

corporate culture improves the company's efficiency and leads to positive economic implications.

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Nataliia Kryvenko

Vasyl' Stus Donetsk National University

Vinnytsia

Research Supervisor: M.R. Riazanov, PhD in Economics, Ass. Prof.

Language Advisor: L.V. Romanyuk, PhD in Philology, Senior Lecturer

DIGITALIZATION POLICY AS ONE OF THE FACTORS OF ENTERPRISE COMPETITIVENESS IN UKRAINE

Introduction. Digitalization is one of the promising and progressive development of enterprises. This leads to the search for new approaches in the use and processing of data, a system of optimization for the efficient and competitive running of business. The relevance of the topic is a necessity to provide the enterprise with high-quality skills for further development. As enterprises move to innovation, all the processes will be optimized and innovated, so, the enterprise will significantly improve its competitiveness.

Review of recent publications. Analysis and use of digitalization has been studied by the numbers of such researchers as: J.-P. de Klerkom, J. Laux, O. Yu.Guseva, L. Ligonenko, M. Ustenko, M. Gurenko, I. Malik, and others.

Objectives of the paper are to study the process of digitalization as a factor of competitiveness in the business environment, to identify the factors that will influence the development of digitization.

Results of the research. The “Digitalisation” by J.-P. de Klerk is about using digital technologies and data to generate profits, improve business, transform business processes and create the right environment for their implementation, which is based on the use of digital information [1]. The spread of information technologies in all areas of the modern social activity has led to the necessity of the enterprise transformation into the technologically digitalorientated system. The effectiveness of a new economic arrangement depends largely on technology, information and proper use.

J. Laux believes that the digital vortex represents the inevitable movement of industries towards a “digital hub” where business models, supply and value chains are as digitized as possible. The vortex force separates physical sources from digital sources and connects “compounds” that can be used together, creating new revolutions and blurring the boundaries between different industries [2].

M. Ustenko points out that digitalization is a radical transformation, manifested in deep spreading of digital technologies into business processes, their optimization and increased productivity. The main feature of such transformations is a significant improvement in the efficiency of business processes, a reduction in the monetary and time costs of its supporting [5].

The scientist Guseva A.N. noted that the use of digitalization creates a number of competitive enterprise advantages in terms of operational processes, namely, increasing their transparency and ability to make a timely management decision, instantaneous exchange of information among competent staff, carrying out predicate marketing research.

In the analysis of data and scientific papers on digitalization, the following factors affecting the development of competitiveness through digital transformation in the business environment were identified:

- introduction of state-of-the-art equipment, programmes, applications, platforms and IT tools;
- digital design and modelling;
- mobile technologies and cross-channel communications;
- policy of innovations and introduction of innovations;

- highly skilled workers.

The development of the above mentioned factors will form the basis of the competitive enterprise advantages through the new and advantageous conditions, and new digital technologies will keep companies competitive in the market.

The digitalized Ukrainian JSC «Kyivstar» is the leader of Ukrainian telecom-market in development of digital business-processes and number of the latest services. The above-mentioned company has the need to run a company's business development on the basis of client satisfaction and to enhance the company capabilities through the introduction of digital solutions. Mobile communication JSC Kyivstar takes an active part in carrying out the digital-transformations in Ukraine and invests in the development of processes of digital changes. This company pays much attention to the problems of the digitalization of other sectors of the economy and actively cooperates with representatives of business and government. It has been proved that digitalization is necessary in building efficient processes of the company activities [3].

Conclusions. Digital development trends will provide the use of digital innovations and information innovations. It is digital innovation that will make it possible to adapt to change in order to become more efficient.

Thus, the introduction of digital transformation into the business environment is more than only technology. It is a whole system of measures to be observed. This process will make our country more competitive in the world market.

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Anna Hapoyants

*Vasyl' Stus Donetsk National University
Vinnytsia*

*Research Supervisor: M. V. Savchenko, Doctor of Economics, Prof.
Language Advisor: M.V. Hotsuliak, Lecturer*

PROBLEMS OF UNEMPLOYMENT IN UKRAINE BEFORE AND DURING THE PANDEMIC

Introduction. The study of the unemployment problem in Ukraine is quite relevant today as it creates a number of problems both socially and economically, such as the reduction of purchasing power of the population, the loss of taxpayers for the budget and personnel for enterprises.

Review of recent publications. The problems of unemployment in Ukraine before and during the pandemic have been studied by domestic and foreign scientists, such as Michał Kozak, Gabriela Miranda, Geoff Upton, Ksenia Lytvynenko, William Thompson, Daryna Antoniuk. They drew attention to the impact of the coronavirus pandemic on the state of unemployment in Ukraine as well as other causes of unemployment.

Objectives of the paper. The purpose of the article is the description of the concept of unemployment, the reasons for it and the search for solutions of the unemployment problem in Ukraine.

Results of the research. Unemployment is a socio-economic phenomenon, when part of the economically active population cannot find employment for its labor force and becomes “superfluous”. Today, according to the UN, about 800 million people, that is, every third able-bodied person in the world has no job at all or has seasonal or occasional earnings. The specificity of Ukrainian unemployment is determined by the fact that in contrast to countries with developed economies, with their overproduction of goods and limited market, in Ukraine there are no insurmountable obstacles for creating new jobs for the unemployed, because the