

has the opportunity to significantly increase profits due to increased operations and more efficient use of resources and funds. The main sources of this are an increase in the volume of services and a decrease in costs.

The profitability of cargo services at Kyiv International Airport can be increased by reducing costs or increasing prices. However, rising prices can reduce demand for products and delay the exchange of assets.

On the part of the state, in order to support air transport enterprises, it is necessary to develop an effective tax policy to reduce the burden on the enterprise and to accelerate their recovery of their activities and the formation of a rational pricing policy, which in turn creates conditions for achieving its strategic goals and objectives, determines the principles of pricing, determining the level basic prices, conditions and sizes of their differentiation and adjustment.

It is important for any enterprise, including air transport, to improve the quality of services, this can be achieved by creating a special quality management unit to meet standards and meet consumer needs.

In the 21st century, it is very important to "keep up with the times", so in order to maintain the competitiveness of the enterprise and increase profits, it is necessary to implement new technologies, such as contactless and biometric technologies, autonomous robots, electronic system Eaton Rapid Link 4.0, etc.

In the process of profit management, it is important not only to maximize profit, but also to optimally allocate and use it. Companies that consistently generate profits do not have to sacrifice profits to ensure sustainable economic growth. Companies that cannot increase their financial capacity at the expense of profit, inefficiently manage their total profit, usually go bankrupt.

The process of enterprise profit management reflects the consequences of economic activity. Increasing profit reserves helps to achieve the expected financial results, develops new types of economic activity and attractiveness of the enterprise for consumers and investors. The implementation of the proposed measures in a complex will lead to an increase in the company's profit in the future.

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## **LEADERSHIP IN THE DIGITAL ECONOMY: CHALLENGES AND OPPORTUNITIES FOR BUSINESS**

In the modern world, the role of digital transformation in the economy is increasing. The digital economy is defined as a field where technological innovations and digital

technologies find wide application in business, from industry to retail, and change the way goods and services are produced, distributed and consumed. Digital transformation, technological revolution, and innovation are becoming key factors in business development. In this context, leadership becomes an important component of effective business management. Leadership in the digital economy has its challenges and opportunities, and ensures the successful use of digital technologies and innovations to achieve business goals. The interest in this topic is caused by significant changes that are taking place in the business environment and which require an understanding of the impact of digital transformation on leadership and business strategies.

Digital transformation has become an integral part of the development of modern business. And digitization is one of the main factors of global economic growth in the next 5-10 years. In addition to the direct increase in productivity that companies receive from digital technologies, there is a chain of indirect benefits of digitization, such as time savings, creating new demand for new goods and services, new quality and value, and so on [1]. Therefore, digital transformation involves using IT tools to manage business processes, collect and analyze data, and communicate with customers and employees.

The development of digital skills and e-leadership is determined as one of the areas that promote digital transformation in the EU [2].

However, with the development of digital transformation, businesses face new challenges. First of all, this requires significant changes in the company's culture and the adoption of new approaches to work. It is necessary to provide not only access to new technologies but also a change in thinking and work processes at all levels of the organization.

Leadership in the digital economy should be considered as a way of managing and orienting the team in the conditions of rapid and constant development of technologies that define the digital economy. This means that a leader should have not only traditional leadership qualities such as communication skills, decision-making ability, and responsibility but also be prepared to adapt to new technologies and be able to use them to achieve business goals. The ability to adapt to new technologies and processes, make quick decisions based on data, analytical skills, and the ability to learn constantly have become necessary for company management in modern conditions.

To successfully develop leadership in the context of increased digitalization, it is necessary to have a deep understanding of new technologies and their impact on business processes, as well as to develop communication skills and the ability to collaborate in a team. In addition, it is important to have the ability to be creative and think innovatively in order to develop new ideas and strategies in the face of rapidly changing markets.

Leadership development in the digital economy should focus on the following areas:

1. Data management and analytics skills. Leaders in the digital economy must be able to analyze large volumes of data and use them to make informed decisions. This requires skills in working with analytical tools and knowledge of statistics.

2. Development of communication skills. In the digital economy, communication is essential, as work often takes place remotely or using various online tools. A leader should be able to communicate effectively with different groups of people, including their team, clients, and partners.

3. Project management skills. Project management is a key factor in success in the digital economy. A leader must be able to manage projects, including task allocation, monitoring deadlines and budgets, and using agile philosophy.

4. Development of cybersecurity competencies. In the digital economy, data security is of great importance. A leader must have knowledge and skills in cybersecurity to ensure the security of their business, clients, and employees.

5. Development of leadership qualities. Regardless of digital technologies, a leader must have basic qualities such as strategic thinking, decision-making skills, communication skills, and the ability to manage change.

The development of leadership in the digital economy is also influenced by the expansion of opportunities for international business development. The boundless possibilities of the digital world allow for the expansion of the geography of business, attracting new clients, and efficient communication with partners worldwide. This requires leaders to have knowledge in intercultural communication, the ability to adapt to different cultural norms and habits, as well as the ability to work in a global team.

Therefore, the development of leadership in the digital economy requires a wide range of skills and qualities, such as flexibility, openness to new ideas, the ability to collaborate with others, quick decision-making, and change management. Leaders who can successfully implement new technologies and innovations, understand the needs of their clients and employees, will ensure the success of their company in a strategic perspective.

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