

ВИКОРИСТАННЯ ВЕЛИКИХ ДАНИХ В ПІДПРИЄМНИЦТВІ. ЦИФРОВЕ, АНАЛІТИЧНЕ ТА ОБЛІКОВЕ ЗАБЕЗПЕЧЕННЯ СТАЛОГО РОЗВИТКУ ПІДПРИЄМНИЦТВА

DIGITAL ECONOMY IN PROVIDING A STRATEGY FOR SUSTAINABLE ENTERPRISE DEVELOPMENT

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In the global world of modern technologies and development of open knowledge, digitalization is a factor in the creation and modernization of sustainable development of systems, free transfer of knowledge and ideas for socio - economic progress in Ukraine.

Analysis of recent research and publications, which initiated the solution of this problem, showed that such scientists as: S. Veretyuk, I. Karcheva, L. Lyamin, I. Malik, V. Pilinsky, E. Toffler, V. Fishchuk , K. Schwab and others paid considerable attention to the analysis of key problems and principles of sustainable business development.

In the third wave of globalization, the digital economy plays an important role in the development of countries, the most important factor of which is information and knowledge, as well as ways to access them. The digital economy is not a separate industry, but a virtual environment that complements our reality. Increasingly, the digital economy is intertwined with the traditional economy, making clear demarcations increasingly difficult. The main products of the digital economy are the same goods and services of the traditional economy provided by computer equipment and digital systems such as the global Internet. This has its advantages, the main of which is to increase the availability of ordinary users to certain markets (goods or services), not just large companies, reduce transaction costs, increase efficiency and competitiveness [1].

At the same time, it should be noted that among scientists and practitioners there is no single approach to defining the concept of digital economy. In the classical sense, the "digital economy" is an activity in which the key factors (means) of production are digital data and their use, which can significantly increase efficiency / productivity in various economic activities. The "digital economy" is also called the economy that uses digital technologies and services [1]. The terms "data economy", "internet economy", "new economy", or "web economy" are often used.

Thus, the digital economy is an innovative dynamic economy based on the active introduction of innovations and information and communication technologies in all economic activities and spheres of society, which increases the efficiency and competitiveness of individual companies, economies and living standards. The digital

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economy is the basis of the Fourth Industrial Revolution and the third wave of globalization [2].

The successful formation of the digital economy requires three effectively functioning components [3]: a regulatory framework that promotes competition and market entry for enterprises, allows firms to take full advantage of digital technologies for competition and innovation; skills needed by employees, businessmen, civil servants to use the opportunities of digital technologies; effective and accountable institutions that use the Internet to empower citizens.

Of course, each entrepreneur's digital transformation looks different - depending on the industry and focus. However, there is a need to highlight private principles of sustainable development. It is associated with specific features of the digital value chain, which are not just local in nature of the manifestation of competitive advantage, but provide a fundamental restructuring of economic activity in relation to its basic elements and processes.

Thus, among the private principles we have identified: the principle of virtualization of physical equivalents of products and services within standard forms of value; the principle of dematerialization of employees; the principle of accelerating all cycles of value creation; the principle of maximum detail of dematerialized ways to create value for entrepreneurs. The action of the outlined initial provisions produces an increase in the uniqueness of the characteristics of the entrepreneur, which favorably distinguishes him from entrepreneurs with a non-digital value chain.

The need to highlight the general principles of sustainable business development is related to the need to formulate provisions that define the basic model of the value chain in the context of digital transformation. Among such principles are: the principle of personalized interaction; the principle of optimal use of limited resources; the principle of interdependence; the principle of economic growth; the principle of onboarding entrepreneurs; the principle of omnichannel interaction. The action of the outlined initial provisions produces transformations in technological connections within the value chain, which is in the process of digitalization, in particular internal, the nature of relations with suppliers, consumers; connections on production, circulation, performance of auxiliary functions [4].

The need to highlight the private principles of sustainable business development is associated with the features of the digital value chain, which have a local nature of the manifestation of competitive advantage in relation to activities. Among such principles we have identified: the principle of virtualization of physical equivalents of products and services within standard forms of value; the principle of dematerialization of employees; the principle of accelerating all cycles of value creation; the principle of maximum detail of dematerialized ways to create value for entrepreneurs.

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entrepreneurs with a non-digital value chain. The content of the principles of sustainable development of entrepreneurship, in the context of digital transformation, requires intensification of the development of digital infrastructures. However, this highlights a number of systemic problems, including: digitization of data collection, description, storage and processing; development of the Internet of Things; transition from "analog systems and processes of industrial economy and information society to" digital "economy [5].

Solving problems and applying the principles of sustainable business development in the context of digital transformation in Ukraine can be the basis for reorienting the national management system of business processes to sustainable development. However, to determine the content of such regulated processes requires mathematical evaluation of forms and vectors that will determine the final manifestation of evolution and help identify areas to minimize damage to enable future generations to meet their own needs and levels of more responsible economic activity of entrepreneurs.

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