

WORLD TRENDS AND PROSPECTS FOR THE DEVELOPMENT OF UKRAINE AND ITS REGIONS AND THE DIGITAL ECONOMY

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Digital technologies are both a huge market and an industry, as well as a platform for the efficiency and competitiveness of all markets and industries. Ukraine shares the UN statement about access to the Internet as a fundamental human right, as an open, safe and free space, as a network that disseminates thoughts, ideas, information, knowledge and enables people to communicate and socially interact. The fundamental document that will contribute to the formation and development of the digital economy of Ukraine is the “Digital Agenda 2020”, which reveals the conceptual foundations, priority areas, initiatives and projects of digitalization of Ukraine until 2025.

In the Ukrainian context, digitalization is seen as a tool and not as an goal in itself. With a systematic state approach, digital technologies will significantly stimulate the development of an open information society as one of the essential factors for the development of democracy in Ukraine, and will also contribute to increased productivity, economic growth, job creation, as well as improving the quality of life of Ukrainian citizens.

The digitalization of Ukraine may require new forms of solidarity, partnership and cooperation. On the basis of the analyzed documents on the creation of "digital" spaces in Europe and the world, the basic principles of digitalization of Ukraine are formulated and presented below. Compliance with these principles will be decisive for the creation, implementation and use of the benefits that digital technologies provide to states.

The first principle is that the digitalization of Ukraine should provide every citizen with equal opportunities to access services, information and knowledge provided on the basis of information and communication technologies. Implementation of this principle will require extraordinary consolidation efforts of politicians, government authorities, business and the public. Removing barriers will serve as a key factor in increasing access to the global information environment and knowledge.

The second principle stipulates that digitalization should be aimed at creating benefits in various aspects of everyday life. Digital technologies are tools for achieving goals related to various spheres of human and country's life, such as improving the quality of health care, creating new jobs, developing entrepreneurship, agriculture, transport, protecting the environment and managing natural resources, improving culture, helping to overcome poverty. and disaster prevention.

The third principle of digitalization of the Ukrainian economy means that it is a platform for economic growth thanks to increased efficiency and increased productivity from the use of digital technologies. Such an increase is possible only when ideas, actions, initiatives and programs related to digitalization are fully integrated into

national and regional development strategies and programs. The key goal of the third principle is to achieve digital transformation of existing sectors of the economy, fields of activity, their new quality and properties.

The fourth principle of digitalization in Ukraine states that such measures should contribute to the development of the information society, the media, the "creative" environment and the "creative" market. In building an open information society, an outstanding role is assigned to the creation, dissemination and preservation of content, that is, content in different languages and formats with due recognition of the rights of authors. The creation of content, primarily Ukrainian, in accordance with national or regional needs, should contribute to social, cultural and economic development, strengthening the information society. The digitalization of Ukraine should support the principles of freedom of the press and freedom of information, as well as the principles of independence, pluralism and diversity of the media, which are a key factor in the development of a "healthy" information society.

The fifth principle of building the digital economy of Ukraine focuses on international, European and regional cooperation in order to integrate Ukraine into the EU, Ukraine's entry into the European and world market of e-commerce and services, banking and exchange activities, cooperation and interaction in regional markets. This principle is one of the highest priority tasks that allows to ensure the economic growth of Ukraine. It is digitalization that should help Ukraine integrate with European and world systems, because it is globalization that is the result of the spread of information and communication technologies.

The sixth principle, that is, standardization, is the basis of Ukraine's digitalization, one of the key factors for its successful implementation. Standards increase competition, reduce costs and product costs, guarantee quality support and increase a country's GDP. The development and use of open, interoperable, non-discriminatory standards is fundamental to the development and diffusion of digital technologies. Building digital systems oriented towards business and the open market based on "internal" standards is unacceptable. The systems of electronic commerce, exchange and financial markets should be based on international and European standards.

The seventh principle is that the digitalization of Ukraine should be accompanied by increased confidence and security in the use of information and communication technologies. Building trust, including information security, cybersecurity, protecting the confidentiality of personal information, privacy and the rights of users of information and communication technologies are a prerequisite for the simultaneous development and security of digitalization.

Thus, digital technologies offer unique opportunities for the development of the Ukrainian economy and improve the quality of life of citizens. Ukrainian policy in the field of "digitalization" puts at the center of 109 the development of all people, their intellect, their talent and natural desire to create. Under certain conditions and the joint efforts of the public, authorities and the business community, the enormous human potential of Ukraine can become a human capital of global significance and influence.

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