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Hychuk Oksana,
PhD student of the Laboratory of Projects and Initiatives,
Lesia Ukrainka Volyn National University,
Lutsk, Ukraine

Bilyk Petro,
Lviv, Ukraine

DEVELOPMENT OF THE DIGITAL ECONOMY IN THE CONDITIONS OF WAR

The full-scale war in Ukraine affected the functioning of all sectors of the national economy. It became a challenge for the digital economy as well, significantly reducing the availability of infrastructure, inhibiting the development of innovations and scientific and technological works, limiting the exchange of information, etc.

As the experts of the National Institute of Strategic Studies point out, “Large-scale attacks by the Russian Federation on the critical infrastructure of Ukraine caused significant disruptions in the Internet. This significantly worsened the opportunities for financial and economic activities of enterprises, and also led to disruptions in the work of segments of the internal market for which online connectivity is important. Strengthening the stability of the economy in the new realities depends on the use of more protected and quickly restored measures in wartime conditions” [1].

The analysis of the impact of the war on the development of the digital economy shows that, on the one hand, the restriction of access to the Internet in certain regions of Ukraine leads to a decrease in the volume of digital trade, online transactions, and the production of electronic products. On the other hand, an increase in the demand for digital services causes an increase in the consumption of digital services. Digital technologies are used as the main means of communication. The increase in cyber threats, the use of cyber attacks on critical infrastructure, as well as on energy and banking systems, telecommunications networks, leads to structural changes in the development of digital technologies. The

increased demand for information and analytics in wartime conditions is driving the demand for information technology and data analysis.

Instead, the digital economy sector has demonstrated its resilience to stressful situations even in wartime. The industry continues to fulfill contracts, export its services, provide foreign exchange earnings and support the economy. The strategy of digital transformation of Ukraine's economy in the post-war period is currently being actively developed together with the industry. It is important to take into account all the needs of the industry as much as possible [2].

The development of the digital economy, which covers the production, processing and transmission of information and data in electronic form, the use of digital devices and services, help to reduce the impact of war on the country's economy. Digital tools and technologies make it possible to ensure safe access to financial and other resources, provide opportunities for creating new products and services, increasing the efficiency of production and information processing, reducing costs and increasing competitiveness, etc.

An important component of the development of the digital economy, its key resource is the digital infrastructure. It is a collection of technologies, programs and networks that provide access to digital resources and services. It provides the necessary tools for storage, processing, transmission, analysis of data and information in electronic format; allows to increase business efficiency, improve people's quality of life, promote economic growth. The areas of application of digital infrastructure are e-commerce, e-government, e-medicine, e-learning.

Since 2019, the Ministry of Digital Transformation of Ukraine has been operating, which is responsible for the digitalization of the economy and public administration in Ukraine. Implements such projects as: "Action. Public services online", "Action. Digital education", "Action. Business 20", "Center for the provision of administrative services", "E-residency", "Diya Business", etc. The government has developed short-term (until the end of 2022), medium-term (2023-2025) and long-term (2026-2032) plans in the field of digitization, according to which all measures are structured around three segments of the national economy: "Digital infrastructure, restoration and development of the Internet"; "State services and registers"; "Digital Economy".

Despite the fact that the state digital infrastructure in the conditions of war functions on a permanent basis, an important aspect for the prospects of the development of the digital economy in Ukraine is

international assistance. In particular, the signing of a memorandum on cooperation in the fields of digital transformation, public administration, digital literacy and innovation between the Ministry of Digital Transformation of Ukraine and the Director of State Transformation of Amazon Web Services (AWS) contributed to the provision of cloud technologies and the preservation of important state, banking and educational resources .

It is with the use of modern digital tools that we see prospects for the recovery of Ukraine's economy in the war and post-war periods. Applying the dimensions of the OECD's integrated framework policy "Digital Transformation" (access, market openness, use, innovation, work, society, trust) allows governments, together with citizens, companies and stakeholders, to shape digital transformation for the betterment of life [3].

In the long term (2026-2032), Ukraine can focus on building a reliable data infrastructure to measure the digital economy and support evidence-based policies [4].

Therefore, the development of a national digital strategy using the specified dimensions of the integrated framework program is one of the ways to ensure a positive and inclusive digital future in Ukraine.

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Хомюк Наталія,

д.е.к., доцент кафедри економіки, підприємництва та маркетингу,
Волинський національний університет імені Лесі Українки,
м. Луцьк, Україна

Владислав Гринюк,

студент четвертого курсу факультету економіки та управління,
Волинський національний університет імені Лесі Українки,
м. Луцьк, Україна

ВПЛИВ ЦИФРОВІЗАЦІЇ НА СТАЛИЙ РОЗВИТОК ГРОМАД

Цифровізація – це процес використання технологій та інформаційних систем для поліпшення роботи та ефективності різних сфер життя. Цей процес має значний вплив на сталий розвиток