

DIGITIZATION OF THE ECONOMY UNDER CURRENT GLOBAL CHALLENGES

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In today's realities, the digitalization of the economy has become a crucial factor in ensuring the competitiveness of countries, regions, and businesses. Global challenges such as the COVID-19 pandemic, military conflicts, climate change, and energy instability have intensified the need for digital transformation in governance, production, education, and communication. Digital technologies are reshaping traditional business processes, driving the growth of e-commerce, remote employment, and smart infrastructure while also enhancing the efficiency of public administration. In response to emerging challenges, many governments are implementing digital development strategies that encompass electronic document management, citizen-centered digital services, cybersecurity, and the promotion of digital literacy.

The importance of digital changes becomes especially evident during wartime, when the continuity of decision-making processes and accessibility of state services are critical. Ukraine has demonstrated higher achievements in building a digital state, particularly through the Dia app, digital IDs, and integrated online services for both citizens and businesses.

Nevertheless, digitalization presents a range of problems, such as unequal access to different technologies, cybersecurity risks, and a shortage of qualified personnel with appropriate digital competencies. So, comprehensive state policy is needed to bridge the digital divide and foster innovation. Successful digital transformation requires cross-sectoral cooperation, infrastructure investment, the adaptation of education systems to the needs of the digital economy, and the promotion of a culture of digital security among the population.

In addition, digitalization enables data-driven decision-making, facilitates real-time monitoring of economic indicators, and increases transparency in both the public and private sectors. The integration of artificial intelligence, blockchain, and big data analytics into economic systems creates new valuable chains and supports more sustainable models of businesses. At the same time, the emergence of the digital economy requires a reassessment of regulatory frameworks and ethical standards to ensure inclusive and sustainable development. So, digitalization is not only a technological shift but also a powerful driver of socioeconomic changes. Its effective implementation in Ukraine can ensure sustainable development, improve the quality of life, and strengthen the country's position in the global digital landscape.

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