

СЕКЦІЯ 3. РОЗВИТОК ФІНАНСОВОГО РИНКУ В УМОВАХ ЦИФРОВІЗАЦІЇ ЕКОНОМІКИ

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DIGITALISATION OF BUSINESS IN THE MODERN ECONOMIC PARADIGM IN THE CONTEXT OF DIGITAL TRANSFORMATION OF THE ECONOMY

Introduction. The current economic paradigm is changing under the influence of digital technologies, which transform the material basis of production, generate new opportunities for market interaction between business entities and approaches to coordinating economic activities. One of the forms of such interaction is the business system. In particular, high-tech business uses platform systems as a management model and displaces traditional corporations from their leadership positions. Digitalization of business has become one of the main trends in the modern economy, contributing to the efficiency, competitiveness and innovation potential of companies. In Ukraine, the most accessible and widespread examples of digitization and communication with government agencies are the Diya app, Netflix services, e-governance, online learning, and the transformation of Ukraine's healthcare, education, tourism, and security sectors. Digitalization is relevant to a significant portion of the activities of domestic, joint ventures and foreign enterprises, and is fundamentally changing our lives and communication processes. A business that follows the latest trends in digital innovation and is ready to implement them, is able to adapt to more flexible business processes, has a significant potential for success, and also receives significant benefits: the effectiveness of employee-employer interaction; the digital economy is changing the rigid working day schedule of employees to a flexible one.

Purpose of work. Today, the use of digital technologies is even becoming mandatory for many businesses operating in today's competitive environment, especially to save time and avoid unnecessary costs. Digitalization can provide many benefits, whether a company is switching from paper invoices to electronic invoices or completely revising all sales-related operations for online optimization and automated diagnostics. The study aims to identify the essential features of digital business systems and the principles of their functioning to differentiate them from other forms of coordination of economic activity, taking into account the peculiarities of the digital economy.

The main material of the study. Digital business systems are of particular importance from a practical point of view, as companies from various sectors of the economy seek to use external resources to meet the growing needs of customers. In today's business environment, the concept of digitalization of society and the economy is seen as the basis for implementing innovative changes. In this sense, digital transformation is aimed at diffusing digital technologies into all types of business and social life, which requires the creation of an appropriate regulatory environment. Digitalization is a major driver of global economic growth and a key factor in the development of

the digital economy in Ukraine. An analysis of government initiatives to develop the digitalization of the national society and economy shows that this process is increasing in intensity in Ukraine. The digital transformation of business in Ukraine makes a significant contribution to sustainable economic growth, increasing the competitiveness of basic industries and innovative sectors of the economy. The use of digital technologies is becoming mandatory for many types of business in Ukraine operating in the modern competitive environment. In the context of Ukraine's European integration, there is a need to join European programmers of digitalization and digital transformation of business [3, p. 131–135].

Digital business systems are of particular importance from a practical point of view, as companies from various sectors of the economy seek to use external resources to meet the growing needs of customers. The system approach allows companies / firms / enterprises and other forms of organizations to move to a new form of cooperation – to provide customers with a package of services aimed at meeting their needs in full. At the center of the system is the customer, his or her interests and needs, which companies are trying to meet. The implementation of the system approach fundamentally changes the approach to the principles of competition – now dynamic competition is built on a completely different level and can be carried out between business systems, both in the external and internal environment. Digitalization is effectively promoting the idea of business systems and enabling its full implementation with digital platforms. Digital technologies have made it possible to develop the system approach on a larger scale. At the same time, an effective system of cooperation and enhanced interaction based on business partnerships rather than competition both inside and outside the system should be developed within the business system. Business systems are a form of flexible and diverse cooperation and business partnerships that allow to erase industry boundaries, move away from old approaches and develop customer focus not in the direction of 'fighting for a customer', but in the direction of interaction with customers, meeting their needs for services, purchasing goods and other activities within the framework of digitalization.

In the context of Ukraine's European integration, there is a need to join European programmers of digitalization and digital transformation of business. The focus of European countries on increasing the use of cloud settlement services by national companies and increasing the digital intensity of small and medium-sized businesses is noteworthy. These strategic directions of development are reflected in the provisions of the '2030 Digital Compass: the European way for the Digital Decade' [1; 2]. Today, the use of digital technologies is even becoming mandatory for many businesses operating in today's competitive environment, especially to save time and avoid unnecessary costs. Digitalization can provide many benefits, whether the company is switching from paper invoices to electronic invoices or completely revising all operations related to sales organization for online optimization and automated diagnostics.

Conclusions. Thus, based on the results of the study, it can be concluded that Ukraine has joined the global digitalization process and is undergoing transformational changes towards the formation of a digital society and digital economy. Despite the full-scale invasion, regional digital transformation remains a constant priority for the Ministry of Digital Transformation of Ukraine. After all, regional digitalization, especially in times of war, is necessary to provide quality medical, educational, social,

administrative and other public services, ensure access to mobile and fixed-line internet, and improve cybersecurity and the functioning of critical infrastructure in general. The business models of the world's largest companies are aging and no longer provide the same source of value to consumers and guarantee large profits as they used to. New technologies, including digital platforms, are inevitably becoming a source of transformation for business ecosystems. The digital economy is already changing consumer preferences and production methods, and it is capable of disrupting entire sectors of the economy.

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ФІНАНСОВІ ІННОВАЦІЇ В УМОВАХ ЦИФРОВІЗАЦІЇ ЕКОНОМІКИ

Вступ. У сучасних умовах глобальної цифровізації економіки фінансові інновації стали визначальним чинником розвитку як окремих підприємств, так і національних економік загалом. Цифрові технології активно трансформують традиційні фінансові системи, сприяючи створенню нових продуктів, послуг, бізнес-моделей та способів взаємодії між суб'єктами ринку. Фінансові інновації проявляються в розвитку фінтех-компаній, появі нових платіжних систем, запровадженні криптовалют, блокчейн-технологій, використанні штучного інтелекту для оптимізації фінансових процесів. Вони істотно змінюють роль класичних фінансових інститутів та актуалізують потребу в адаптації державної політики і регуляторного середовища до нових викликів. Дослідження фінансових інновацій в умовах цифровізації є важливим для розуміння динаміки сучасного фінансового ринку, прогнозування його подальшого розвитку та формування стратегій успішної інтеграції новітніх технологій у фінансову практику.