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DIGITAL TRANSFORMATION AND INNOVATIVE TECHNOLOGIES TRANSFER

Issues of digital transformation have recently received increased attention due to the crisis situation in our country, primarily during the period for further post-war recovery. The actualization of directions for the creation of digitized systems is caused by the presence of difficult conditions for real business. The main problems of the Ukrainian business environment are related to functioning in the digital dimension. Understanding the need to go digital, especially for small and medium-sized businesses, requires many resources. Moreover, these are material resources (technical and technological support), informational resources, personnel resources, financial resources, and management potential. In addition, it should be noted that the creation of a digital platform for business requires the availability of modern information technologies. For Ukrainian business at this stage, the possibilities of their involvement are precisely in the area of technology transfer and the involvement of innovative solutions and best practices.

Research on the transfer of innovative technologies requires clarification and selection of the mechanisms of its use for individual areas. The specifics of meaningful content have clearly defined knowledge, on which the theory of building further digital transformation is based. Digital business transformation is the process of implementing digital technologies and solutions in business management in order to improve the productivity, efficiency and competitiveness of the company.

The main principles of digital business transformation include:

1. Automation of processes - the use of software solutions that allow you to automate business processes and reduce the costs of their implementation.
2. Data analysis - use of data analysis tools to improve management decision-making and business process optimization.
3. Data openness - providing access to data and its exchange with partners and customers to improve cooperation and interaction.
4. Use of cloud technologies - storage and processing of data in cloud services, which allows to reduce equipment costs and increase business scalability.
5. Digital products and services - creation of new digital products and services to meet customer needs and increase the company's competitiveness.

It is important to remember that the digital transformation of business is not a one-time process, but a constant improvement of technologies and management methods, which allows the company to keep up with the latest trends and ensure efficiency.

Transfer of information technology for business refers to the transfer of knowledge and competencies from the field of information technology to companies with the aim of improving their productivity and competitiveness. This process may include training personnel, implementing new software or technologies, creating a website, or developing mobile applications. To successfully carry out the transfer of information technology, companies must first identify their needs in these technologies and the match between their goals and capabilities. Then it is necessary to find suitable experts who can help in the development and implementation of technologies, or involve technology partners for cooperation. For successful transfer of information technology, it is also necessary to establish effective feedback and personnel training systems that will help ensure successful use of new technologies. In addition, companies must ensure security and protection of information to avoid possible problems with hacking and data theft. Successful transfer of information technology can help companies improve their productivity, increase profits, and increase competitiveness. However, to achieve these goals, it is necessary to have a good understanding of the needs of the company and to carry out the transfer of technology according to these needs. Information technologies (IT) can play a crucial role in the success of a business by improving efficiency, productivity, and overall performance: Communication, Data management, E-commerce, Cloud computing, Cybersecurity, Marketing, Customer service

Communication is essential in any business, and IT can provide various tools for this, such as email, messaging apps, video conferencing, and VoIP phone systems. These tools can facilitate communication between employees, customers, and partners, regardless of their location. IT can help businesses store, manage, and analyze data more efficiently. This includes databases, data warehousing, data mining, and business intelligence tools. With this information, businesses can make informed decisions and gain a competitive advantage. Online sales can provide businesses with a significant boost in revenue. E-commerce platforms allow businesses to sell their products and services online, process payments, and manage inventory. Cloud computing allows businesses to access and manage their data and applications remotely. This can reduce the need for expensive hardware and software and provide flexibility and scalability. IT can help businesses protect their data and systems from cyber threats. This includes firewalls, antivirus software, encryption, and regular system updates. Digital marketing tools such as social media, search engine optimization, and online advertising can help businesses reach a wider audience and increase brand awareness. IT can help businesses provide better customer service through chatbots, self-service portals, and customer relationship management (CRM) software.

Innovative strategies for information technologies involve the implementation of new and emerging technologies to improve business processes and operations. Innovative strategies for IT:

1. Artificial Intelligence (AI). AI can automate tasks, provide personalized experiences for customers, and help with decision-making. For example, chatbots can assist customers in finding the information they need and resolving issues without human intervention.
2. Internet of Things (IoT). IoT can help businesses collect data from various devices and sensors, allowing them to monitor and control operations in real-time. This can improve efficiency and reduce costs.
3. Blockchain. Blockchain technology can improve transparency and security in business transactions. It can also facilitate the tracking of goods and services, supply chain management, and identity verification.
4. Cloud computing. Cloud computing can help businesses reduce infrastructure costs and provide access to applications and data from anywhere. This can improve collaboration and productivity.
5. Augmented Reality (AR) and Virtual Reality (VR). AR and VR can provide immersive experiences for customers, enhance product visualization, and improve employee training.
6. Big Data. Big data analytics can provide valuable insights into customer behavior, market trends, and business operations. This can lead to informed decision-making and increased profitability.
7. Mobile technologies. Mobile technologies can provide employees with access to information and applications on-the-go. This can improve communication and productivity.

In conclusion, information technologies offer various opportunities for businesses to improve their operations, increase revenue, and gain a competitive advantage. It is crucial for businesses to stay updated with the latest IT developments and adopt them to stay ahead of the competition. Innovative strategies for information technologies involve the implementation of emerging technologies to improve business operations, enhance customer experiences, and gain a competitive advantage. Businesses should stay updated with the latest IT developments and adopt them to stay ahead of the competition. One of the directions creating a modern digital platform is the transfer of innovative information technologies for a post-war recovery Ukrainian business.

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