

дозволив визначити, що кінцевий результат державного регулювання зовнішньоекономічної діяльності повинен бути орієнтований на розвиток вітчизняної економіки, а саме забезпечувати досягнення її збалансованості на рівні внутрішнього ринку.

## **DIGITAL TRANSFORMATION OF UKRAINE (ЦИФРОВА ТРАНСФОРМАЦІЯ УКРАЇНИ)**

**Боложоко Квадрі Абідун, гр. МEB-10M**

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*У тезах розглядається концепція розвитку цифрової економіки як важлива передумова реформування економіки України, спрямована на розвиток суспільства, підвищення рівня обізнаності та цифрової грамотності, підвищення конкурентоспроможності підприємств.*

Given the complex geopolitical situation and the weakening of the Ukrainian economy, digitalization can become an important prerequisite for economic development. The concept and plan for the development of the digital economy as an important step in reforming the economy of Ukraine, aimed at creating conditions for the development of a knowledge society, raising the level of awareness and digital literacy, is substantiated. An accelerated development scenario will allow digital technologies to directly affect the development of virtually all sectors of the economy, which can ultimately lead to an increase in the efficiency and productivity of business and economy by 2–4 times faster compared with the present. The rapid development of digital technologies leads to radical transformations not only in the economy, but also in society itself. Information has become the main resource, in the hands of man it is transformed into knowledge, and socio-economic relations are increasingly transferred to the network space. So, due to the reduction of information costs, digital technology is significant reduce the cost of economic and social transactions for the state, enterprises and individuals and promote innovative processes in all spheres of the economy. In parallel, an information market is formed, which is characterized as a pool of social, legal and economic relations, which consist in the sphere of sale and exchange of information products between consumers, producers and intermediaries.

The global economy has undergone changes over the past ten years to such an extent and at a rate as never before. The European Union literally

digitizes its economy, anticipating an increase in the global impact of cutting-edge technologies and increasing profits from e-commerce, data exchange and services. The realities of the global world dictate precisely the following conditions for the modernization of economies and the creation of clear rules of a new era of innovation. Adapting and transforming business through digital technology is a major challenge in meeting world market challenges. Information technology enables any company to change its own business model to differentiate itself from the entire world market. Digital transformation itself is an imperative for the innovative development of business structures.

## **INVESTMENT ATTRACTIVENESS OF UKRAINE: PROBLEMS AND PROSPECTS (ІНВЕСТИЦІЙНА ПРИВАБЛИВІСТЬ УКРАЇНИ: ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ)**

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*В тезах розглядаються проблеми та шляхи покращення інвестиційної привабливості України в короткостроковій перспективі.*

The country's investment attractiveness is an indicator of the success of economic policy at both the macro and micro levels. As a complex indicator, it is influenced by many factors of direct and indirect action. In addition, a characteristic feature of investment attractiveness is the duration of the formation through a set of interrelated measures of a coordinated policy of public institutions and private entities in the absence of significant external negative factors.

Ukraine is striving to build a more modern and dynamic economy while struggling to overcome decades of corruption and government mismanagement. Among the risks of investing in the Ukrainian economy, the interviewed directors named old and familiar problems – the crisis of the judiciary, the lack of the rule of law, progress in the fight against corruption and the significant impact of the shadow economy. They were accompanied by restrictions related to coronavirus quarantine, instability of tax legislation, the crisis over the decision of the Constitutional Court of Ukraine on criminal liability of officials for false declarations, complicating business interaction with tax and customs services, as well as regulatory and law enforcement agencies.