

DIGITAL TRANSFORMATION AND ECONOMIC SECURITY OF ENTERPRISES

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In today's world, digital technologies play a crucial role in all areas of the economy, with information becoming the most valuable resource [1-5]. Every moment, vast amounts of data are generated, requiring not only storage but also analysis to make effective decisions. Advanced technologies such as Big Data and AI help businesses predict customer behavior, adapt strategies, and improve overall efficiency.

Digitalization is not just about implementing modern equipment or software; it also involves changes in management approaches and corporate culture. This leads to increased employee productivity, higher customer satisfaction, and stronger market competitiveness. Many industries are already embracing digital transformation as a strategic development path, allowing them to quickly adapt to global changes.

However, along with the benefits of digitalization, risks are also increasing. One of the main challenges is the security of informational resources [5]. Cyberattacks and data breaches can cause serious financial losses and reputational damage. Losing critical data may disrupt production processes, lead to financial fraud, and require costly recovery efforts. Research indicates that cybersecurity is an essential component of economic security. Threats can be both external (hacker attacks, malware) and internal (low employee competence, human errors). Therefore, to protect businesses, it is crucial to implement comprehensive security systems, including technical measures, risk management policies, and staff training.

Thus, digital transformation significantly reshapes business processes, offering new growth opportunities while introducing new risks. For enterprises to thrive in the digital economy, they must adapt to emerging challenges and implement effective economic security strategies.

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