

appropriate learning conditions, its quality in the context of digitization of the economy. For every university, it becomes vital to implement a coherent centralized marketing strategy and to create its own brand of educational services to attract as many students as possible to study.

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FACTORS OF THE DEVELOPMENT OF THE DIGITAL ECONOMY IN UKRAINE AND COMPONENTS OF THE DIGITAL INFRASTRUCTURE

The latest changes in the economy and society are causing changes in world economy. Today's economic concepts and categories are being replaced by new ones, which can be summarized as the emergence of new economy in the world – digital with its specific definitions, laws, models of world development, economic development as a science, as an industry that is gaining new momentum in history [1, p. 143]. In 21st century the interest of scientists and economists in digital transformation has increased significantly in economic research. After all, digitalization offers real

opportunities for the growth of the economy of state.

Today, there is a wide field of innovation of companies in all sectors of the economy, through active work through dialogue with the state, inter-sectoral interaction and joint development of large projects on the basis of “deep” digitalization. In the last two years, global hype surrounding Blockchain and crypto-assets has not subsided, and financial regulators in the most developed countries are barely managing to respond on new challenges. Mobile high-speed Internet has flooded world with its “invisible web”, expanding the banking market and challenging traditional approaches. Organizations become “deserted”, which minimizes staff costs and speeds up service. In addition, the fact that digital economy is dramatically changing the nature of labor and its remuneration should not be overlooked. If our planet became de-energized, world would be plunged into universal insanity and global chaos. We are so accustomed to technology that we are more willing to refrain from eating food than from viewing the message bar on a mobile phone screen. We have adapted and learned to live with technology by fully digitizing our lifestyle.

The acceleration of dieteticization in Ukraine and the emergence of digital economy are closely linked to the innovative development of the country. In April 2018, during a meeting with representatives of leading IT companies of Ukraine, Prime Minister of Ukraine V. Groysman noted that the IT industry is among to three largest industries in country’s GDP, IT products make up more than 3 % of country’s GDP, aggregate industry revenue in 2017 was \$ 3.6 billion, second only to the agrarian industry and metallurgy. At present, more than 120 thousand employees are involved in this industry, the industry has grown by 20 % over the past year. There is every reason to believe that the considerable potential of Ukraine’s IT sector can become the basis for the rapid development of country’s digital society.

For successful development of digital economy in Ukraine, it is necessary to ensure: development of on-line services (social services, public services); transition to digital technology by government agencies and agencies; development of Internet of things in Individual Consumer (IoT) and Industry (IIoT) sectors; creation of domestic software, modern and perspective information and telecommunication technologies for substitution of foreign

production products [3, p. 18].

The program document “Ukraine 2030: Doctrine of Balanced Development” [4] states that “for national economy, large-scale borrowing of new technologies is able to accelerate development of the services sector, to reduce transaction costs (on-line financial services, drone delivery), improve overall efficiency and effectively combat corruption (digital payment for administrative services), and improve access to education (on-line courses)”. Doctrine states that following areas of digital development are important for Ukraine: additive technologies, new nano and biomaterials, renewable energy sources, highly automated industries; robotics (artificial intelligence and intelligent systems technology); informatics (cloud technology, mobile communications and new generation laptops); humanization (genetic engineering, nano- and biopharmacology, synthetic biology); greening (low carbon wastes, ecosystem restoration technology and pollution control).

Main components of digital infrastructure are: applications (services, analytics, application software, data management); data centers (servers, storage centers, data centers, backup); information and communication networks (Internet, broadband, sensor networks, data networks, Wi-Fi); information gathering systems (sensors, gadgets, smart video surveillance systems, terminals). The relationship between “soft” and “hard” digital infrastructure and electronic business operations comes from hardware, software, telecommunications. Interaction in the course of business process implemented through computer networks in the framework of virtual interactions between the subjects of virtual market structures e-commerce and e-trade.

In implementing Digital Transformation Model, comprehensive adaptive capabilities that respond to inevitable change must be considered. These opportunities provide the resources to bring all structural layers together to deliver continuous improvement and innovation as digital entrepreneurship develops; to be able to constantly adapt to changing needs of customers and new opportunities in global digital market [2, p. 29].

Digital age of society is changing the way we do business, requires the use of information technology and modern communication tools. Fundamental in building digital economic

relationships is the use of ICT and Internet by business entities to maximize the automation of business processes within the enterprise and build relationships with other business representatives, consumers and government agencies through the use of modern ICT.

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DIGITAL TRANSFORMATIONS IN HUMAN RESOURCE MANAGEMENT

Significant increase in the use of digital technologies for the implementation of HR-processes characterize technological transformations in the field of human resources management (HRM). New ways of fulfilling the daily responsibilities of an HR manager are emerging, such as using passive candidate search methods on social networks, collaboration with virtual remote teams, using blind recruitment technologies, and gamification, using artificial intelligence for staff selection, development, or evaluation. New approaches to the realization of HR processes are causing an essential technological transformation that requires the enhancement of the digital compe-