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## **ЦИФРОВА ЕКОНОМІКА ДЛЯ УКРАЇНИ**

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## **DIGITAL ECONOMY FOR UKRAINE**

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Undoubtedly, the war made many adjustments in the planning and development of business processes, the main thing is to reflect the current state of the market and the internal processes that take place on it. Then the business can adapt its activities, developed strategies in accordance with the requirements of wartime, while responding in time to various changes and threats. Digital technologies are rapidly replacing the old ones, without digitization today it is already unthinkable to work on the market.

In Ukraine, some entrepreneurs optimize business and increase efficiency due to detailed analysis and description of business processes.

Other entrepreneurs consider the crisis as a springboard: they actively invest in new markets, develop additional areas of activity, or improve the production of new and more promising products.

The digital economy is a new branch of development for Ukraine. If the process is digitized, then the manager has the opportunity to identify the most effective ways of executing processes. The key directions are the development of digital infrastructure - because the entire territory of Ukraine is planned to be covered with large-scale Internet; at the same time, they plan to digitize educational and environmental processes, the transport industry, etc.

Digitalization is also replacing the old means of electronic communication - telephone, fax, telegraph. Compared to previous years, now our gadgets easily fit in our pockets, and their functions are a thousand times better. After all, new digital technologies make it possible to create and distribute huge amounts of information to an almost unlimited circle of people - quickly, qualitatively and cheaply. Therefore, the digitization process has covered various layers of modern society: management of the state, economy, business, and the everyday life of each of us.

The world is rapidly developing and every day the digital experience of every person is improving. In business, there is no more time left for a neutral attitude to the global rhythm, something optimal must be decided.