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## **DIGITALIZATION IN UKRAINE: PROBLEMS AND PERSPECTIVES**

Digitization is a process of society's transition to digital technologies that affects all spheres of public life (education, medicine, economics, television, etc.), but in the context of modernization of public administration it has one of the priority areas, because it should affect the improvement of various social sectors.

Ukraine's digital development plays an important role in accelerating the country's economic and social development, directing its economic and innovation potential to competitiveness in the international arena and increasing the efficiency of Ukrainian industry.

The goal of digitalization of Ukraine is the digital improvement of existing and creation of new sectors of the economy, the transformation of all spheres of life in Ukraine into new, more efficient and modern. Creating a modern digital space and appropriate infrastructure is beneficial for everyone: citizens, businesses and external investors. The priority of digitalization is to remove legislative, institutional, fiscal and tax barriers that hinder the development of the digital economy.

To carry out large-scale digital transformations for Ukrainian enterprises, small and medium-sized businesses and industry, it is important to create conditions and appropriate incentives - from information marketing to fiscal. Digital technologies in Ukraine should be accessible both in terms of organizational and technical access to the relevant digital infrastructure, and from a financial and economic point of view, ie by creating conditions and incentives that will encourage business to digitize. The result of such activities will be the modernization of the economy, its recovery and competitiveness.

There are a number of problems that hinder the development of digital trends in Ukraine and the transformation of the Ukrainian economy into a digital one. The most important among them are:

- inconsistency of national, regional, sectoral strategies and development programs with digital opportunities;
- low level of coverage of the country's territory by digital infrastructures;
- unequal access of citizens to digital technologies and new opportunities;
- weak state policy on incentives and incentives for the development of innovative economy;
- immature investment capital market;
- outdated training system, teaching methods, imperfect models of technology transfer and consolidation of knowledge and skills.

In addition to the problems of digitalization, there are risks. Among the risks caused by the introduction of digital technologies are:

- 1) Risks associated with the use of the Internet of Things: vulnerabilities and illegal use of technology.
- 2) Risks of using artificial intelligence, robotics, automation: increasing social isolation due to job losses, rising unemployment, social tensions, etc.

- 3) Risks associated with the use of cloud and distribution computing - dependence on the reliability of the telecommunications system; blurring of responsibility for information security and reducing the level of communication control.
- 4) Risks associated with the sustainability of the Internet.
- 5) Risks of influence on public consciousness. The development of big data technologies, the growth of network space have led to the emergence of effective developments focused on implicit data collection and covert management of group behavior of large teams.
- 6) Risks associated with increasing complexity of business models and lack of qualified personnel.

The digitalization process is important for Ukraine's economy, as it can increase the number of new jobs and achieve at least 4% additional GDP growth per year. The opening of new segments and industries will accelerate the development of industry and business. For Ukrainians, digitalization means full access to digital infrastructure and quality public and social services.

Digitization can make a significant contribution to improving health care by improving and expanding the functionality of the National Electronic Health System.

The unsatisfactory state of education cannot be corrected given the current reforms, which are reflected in the state of public opinion. Therefore, the need to digitize educational services in Ukraine as a tool to increase their cost, accessibility and quality, as well as a factor in modernizing the national economy.

In conclusion, it should be emphasized that Ukraine, having a significant human IT potential, works below its digital capabilities. The measures provided by the adopted concepts lay the foundations of the digital transformation aimed at digitizing business processes. However, accelerated digitization, in parallel with the transformation of business models, can add multimillion-dollar revenues to economic growth, additional international investment and increased international competitiveness. It is necessary to understand that today the development of digital technologies is inevitable, and it only depends on us how effective it will be and in what future we will exist.

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