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## **DIGITALIZATION OF ECONOMY AS A DRIVER OF EFFECTIVE ECONOMIC DEVELOPMENT**

Nowadays, technologies play an important role, rapidly developing and shaping the era of technologies and digitalization. Knowledge and information, as well as the ability to correctly present, process, and use them, are beginning to be valued above all. The very nature of labor and labor relations is changing. Business processes go online, and this applies to all spheres of society. And the term "digital economy" is becoming more and more serious.

According to the common definition proposed by the World Bank, the digital economy is a system of social, economic, and cultural relations based on the use of digital information and communication technologies. In a more general sense, the digital economy should include a type of economic system in which the predominant part of the national product is provided by activities that are somehow related to the production, processing, storage, and dissemination of information.

The digital revolution that swept the world in the 1960s and continues to this day served as the basis for the transition to the digital economy and the foundation for the formation of the information society. At the very beginning of the emergence of the digital revolution, a transition was made to the beginning of the automation of technologies and business processes. Then the Internet was created, which opened up almost limitless possibilities. Cellular communication appeared.

As a result, the spread of digital technologies was able to change not only economic processes but also the very way of life of society. Today it is acquiring more and more features of information. Information, in turn, has become an indispensable commodity in the modern world economy.

Among the leaders of the digital economy, Estonia should be highlighted. It is a country with a small economy, characterized by a high level of digitalization, and its citizens are experienced users of digital technologies and various online services.

The digitalization of the Estonian economy began in 1997, when the e-Estonia initiative was officially announced, aimed primarily at digitalizing the country's public sector. Estonia ranks 9th in the overall ranking of the Digital Economy and Society Index 2018 among 29 European countries and 2nd in one of its components - Digital Public Services, which characterizes

the digitalization of government activities, second only to Finland. Moreover, the implementation of the e-Estonia initiative allows the state to save up to 2% of GDP annually.

Among the features of the digitalization of the Estonian economy, the public sector plays the main role, being the flagship of digitalization. State functions have been selected as the key targets of digitalization in Estonia. At the moment, we can talk about the functioning of the electronic government in the country, including the electronic parliament, the possibility of obtaining digital citizenship, as well as the digitalization of processes in medicine. All this made it possible to demonstrate to the population the importance of digitalization and the seriousness of the state's intentions concerning it.

Another characteristic feature of the Estonian economy is the significant investment in its digitalization. For these purposes, the state allocates up to 1% of its budget. These funds are used both for the digitalization of public administration processes and for the creation of an appropriate digital infrastructure that would ensure an increase in the level of provision of the population with the Internet.

The introduction of innovative digital services such as e-Residency also takes place in Estonia. The e-Residency program was launched in 2014 and assumes that any foreign entrepreneur can register a business in Estonia digitally. A key feature of this program is the ability to manage a digital business. At the moment, more than 25 thousand residents from more than 130 countries of the world have been registered in this way, creating more than 4 thousand companies.

Estonia also possesses user-friendly digital products, which have been another key target for the digitalization of the country's economy. The introduction of digital products that would provide usability, demonstrate the effect of saving time and simplifying procedures, and would not alienate users due to the complexity of their use and technical errors in applications, was an important task of the Estonian government, as well as the integration of all elements of the digital infrastructure and the availability of qualified support service that would make the use easier and minimize fear and frustration.

As a final point, it should be noted that educating the Estonian population to use digital technologies has become a defining characteristic of the country's economic digitalization. One of the target groups for education was elderly, who in all countries find it most difficult to use digital products, as well as schoolchildren, for whom the study of information technologies with elements of robotics is provided at school.

Thus, using the example of the digitalization of the Estonian economy, it could be traced how, based on digital technologies, all sectors of

the national economy are being modernized and new opportunities for doing business and public administration are opening up. That is why the digitalization of the global economy is vital in the modern era of technology, creating a new digitalized economic space that provides an opportunity to create and sell competitive products, high-quality services and make effective management decisions.

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### **ДИЗАЙН-МИСЛЕННЯ ЯК БАЗОВИЙ ЗАСІБ ТРАНСФОРМАЦІЇ РОБОТИ УПРАВЛІНСЬКОГО ПЕРСОНАЛУ ТА ПОБУДОВИ ВІЗУАЛЬНОЇ КОМУНІКАЦІЇ В УМОВАХ ЦИФРОВОЇ ЕКОНОМІКИ**

Про дизайн-мислення як категорію менеджменту говорять відносно недавно. Докладний опис процесу дизайн-мислення отримав в книгах Жанни Лідтка і Тіма Огілві «Думай як дизайнер» і «Дизайн-мислення в бізнесі» від Тіма Брауна [1, 2]. Розглядаючи питання дизайну як базового засобу трансформації роботи управлінського персоналу та побудови візуальної комунікації в умовах цифрової економіки, важливо визначитися з історичною та змістовою специфікою цього терміну. Дослідники в області історії дизайну Шарлотта і Пітер Філ у книзі «Історія дизайну» розглядають історію виникнення дизайну як невід'ємного елементу життя людини. На їхню думку, дизайн з давніх пір впливає на історію людства і формує навколишню культуру. Дизайн присутній у всіх сферах життя: споживчі товари, промислові вироби, транспортні, телекомунікаційні системи, містобудування тощо. Шарлотта і Пітер Філл відзначають, що дизайн перетворив суспільство, запропонувавши ключові винаходи цивілізації: цегла, плуг, монету, друкарський верстат і багато іншого. Іншими словами, якість дизайну відображає якість життя. Вважаємо, що цю тезу доцільно застосувати і для бізнес-діяльності, оскільки дизайн одночасно виступає як процес і результат. Його межі охоплюють велику сферу діяльності людини, пов'язаної з вирішенням завдань з традиційним проектуванням до більш індивідуальних і творчих підходів.

Якщо звернути увагу на історію, Шарлотта і Пітер Філл розшифровують етимологію слова «дизайн»: це слово походить від лат.