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DIGITAL TECHNOLOGIES PROVIDING MULTI-VECTOR INCREASE IN THE PERFORMANCE OF THE COMMERCIAL ACTIVITIES OF ENTERPRISES

The latest challenges and the aggravation of globalization confrontations slowed down the business rhythm and determined the downward trajectory of the development of the domestic economy in 2022. Due to broken supply and logistics chains, falling purchasing power, population migration and a desperate fight against Russian invaders, the past year for Ukraine has been a year of trials and tribulations compounded by immense sadness. Despite the existing challenges, domestic business managed to adapt to very difficult business conditions and even improve the main indicators of commercial activity during the war.

For the sake of stable functioning and further development of business on an innovative basis, the digitalization of business processes for bringing goods from producers to consumers is decisive. The issue of digital transformation of the commercial activity of retail enterprises is the subject of close attention of modern scientists. In the context of the target orientation of the research, attention is drawn to the scientific works of A. V. Dzyubina [1], A. S. Krutova [2], M. V. Rudenko [3], O.F. Senkevich [4], G.L. Bumblebee [5] and others. The analysis of the content of the results presented in them proves the need to determine the priority areas of digitalization of commercial activity and tools for the promotion of goods.

The basis of the digital transformation of business is the active introduction into commercial activity of the latest information and communication technologies, in particular such as cloud technologies and computing, big data, blockchain, artificial intelligence, etc., and innovative technological solutions that allow solving many tasks related to business optimization - processes. In trade, these are: augmented reality, electronic price tags, digital navigation, computer vision systems, manual product scanners and "smart carts", touch panels, self-service checkouts in stores, facial recognition technology, interactive service satisfaction panels, video on demand, mobile applications, digital duplicates of stores (goods, customers), etc., which contribute to the optimization of buying and selling and improving the customer experience [6, p. 135].

The better the society's ability to perceive, create the necessary technical conditions and effectively use digital innovations and technologies in the commercial activities of enterprises in various spheres of the economy, the higher the level of digitization of the country. In general, according to research by PricewaterhouseCoopers, a 10% increase in the country's digitization level leads to an increase in GDP per capita of up to 0.75%. According to the conclusions of the Academics resource, an increase of the same indicator by 10 points leads to a decrease in the unemployment rate

by 1.02% [7].

The key areas of digitization of the commercial activities of trade enterprises are external communication, business model, process management, lean production, working with data, internal communications and relationships (Fig. 1).

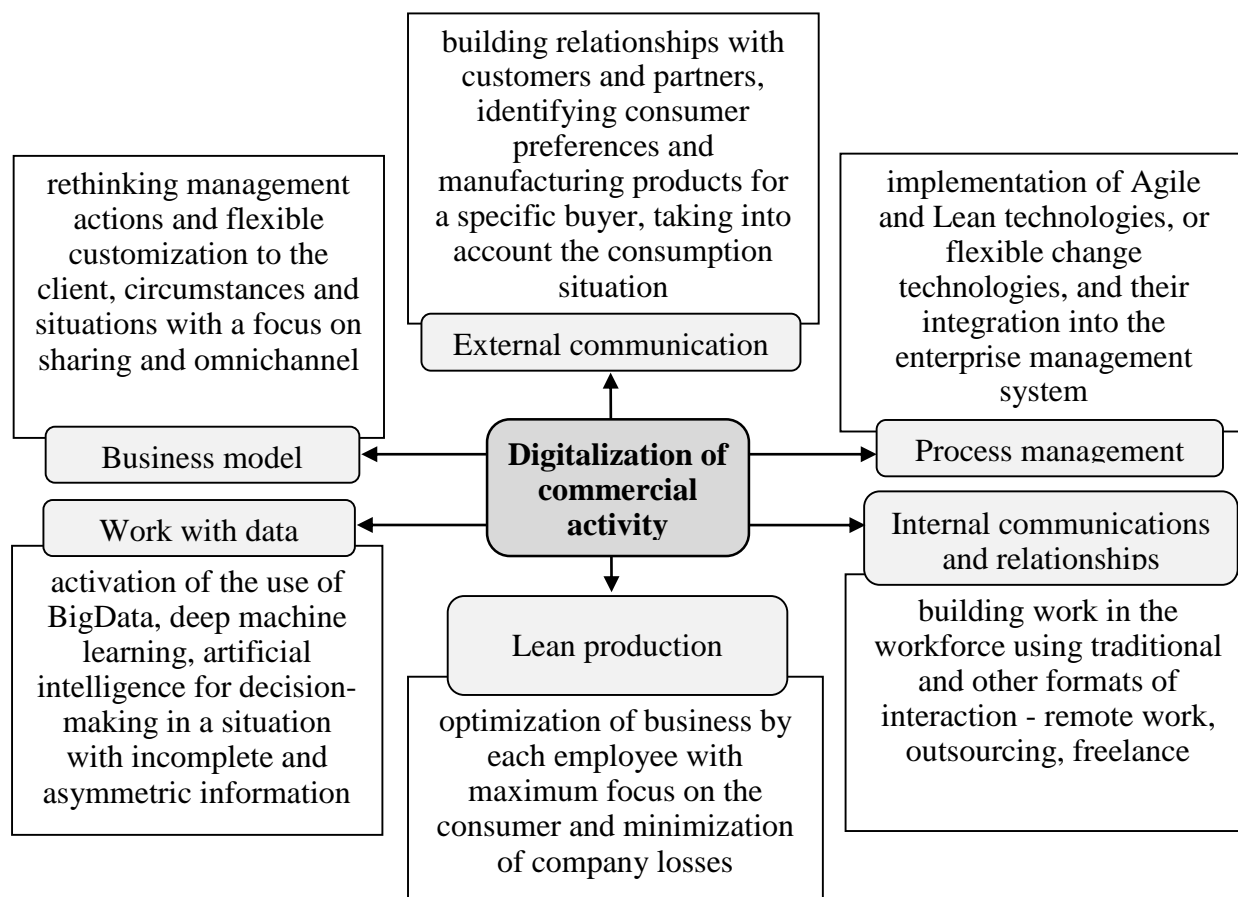


Fig. 1 - Directions of digitalization of commercial activities of enterprises

The effectiveness of the implementation of actions in each of the outlined directions is determined by the level of development of information and communication technologies, the digital well-being of the country and the possibility of using innovative technologies for the digital transformation of the regulation of commercial activity, business models and communication at the level of individual enterprises, regions and the country as a whole, as well as increasing its competitiveness in global cooperation. According to the world rankings of economic and digital competitiveness, Ukraine is included in the category of developing countries and low-income economies. In terms of the level of economic and digital competitiveness, Ukraine's position in 2021 has deteriorated compared to previous years, which corresponds to the 54th place among the 64 studied countries of the world [8]. However, with the unprecedented speed of development and spread of digital technologies in the modern world, the capacity for digital transformation of our country's

economy and its level will grow. The main directions of the digitization movement of the national economy are increasing productivity and creating "digital enterprises".

"Digital enterprises" are created thanks to cloud technologies and consist entirely of remote workplaces. That is why more and more economic entities are turning to cloud services, transferring business to a digital format, moving to digital platforms and thereby increasing the volume of e-commerce. By the way, during the war, e-commerce in Ukraine grew and its share in retail reached 11%. Currently, examples of the most successfully digitized companies are Uber, Airbnb, Facebook, and Alibaba. In Ukraine, in addition to them, it is worth mentioning the flagship of digital banking services – PrivatBank, and the e-commerce sector: Rozetka.ua, «Nova poshta» [10].

In retail, the process of digital transformation mostly affects management business processes related to the attraction and retention of new customers, the effectiveness of management and the formation of the company's reputation in the Internet space. «Every day it is necessary to have digital advertising to attract new consumers. Cold calls and greeting cards have been replaced by digitization, thanks to which digital consumers began to manage personal and professional relationships online. Before the digitization of data, the offline mode represented the transmission of information from "mouth to mouth". But now consumers are instantly spreading information to hundreds and thousands of people through their social media pages. This metamorphosis in the near future will lead to the fact that the entire business will retain and manage customers 100% digitally» [11]. The advantages of this development are: high competitiveness; simplification of work with information; formation of a positive image; improving customer loyalty to the brand; saving money.

In fact, in 2022, domestic retail showed considerable resilience and began to recover sooner than many. To revive economic activity, retailers were forced to quickly transform existing risks and restrictions (closed department stores and shopping centers, a decrease in demand and purchasing power of consumers, a drop in the national currency, etc.) into opportunities and, through the accumulation of all efforts to meet the needs of customers, maintain their loyalty and profit. The only right way was the development of our own online channels, the involvement of marketing innovations and the activation of the use of digital tools for the promotion of goods and services, which provide omnichannel, customer focus and personalization, as well as the development of our own delivery service.

Digital marketing tools such as: SMM (social media marketing), SEO (search engine optimization), content marketing, contextual advertising, email marketing, SERM (search engine reputation management), etc. have gained popularity among innovations for promoting goods on the Internet. Under difficult wartime conditions, in the absence of sufficient financial support for innovative marketing, such simple forms and tools of product and service promotion as: homeless marketing, visuals, naming, financial mechanisms in the NFT (Niewymienialny token) plane, creation of collaborative networks, also begin to dominate the enterprise. auction-platforms such as OpenSea, marketplaces.

This year, according to [10], digital marketing technologies and tools will be most in demand, such as: artificial intelligence, conversational marketing, augmented and virtual reality, multifunctional mobile applications, voice search, short videos, omnichannel marketing, inclusive marketing, Google Analytics 4 and SEO, influence marketing, marketing automation, digital promotion channels (Google Ads, Facebook Ads, Instagram and Facebook pages, Telegram channels, YouTube, TikTok, etc.). The expediency of their use is determined by «Marketing trends – 2023» (Fig. 2).

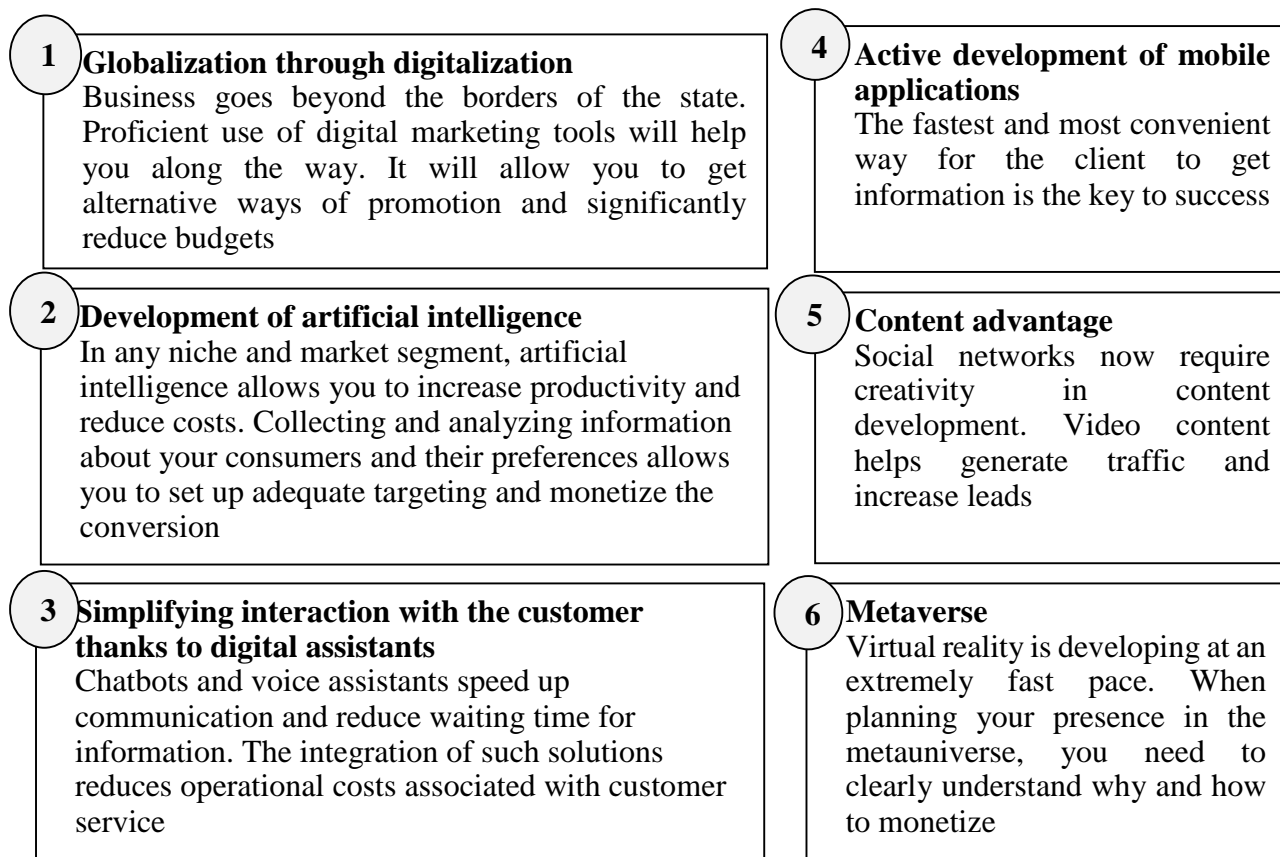


Fig. 2 - Digital marketing trends in 2023

In conclusion, we note that under the conditions of the variability of the business environment, consumer preferences and relationships with stakeholders, the implementation of marketing digital innovations and innovations aimed at obtaining competitive advantages, strengthening market positions and safe functioning will ensure a multi-vector increase in the effectiveness of commercial activity.

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