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Iryna SVERGUN, postgraduate student,
*Department of Smart Economics,
Kyiv National University of Technologies and Design,
Kyiv, Ukraine.*

Yevheniia KHAUSTOVA, Doctor of Sciences (Economics), Professor
*Department of Smart Economics,
Kyiv, Ukraine.*

Andriy TESLENKO, postgraduate student,
*Department of Smart Economics,
Kyiv National University of Technologies and Design,
Kyiv, Ukraine.*

STRATEGY FOR DIGITIZATION OF SMART ECONOMY ENTITIES

In the context of contemporary digital transformation, economic systems are undergoing profound changes, necessitating the development of innovative approaches to the advancement of economic entities. The smart economy, underpinned by the extensive adoption of intelligent technologies, has emerged as a pivotal driver of sustainable development. It is oriented towards the efficient utilisation of resources, optimisation of business processes, and facilitation of interaction among all components of the economic ecosystem through digital platforms. The degree of digital solution implementation determines an enterprise's capacity to adapt to global changes and sustain long-term competitiveness [1].

The smart economy entails the integration of information and communication technologies across all spheres of activity. Its core components include smart enterprises, which leverage big data, artificial intelligence, and machine learning to enhance production processes and strategic management. Smart infrastructure supports efficient urban management through the deployment of the Internet of Things and cloud technologies, while smart governance fosters greater transparency and accessibility of administrative services [2, p. 19]. The successful development of the smart economy hinges on a high level of digital literacy among the population, access to technological infrastructure, and state-level support for innovation.

Formulating a digitalisation strategy for entities within the smart economy requires a structured sequence of actions. The initial stage involves assessing an enterprise's digital maturity to identify deficiencies in technological development. The second stage entails defining strategic objectives for digital transformation, aligned with the organisation's broader developmental goals. This forms the basis for a digitalisation roadmap, outlining specific measures, budgets, responsible parties, and timelines. Following the implementation of digital initiatives, regular monitoring of their effectiveness is essential, with adjustments made as necessary [3].

Despite the significant advantages of digitalisation, the process is fraught with challenges. A critical issue remains cybersecurity, given the ever-increasing volume of processed data. According to the ENISA report, the most prevalent attack vectors in 2022 included the use of stolen credentials (approximately 40% of cases), ransomware (a 13% increase, accounting for 25% of incidents), and phishing (a 20% decrease compared to the previous period) [4, p. 65]. In the LAC region, ransomware and denial-of-service attacks constituted 37% and 27% of incidents, respectively.

These figures underscore the urgent need to bolster data protection and enhance the digital resilience of businesses [4, p. 65]. Additionally, digital inequality poses a significant challenge, with marked disparities in access to digital technologies between urban and rural areas, creating further social and economic barriers. Moreover, the automation of production processes and service delivery is transforming labour markets. An OECD study indicates that approximately 28% of jobs in member countries are at high risk of automation, particularly affecting low-skilled workers who often lack access to upskilling programmes, hindering their adaptation to the demands of the digital economy [5, p. 10].

International experience highlights the importance of a holistic approach to digitalisation. Singapore's Smart Nation strategy exemplifies this through its focus on developing intelligent transport systems, e-healthcare, and digital education. The integration of the Internet of Things into urban management enhances citizens' quality of life and optimises resource use [6]. Similarly, Germany's Industry 4.0 initiative has integrated cyber-physical systems into manufacturing processes, enabling enterprises to respond to market changes in real time [7, p. 6].

In conclusion, the digitalisation strategy for entities in the smart economy should be grounded in a comprehensive assessment of digital maturity, clear articulation of objectives, the development of a realistic roadmap, systematic monitoring of outcomes, and readiness to adapt to emerging challenges. Drawing on international best practices, enhancing digital literacy, ensuring cybersecurity, and fostering innovative infrastructure are essential prerequisites for the successful execution of digital transformation strategies. By adopting such approaches, economic entities can strengthen their positions in the global market, achieve sustainable development, and integrate into increasingly digitalised global economic processes.

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