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DIGITALIZATION OF ECONOMIC AND LEGAL POLITICS IN UKRAINE

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The digitalization of relations in the economic sphere has become significant revolutions, which should affect the state economic policy, the provisions of which (but without mentioning the digitalization of the economic sphere) are enshrined in the Economic code of Ukraine [1]. This gap is to some extent filled by-law of 2018 [2], but its status does not indicate the proper attention of the state to this new direction of state economic and legal policy.

Digital technologies provide ample opportunities for the transformation of the public administration system, in particular in the field of administrative services. At each new stage of integration of digital technologies and their development ("digitization" of processes, e-government, digital government) there are significant changes, both in the use of various technologies and in the organization of public authorities, interaction with citizens and more. Thus, if at the first stage information technologies are a tool for the implementation of certain public administration reforms, then in the future - in the process of digital transformation - they create opportunities for the implementation of various public policy options that can not be implemented without the use of technology.

At the same time, it should be noted that if in the early stages of integration into the innovative state-building system, information technologies made it possible to optimize and automate existing administrative procedures (often based on standardization of procedures), now, at the stage of digital government, technologies are considered creation of goods adapted in terms of composition and procedure to the individual needs of citizens, which improves the quality of public services and public goods, their social

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value. Today, Ukraine is moving from the process of improving (optimizing) internal administrative processes to their transformation, including through the introduction of interdepartmental, "platform" solutions for the provision of public services, the implementation of control and supervisory functions, and so on.

Modern civil society, which is becoming increasingly dependent on digital technologies, is undergoing a "digital transition" from the systems and processes of the industrial economy and the information society to the "digital" economy and the "digital" society.

The efficiency of the modern state is largely determined by the speed and quality of decision-making. This is impossible without the presence of electronic document management in government agencies. Local electronic document management (at the level of one department) allows the state structure to automate all processes of work with documents, to refuse paper as much as possible, to improve internal discipline, to accelerate process of acceptance of administrative decisions. Currently, the State Agency for e-Government of Ukraine promotes the implementation, dissemination and promotion of electronic signatures and MobileID and BankID technologies. Currently, requirements have been developed for means of electronic identification, levels of trust in means of electronic identification for their use in the field of e-government. In addition, the State Agency for e-Government of Ukraine is actively working to create a national system of electronic identification of Ukraine [3].

The main problems that need to be addressed in the process of digitalization are:

- the growth of cybercrime in terms of increasing the number of information systems that use personal data;
- lack of secure exchange of identification data of individuals and legal entities processed in the information systems of public authorities and the private sector, inconsistency in the choice of identifiers, lack of confirmation of identification data;
- use in systems of registration and control of access to information systems of technologically incompatible mechanisms, algorithms and protocols of electronic identification and recognition.

Despite the recognition in the EU of the importance of establishing the basic principles of digitalization and the use of its assets, their effectiveness depends not only on the social responsibility of developers and individuals using technologies such as artificial intelligence, but also on the ability of public society to develop, approve and implement effective measures. to unscrupulous, incompetent or reckless persons who, when using such assets, do not take into account the associated risks. The goal of the modern state should be such an information and technological organization of interaction between state (administrative) authorities and society, which will most fully ensure the needs of citizens and provide them with public administrative services based on the use of digital technologies.

Digitalization of public services based on the use of information and communication technologies will increase the efficiency, openness, transparency of

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public authorities and local governments, will contribute to the formation of a new type of state focused on meeting the needs of citizens.

The legal basis for the system of digitalization of public administrative services should be and provide regulatory documents that must be revised and adjusted in accordance with current conditions. In particular, the process aimed at expanding the types of electronic administrative services "Diya" needs to be standardized and detailed.

Comprehensive legal regulation of relations related to the digitalization of the public, including economic, life is appropriate in the form of a code on such relations, and a number of special laws that more thoroughly regulate the use of certain electronic resources (artificial intelligence, in particular), the legal status of non-traditional entities and their groups (with no legal personality), inherent, in particular, for virtual enterprises, as well as amendments to existing legislation corrective provisions that reflect the specifics of the type of relationship in the presence of an electronic component (subject, object / resource, means, etc.), which affects the quality relations and requires special regulation (for example, economic competition relations in which specific participants operate (virtual enterprises, for example) and / or Internet platforms are used.

The Digital Code, as provided in the Digital Agenda for Ukraine [4] or the Code of Digital Economy, or significantly supplemented by new provisions of the Economic code of Ukraine (although in this case you can not do without several special laws - on the legal regime of certain categories of complex objects / resources / assets, legal status of non-traditional entities, etc.). But, first of all, the state must decide on a new direction of state economic policy to ensure the social direction of digitalization of public relations in general and the economy, in particular, with the appropriate consolidation of new provisions in the Economic code of Ukraine on: the content of this area; goals of state regulation of digitalization relations (providing social orientation with a dual purpose: stimulating the positive properties of digital technologies / their assets and preventing their abuse / dishonest use) [5]; the means to be applied; principles of combining state regulation with self-regulation in new digitalized areas, more thorough knowledge of which is possessed by their subjects and self-regulatory organizations; digital rights of citizens, businesses and society as a whole and the relevant priorities in the event of a conflict of digital rights of different individuals (for example, consumer citizens and the economy as a whole); basics of the legal status of virtual entities and the legal regime of virtual assets / objects / resources; requirements for the electronic form of communications, including contracts; features of state regulation of economic competition, taking into account the emergence of information monopolies, virtual enterprises, Internet platforms, the need to protect the rights of consumers of electronic services; the impact of digitalization on business liability, in particular its specificity in relation to virtual entities and / or when using virtual objects / resources / digital technologies, etc.

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DIGITALIZATION AS A FACTOR OF TRANSFORMATION OF EMPLOYMENT POLICY IN THE SPHERE OF SERVICES

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The introduction of digital technologies plays a significant role among the leading trends in the development of the modern economy, which leads to the transformation of the established practice of management and the implementation of economic policy, and the dynamic development of the service sector, which encourages the rethinking of economic processes in the direction of meeting the population needs. These trends set the direction for both scientific research [3] and strategic planning projects developed by government agencies [1]. This, in turn, emphasizes the relevance of the chosen topic.

The purpose of this research is to determine the areas of transformation of employment policy based on the analysis of the human capital use in the enterprises of the Ukraine's service sector in the context of digitalization.

In domestic statistics the "narrow" approach to the characteristics of the service sector prevails, according to which from 21 sections of the KVED:2010 to this sphere is attributed, as Morgulets O.B. emphasizes, only 13 (from G to S) [3, p. 194]. Therefore, as an object of this study are data on the use of information and communication technologies in the enterprises of these areas. The subject of research is the processes of using human capital in the practice of management with the involvement of digital technologies.

The inclusion of enterprises of the Ukraine's service sector in the process of digitalization is carried out not only slowly, but also unevenly by types of activity. According to the state statistics service, in 2019, the share of companies that used

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