second half of the XX century, information technology has become increasingly important in the economic development of many countries. The single information economic space, which was made possible by scientific and technological progress, promotes economic growth and productivity, creating innovative jobs and digital assets, empowering citizens, improving access to global markets and increasing the competitiveness of enterprises, improving the quality of public services, etc.

With the development of digital technologies, the term "digitalization" has become widely used. Therefore, first of all, let's deal with scientific approaches to defining the concept of digitalization of the economy in table 1.1.

Table 1.1 - Scientific approaches to defining the concept of digitalization of the economy

№	Author	Definition
1	Claude Shannon	Digitization is the process of converting data, often tangible, into digital format that can be read from a computer or smartphone screen.[1]
2	O. Hrybinenko, O. Gusev, S. Legominova	Digitalization is understood to mean the transformation, penetration of digital technologies to optimize and automate business processes, increase productivity and improve communication with consumers [2]
3	TruQC Team	Conversion of data, documents and processes into digital analogues or the transition of the organization to new ways of thinking and working based on the use of social, mobile and other digital technologies; [3]
4	Margaret Rose	Digitalization is the process of converting information into digital format through the involvement of new technologies. [4]
5	Dictionary	Digitalization is most often understood as the creation of opportunities, improvement and / or transformation of business operations and / or business functions and / or business models / processes / or activities through the use of digital technologies and wider use and context of digitized data transformed into

		intelligence and practical knowledge [5]
6	O. Ferchuk	Digitalization is an opportunity to use new technologies to develop business, create new products and improve the customer experience, as well as improve
7	B. Black Grouse	The process of automation of manual and paper-based processes of information processes in the framework of economic activity is possible through the digitization of information. [2]
8	AD Semilitko	The transition of the organization to new ways of thinking and working based on the use of social, mobile and other digital technologies; change in management style, incentive systems and adoption of new business models "as opposed to digital transformation, which is considered a large-scale business transformation that involves the use of digital technologies to optimize business processes, increase company productivity and improve customer experience. [2]

So, if we summarize the above values, we can say that digitalization is the conversion of data, documents and processes into digital format, through the use of digital technologies to provide new opportunities.

In modern conditions, the processes of digitalization are gaining momentum. In 2020, the spread of the Covid-19 virus and work in isolation at a distance will begin, today it is a state of war that requires safer working conditions. It is the processes of digitalization that allow us to keep in touch with each other, to continue to perform our duties under any conditions in a high-quality, timely and efficient manner.

### Literature

1. History of digitalization by Oliva Harlow [Електронний ресурс]. – 2020. – Режим доступу до ресурсу: <https://southtree.com/blogs/artifact/historydigitization#:~:text=Digital%20communication%20became%20possible%20after,which%20was%20written%20in%201948..>
2. Digitalization [Електронний ресурс] // Gartner Glossary. – 2020. – Режим доступу до ресурсу: <https://www.gartner.com/en/information-technology/glossary/digitalization>.
3. Digitization vs. digitalization: Differences, definitions and examples [Електронний ресурс]. – 2021. – Режим доступу до ресурсу:

<https://www.truqcapp.com/digitization-vs-digitalization-differences-definitions-and-examples/#>.

4. digitization [Електронний ресурс] // WhatIs.com. – 2021. – Режим доступу до ресурсу:<https://whatis.techtarget.com/definition/digitization>.

5. Digitization, digitalization and digital transformation: the differences [Електронний ресурс]// i-SCOOP. – 2020. – Режим доступу до ресурсу:<https://www.i-scoop.eu/digital-transformation/digitization-digitalization-digital-transformation-disruption/>.

6. See Arthur W.B. (1996): “Increasing Returns and the New World of Business”, Harvard Business Review, vol. 74, no 4, July-August.

УДК 330

Olshanska Oleksandra

Doctor of Science in Economics, Professor

Kyiv National University of Technologies and Design,

Puzyrova Polina

Ph.D. in Economics, Associate Professor,

Kyiv National University of Technologies and Design

## **STATE SUPPORT FOR UKRAINIAN ECONOMIC ACTIVITY DURING MILITARY AGGRESSION**

Citizens, as well as enterprises, institutions and organizations in Ukraine are gradually adapting to temporary living conditions during martial law and resuming their activities and employment. The resumption of economic processes in the country provides reliable support to the Ukrainian army, which continues to heroically defend the borders of each city and village of the state, and helps return the