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Oksana Horishna, Ph.D.; Pavlo Yakymuk

Scientific supervisor: Bohdan Andrushkiv, Prof.

Ternopil Ivan Puluj National Technical University, Ukraine

HUMANISM, INFORMATION SOCIETY AND DIGITAL CULTURE: OPPORTUNITIES AND THREATS

Abstract. *The article explores the essence of digital culture as a new stage in the development of the information society that integrates technological progress with humanistic values. It highlights the multilayered structure of digital culture and its role in fostering critical thinking, ethical responsibility, and information literacy. The need to harmonize digital innovation with the principles of humanity, equality, and spiritual growth is emphasized.*

Keywords: *digital culture, humanistic values, information society*

Оксана Горішна, доктор філософії; Павло Якимук

Науковий керівник: Богдан Андрушків, проф.

Тернопільський національний технічний університет імені Івана Пулюя, Україна

ГУМАНІЗМ, ІНФОРМАЦІЙНЕ СУСПІЛЬСТВО І ЦИФРОВА КУЛЬТУРА: МОЖЛИВОСТІ ТА ЗАГРОЗИ

In the XX century, in the conditions of changes and transformation of human consciousness, society entered the information phase of its sustainable development, the dominant role in which is not the material production, but the search for information. Information data become the basis of the economic progress of a globalized society and therefore the problem of understanding the essence of digital culture becomes relevant in the writings of many scientists.

Manuel S. Pereira views digital culture as sets of fundamental skills, competences and knowledge relating to the use of digital technologies by businesses and citizens [3]. P. Gerchanivska distinguishes five levels of its implementation: material (digital structures themselves); functional (social institutions that facilitate communication); symbolic (programming languages); mental (habits of working with digital devices and information, reflecting personal beliefs and values); and spiritual (the principles by which spiritual values are formed and maintained in national, ethnic, regional and local contexts) [2].

In the evolution of the Information Society, humanistic ideas continue to be foundational. As O. Horishna and M. Palasiuk observe, humanism develops under the influence of certain social factors, evaluating both the prospects and the threats inherent in digital culture [1]. This means that any change in a digital society should consider whether human dignity is preserved and whether unequal conditions for accessing technology are created. These authors point out that, among modern humanistic currents, secular, ecological, feminist and cosmopolitan approaches stand out, as does the technical approach. This suggests that digital culture also has its own hybrid currents, such as technical humanism or ethical approaches to technology. For instance, if education does not integrate humanistic values into digital literacy, we may face generations who are technically skilled but lack critical thinking and moral awareness.

We are convinced that digital society is a new era of human development when information technologies penetrate into all spheres of our lives. It is worth noting that this process opens many opportunities, but at the same time carries new risks and challenges that require a conscious approach.

Among the main prospects of digital society are the economic, educational, social and technological spheres. Digitalization is able to work remotely, participate in global labor markets and create innovative projects. Automation of routine processes increases productivity and allows people to concentrate on creative and analytical work.

Digital education becomes more accessible and personalized. Online courses, virtual libraries and scientific databases open doors to knowledge that have previously been unattainable to many. Artificial intelligence technologies allow you to adapt learning to the individual needs of each student, and global cooperation between scientists promotes faster exchange of discoveries and ideas.

The social and cultural prospects of digital society are also striking. People can maintain contacts with friends and colleagues at any distance, participate in communities and exchange cultural heritage. The development of smart technologies in cities and state digital management increases the efficiency of services and make life more comfortable.

However, together with the capabilities, digital society also brings serious threats. One of them is cybersecurity and privacy issues: the origins of personal data, mass cyberattacks and excessive observation can significantly affect human safety and freedom. The information sphere becomes a field for the spread of fakes and manipulations, leading to social polarization and radicalization of thoughts.

Digital inequality is another challenge of the present. Those who do not have access to technology risk at the periphery of economic and social life. Automation and artificial intelligence replace traditional professions, creating a threat of unemployment. In addition, constant contact with gadgets can adversely affect the psychological state, reduce the concentration of attention and complicate living communication.

Therefore, digital society is a double sword. On the one hand, it opens new horizons for the development of man and society, makes life more convenient and educational opportunities. On the other hand, it creates serious risks related to security, privacy and social equality. The future of digital society depends on how much we can combine technological progress with ethical and humanistic values. Only the conscious and responsible use of digital technologies will convert potential threats to new opportunities for all people.

It is also important to emphasize the role of digital culture as a set of values, norms and ethical principles that regulate human behavior in the digital environment. The formation of digital culture not

only allows to use technologies safely and responsibly, but also contributes to the development of critical thinking, information literacy and respect for the copyright and privacy of others. It is digital culture that becomes the foundation that helps humanity transform technological progress into real social and cultural achievements.

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**Paulina Kolisnichenko, Ph.D. of Economic Sciences, Vice Rector for International Cooperation;
Polina Homon**

WSHIU Academy of Applied Sciences, Poznan, Poland

ECONOMIC SUSTAINABILITY OF SMALL BUSINESS IN EU COUNTRIES AGAINST CONSTANT DESTABILIZING FACTORS

Abstract. *The economic resilience of small businesses in the European Union is considered as the ability of enterprises to remain viable and adapt to constant destabilizing factors, including financial crises, inflationary fluctuations, supply chain disruptions and geopolitical tensions. It is formed at the intersection of the entrepreneur's internal management decisions, the quality of the institutional and regulatory environment, access to financial resources and opportunities for innovation and digitalization. An important role is played by organizational flexibility, diversification of markets and partnerships, development of human capital, as well as the integration of small businesses into local and transnational cooperation networks.*

Keywords: *economic sustainability, small business, European Union countries, destabilizing factors, financial sustainability, organizational flexibility, innovation, digital technologies, human capital*

Пауліна Колісніченко, д-р екон. наук, проректор з міжнародного співробітництва;

Поліна Гомон

WSHIU Академія прикладних наук, Познань, Польща

ЕКОНОМІЧНА СТІЙКІСТЬ МАЛОГО БІЗНЕСУ В КРАЇНАХ ЄС В УМОВАХ ПОСТІЙНИХ ДЕСТАБІЛІЗУЮЧИХ ФАКТОРІВ

The economic resilience of small businesses in the European Union is shaped as the ability of enterprises to withstand, adapt and develop in the presence of constant destabilizing factors, such as financial crises, pandemics, geopolitical tensions, rising energy prices, inflation waves, disruptions in supply chains. For small businesses, these risks are always more painful than for large corporations, since they have limited access to capital, smaller liquidity reserves, and a weaker negotiating position with suppliers and buyers. Economic resilience in this context does not mean the absence of losses, but rather the ability to survive a shock, quickly rebuild the business model, preserve the core team and key competencies, and subsequently return to the growth trajectory. An important role is played by the