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THE IMPACT OF DIGITAL TECHNOLOGIES ON BUSINESS DEVELOPMENT AND THE COUNTRY'S ECONOMY

Summary

Relevance. Problem statement. Digital technologies have become one of the crucial factors determining business and economic development in the modern world. Due to the extensive implementation of innovative solutions, enterprises have been able to optimize their processes, reduce costs and increase productivity. Digitalization in its turn contributes to the creation of new markets and business models, stimulating economic growth. Furthermore, modern digital platforms have significantly facilitated access to information and global markets for entrepreneurs. Nevertheless, the development of digital technologies creates new challenges related to cybersecurity, digital economy regulation and labor market adaptation. Thus, the impact of digital technologies is complex and covers all areas of economic activity.

The purpose of the study is to highlight the impact of digital technologies on the development of business and the economy in general, as well as to identify key aspects of their practical application to improve the efficiency of entrepreneurial activity and economic systems productivity.

Methodology. The research methodology is based on the analysis of the digital technologies impact on business processes and the economy, in particular through the integration of such tools as ERP systems, CRM and IoT, which allows assessing the effectiveness of their use to increase competitiveness of enterprises. The methodological basis is a systematic approach to assessing digitalization processes in various economy sectors, as well as the use of statistical data to compare the level of e-commerce implementation among Ukrainian enterprises from 2018 to 2023.

Results. The study results show that the introduction of digital technologies into business processes allows enterprises to significantly improve the efficiency of resource management, optimize costs and increase productivity. In particular, ERP, SCM and CRM systems contribute to improving transparency, reducing risks and optimizing supply chains and customer relationships. In addition, e-commerce and

mobile applications open up new opportunities for expanding markets and improving communication with end consumers. **The practical significance** of these results suggests that enterprises can use digital technologies to reduce costs, increase competitiveness and improve interaction with customers, which contributes to their sustainable development in global markets.

Further research prospects. Prospects for further research should include a deeper analysis of the digital technologies impact on various economy sectors, in particular in the context of their implementation in small and medium-sized businesses, as well as studying the effectiveness of digital tools for the sustainable development of enterprises.

Keywords: digital technologies, business processes, resource management, automation, e-commerce, competitiveness, economic policy, electronic trade.

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ВПЛИВ ЦИФРОВИХ ТЕХНОЛОГІЙ НА РОЗВИТОК БІЗНЕСУ ТА ЕКОНОМІКУ КРАЇНИ

Анотація

Цифрові технології стали одним із ключових чинників, що визначають розвиток бізнесу та економіки у сучасному світі. Завдяки широкому впровадженню інноваційних рішень підприємства отримали можливість оптимізувати свої процеси, знижувати витрати та підвищувати продуктивність. Зі свого боку, діджиталізація сприяє створенню нових ринків і бізнес-моделей, стимулюючи економічне зростання. Крім того, сучасні цифрові платформи значно полегшили доступ до інформації та глобальних ринків для підприємців. Водночас розвиток цифрових технологій породжує нові виклики, пов'язані із забезпеченням кібербезпеки, регулюванням цифрової економіки та адаптацією ринку праці. Таким чином, вплив цифрових технологій є комплексним і охоплює всі сфери економічної діяльності.

Мета дослідження – висвітлення впливу цифрових технологій на розвиток бізнесу та економіки в цілому, а також визначення ключових аспектів їхнього практичного застосування для підвищення ефективності підприємницької діяльності та економічних систем. Методологія дослідження базується на аналізі впливу цифрових технологій на бізнес-процеси та економіку, зокрема через

інтеграцію таких інструментів, як ERP-системи, CRM та IoT, що дозволяє оцінити ефективність їх використання для підвищення конкурентоспроможності підприємств. Методологічною основою є системний підхід до оцінки процесів цифровізації в різних секторах економіки, а також використання статистичних даних для порівняння рівня застосування електронної торгівлі серед підприємств в Україні з 2018 по 2023 роки.

Результати дослідження показали, що впровадження цифрових технологій у бізнес-процеси дозволяє підприємствам значно покращити ефективність управління ресурсами, оптимізувати витрати та підвищити продуктивність. Зокрема, системи ERP, SCM і CRM сприяють покращенню прозорості, зниженню ризиків і оптимізації ланцюгів постачання та взаємовідносин з клієнтами. Крім того, електронна комерція і мобільні додатки відкривають нові можливості для розширення ринків і покращення комунікації з кінцевими споживачами.

Практичне значення цих результатів полягає у тому, що підприємства можуть використовувати цифрові технології для зниження витрат, підвищення конкурентоспроможності та покращення взаємодії з клієнтами, що сприяє їх сталому розвитку на глобальних ринках. Перспективи наступних досліджень повинні включати глибший аналіз впливу цифрових технологій на різні сектори економіки, зокрема у контексті їх впровадження в малому та середньому бізнесі, а також вивчення ефективності цифрових інструментів для сталого розвитку підприємств.

Ключові слова: цифрові технології, бізнес-процеси, управління ресурсами, автоматизація, електронна комерція, конкурентоспроможність, економічна політика, електронна торгівля.

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Problem statement. Digital technologies have become one of the key factors driving business and economic development in the modern world. Due to extensive implementation of innovative solutions, enterprises have been able to optimize their processes, reduce costs and increase productivity. Digitalization in its turn contributes to the creation of new markets and business models, stimulating economic growth. Furthermore, modern digital platforms have significantly facilitated access to information and global markets for entrepreneurs. Nevertheless, the development of digital technologies creates new challenges related to cybersecurity, digital economy regulation and labor market adaptation. Thus, the impact of digital technologies is comprehensive and covers all areas of economic activity.

Recent research and publications review concerning the impact of digital technologies on business development and the economy in general demonstrates its wide topicality among

domestic scholars. Mainly, considerable attention is paid to the business models transformation, management processes optimization, introduction of innovations in the financial sector, as well as production processes digitalization. Thus, Zdrenyk V., Grod A., Ocheretko B. and Bohonskyi V. emphasize that digital technologies play a crucial role in the business environment transformation, radically changing traditional approaches to the enterprise management and operation. Their research demonstrates that digital transformation significantly improves management efficiency, enhances business processes and augments innovative activity. The main component of successful digitalization is the advanced technologies introduction like big data, artificial intelligence, cloud computing and blockchain into all areas of enterprise operation. Such technological innovations provide enterprises with the ability to quickly adapt to changes in market conditions, reduce costs, increase productivity, and create fundamentally new business models that were previously unattainable [1, p. 462]. Bugrimenko R. and Smirnova P. specify that digital transformation seriously affects all aspects of enterprise activities. The introduction of digital technologies enables business processes improvement, increased work efficiency as well as enhanced customer communication. However, for successful digital transformation, businesses must not only invest in modern technologies but also make changes in corporate culture and organizational processes. This includes employee training; existing business models review; as well as rapid adaptation to dynamic market changes. According to scholars, digital transformation is becoming a key component of strategic enterprise development, enabling their competitiveness, innovations implementation and ability to respond swiftly to new market demands [2]. Rudachenko O., Konenko V., and Tararuev Yu. highlight that the introduction of digital technologies allows businesses to create a multichannel customer experience, offering support through various platforms, including websites, mobile apps, emails, and chats. Digitalization significantly impacts enterprise development, facilitating business processes

modernization, efficiency improvement, and cost reduction. The integration of systems such as ERP, CRM, e-commerce, and analytical platforms optimizes data management and key business functions. Technologies supporting customer communication, such as chatbots and video conferencing, enable businesses to provide personalized support, improve customer interaction, and enhance customer satisfaction [3, p. 38]. Concurrently, Verbivska L. and Burynska O. emphasize the relevance of integrating digital technologies into entrepreneurial activities, as they create significant competitive advantages for modern businesses. Digital tools play a central role in improving business processes, expanding market opportunities through modern software solutions. A key advantage of digitalization lies in increased enterprise competitiveness, as the introduction of digital technologies allows rapid responding to dynamic market changes and potential business risks. Effective digital transformation results in the successful integration of innovations into business processes and the creation of integrated business models based on modern digital solutions. Furthermore, optimal use of digital tools can significantly increase enterprise productivity and reduce operational costs, leading to overall business profitability growth [4]. Meanwhile, Tulchynsky R. and Horbatiuk M. stress the importance of identifying priority tasks to stimulate the development of economic systems in the context of digitalization. Mainly, priority tasks include creating a suitable legal framework for regulating digital transformations through necessary norms and rules. Scholars also highlight the importance of further development for the Ministry of Digital Transformation of Ukraine, that includes expanding its powers, intensifying sphere of influence, and establishing close cooperation with regional authorities and business representatives. Another vital direction is the development of external economic and political conditions for digital technologies implementation with the support from the European Union, particularly within the "EU4Digital" initiative, which implies developing roadmaps, integrating Ukraine into the European

digital space, and providing access to international digital platforms for promoting Ukrainian technologies [5, pp. 63-64]. Alongside, Koroliuk Yu. and Vdovychen A. state that the war with russian aggressor has affected all spheres of Ukraine's life. Besides military losses, both business processes, the financial sector, logistics, and the economy face significant risks. The vulnerability of information resources, including government online services, payment systems, and databases, is particularly under threat, as they have become targets for cyber incidents and attacks. Consequences of such actions may include infrastructure outages, data distortion or theft, and criminal use of stolen information. In this context, blockchain technology has significant potential to reduce risks, providing decentralization, trust between network participants, and reliable crypto security. The openness and low cost of blockchain implementation can facilitate its rapid deployment across various economic sectors. However, the lack of state programs and initiatives, as well as a deficit of qualified specialists and scientific research in this field, requires urgent actions from scientific institutions and higher educational establishments [6, p. 306].

Taking into account the scholars' research findings, it should be noted that the practical aspects of the digital technologies impact on business and economic development in general remain insufficiently explored.

Article goals formulation and set task relevance corroboration. The aim of the article is to explore the impact of digital technologies on business and economic development in general, as well as to identify key aspects of their practical application to enhance the efficiency of entrepreneurial activities and economic systems.

Basic research material presentation. Digital technologies play a crucial role in transforming economic and business processes in a globalized world. They open new opportunities for innovations development, contributing to more effective management, expanding productive capabilities, and optimizing resources. The integration of such technologies as artificial intelligence and data

analytics enables businesses to achieve high growth rates and respond more swiftly to changing market conditions. However, alongside positive effects, digitalization requires significant investments into infrastructure and personnel, necessitating adaptation of business strategies. Equally important is the issue of digital technologies integration into public economic policy, which should stimulate their implementation at all levels. Considering these aspects allows for an objective assessment of the digital technologies' role in business and economic development.

In this context, we emphasize that digitalization of business processes is a key step towards enhancing competitiveness and improving adaptation to the rapidly changing market environment. By integrating digital technologies into management and production processes, businesses can effectively manage their resources, optimize costs, and improve customer service quality. The use of modern tools such as automated accounting systems, e-commerce, and analytical platforms enables businesses to manage their processes flexibly. This not only reduces operational costs but also opens new channels for product distribution, mainly in international markets. Consequently, we are presenting the main aspects of business processes digitalization in Table 1.

It should be specified that business processes digitalization significantly impacts enterprises efficiency, ensuring more effective resource management, cost optimization, and improved service quality. The implementation of ERP systems such as SAP, Oracle, and Microsoft Dynamics allows centralized enterprise management, enhancing resources utilization and reducing costs for operational processes. For effective supply chain management, SCM systems and blockchain technologies are actively used to increase supply transparency, reduce risks, and optimize logistics costs. CRM systems like Salesforce, HubSpot, and Zoho CRM improve customer relationships, providing personalized services and increasing customer loyalty. Analytical platforms and Big Data systems are widely used for targeted advertising and to improve

marketing campaigns efficiency, allowing businesses to more precisely identify their target audience.

Table 1

Key Aspects of Business Processes Digitalization*

Business Process	*Digital Technologies Used*	*Main Results of Digitalization*
Resource management	ERP-systems (SAP, Oracle, Microsoft Dynamics)	Improved resources utilization efficiency, cost reduction
Supply chain management	SCM-systems (Supply Chain Management), blockchain	Supply chain transparency, risk reduction, optimization of logistics costs
Customer relations management	CRM-systems (Salesforce, HubSpot, Zoho CRM)	Increased customer loyalty, personalized services
Marketing	Analytical platforms, Big Data Systems	Targeted advertising, enlarged effectiveness of marketing campaigns
Manufacturing	IoT (Internet of Things), automated control systems	Increased productivity, waste reduction, optimization of manufacturing processes
Financial accounting and reporting	Electronic document management systems, cloud accounting platforms	Automation of reporting, errors reduction, real-time access to data
Human resource management	HRM- systems (Human Resource Management)	Automation of recruitment processes, increased efficiency of personnel management
New product development	Collaborative platforms, digital laboratories	Reduced time-to-market, increased level of innovations

*Source: compiled on the basis of [7-13].

The implementation of the Internet of Things (IoT) and automated control systems in manufacturing boosts productivity, reduces waste, and optimizes production processes. In financial accounting and reporting, electronic document management systems and cloud platforms help automate processes, reduce errors, and provide quick access to necessary data. Digitalization of human resource management, through the use of HRM systems, significantly simplifies hiring processes and improves workforce management efficiency. At the same time, innovative collaboration platforms and

digital laboratories are actively used in the development of new products, reducing time-to-market and enhancing innovation. Through such integration of digital technologies, enterprises not only improve internal processes but also gain competitive advantages by quickly responding to market changes and consumer needs. Thus, digitalization of all business aspects allows enterprises not only to optimize operational costs but also to stimulate sustainable development and growth in global markets.

The analysis of e-commerce development in the context of digital technologies impact on business and the economy enables us to clearly outline the key stages of market and enterprise transformation. The introduction of innovative technologies to online sales has been crucial for enhancing business competitiveness and has become a factor actively reshaping the global economy structure. E-commerce platforms, along with the use of mobile applications and data analysis tools, enable businesses to effectively expand their markets and attract new customers, contributing to the business processes optimization and improving end customer communication.

It is important to note that the e-commerce popularity is growing due to several factors, including the internet infrastructure development, access to new markets, the ability for businesses to offer their products without geographical limitations. Platforms such as Amazon and eBay have become key players, allowing businesses of various sizes to conduct international sales and fully leverage the global market potential. At the same time, the digital transformation of e-commerce creates new requirements to supply chain management, integration with payment systems, and the adaptation of marketing strategies using big data.

In the context of the study, it is advisable to analyze the number of enterprises engaged in e-commerce across different economic activities from 2018 to 2023 (Table 2), which will help assess the digital technologies impact on various business sectors development and the economy in general.

Table 2

Number of Enterprises that Carried out E-commerce by Economic Activity Type in 2018-2023*

Economic activity type	*Number of enterprises that carried out e-commerce*											
	units						*percentage of the total number of enterprises corresponding to their economic activity type*					
	2018	2019	2020	2021	2022	2023	2018	2019	2020	2021	2022	2023
Total	*2476*	*2440*	*2494*	*2513*	*2346*	*2478*	*5,0*	*4,8*	*4,9*	*5,0*	*6,1*	*6,9*
Processing industry	673	661	684	690	680	739	5,6	5,3	5,4	5,4	7,2	8,1
Electricity, gas, steam and air conditioning supply	17	12	15	15	21	12	2,3	1,6	1,8	2,0	2,9	1,7
Water supply; sewage, waste management	12	17	17	16	6	6	1,0	1,4	1,3	1,2	0,5	0,6
Construction	107	93	98	101	65	51	2,0	1,6	1,6	1,8	1,6	1,4
Wholesale and retail trade; repair of motor vehicles and motorcycles	914	924	929	931	1011	1056	7,5	7,4	7,7	7,7	10,3	12,0
Transport, warehousing, postal and courier activities	131	125	127	127	136	133	3,3	3,1	3,0	3,2	4,0	4,0
Temporary accommodation and catering activities	147	166	170	171	96	120	9,4	10,2	10,1	9,9	11,2	16,0
Information and teleco-mmunications	204	197	209	210	166	180	9,4	9,0	9,5	9,6	10,5	12,0
Real estate operations	33	22	25	26	27	30	1,1	0,7	0,8	1,0	1,2	1,4
Professional, scientific and technical activities	88	83	80	85	60	69	3,0	2,7	2,6	2,7	2,7	3,4
Administrative and support service activities	145	137	134	136	76	79	3,9	3,5	3,3	3,3	2,6	2,9

*Source: compiled on the basis of [14].

Principally, throughout 2018-2023, there has been a consistent increase in the number of enterprises utilizing e-commerce. This indicates a continuing trend towards the digital technologies introduction into management and commercial processes. By 2023, the share of enterprises engaged in e-commerce reached 6.9%, which is 1.9% higher than in 2018. The most significant growth occurred in the wholesale and retail trade sector, where the share of enterprises engaged in e-commerce rose from 7.5% in 2018 to 12.0% in 2023. This testifies the growing importance of electronic platforms for the sale of goods and services, aligning with overall e-commerce development trends. High digitalization levels are also observed in the temporary accommodation and catering sectors, where the share of enterprises increased from 9.4% in 2018 to 16.0% in 2023. This is linked to the expansion of online services for booking accommodation and catering, which are crucial for the tourism industry. In the processing industry, the share of enterprises implementing e-commerce grew from 5.6% in 2018 to 8.1% in 2023, indicating a gradual adaptation of this sector to digital technologies, particularly in the online sale of products. Meanwhile, some industries like electricity, gas, steam, and air conditioning supply, as well as water supply and sewage, show insignificant growth in the number of enterprises engaged in e-commerce. This is attributed to the nature of their activities, which are more focused on infrastructure services rather than direct consumer goods.

Thus, growth in the number of enterprises implementing e-commerce confirms the significant impact of digital technologies on business development in various economy sectors. This allows enterprises not only to improve their competitiveness, but also to open up new opportunities for entering international markets, which is an important factor in the context of economic globalization.

As part of the study, it is also reasonable to analyze the volume of products (goods, services) sold through e-commerce by economic activity type in 2018-2023 (Table 3).

Analysis of the volume of products sold through e-commerce by economic activity types in 2018-2023 reveals significant changes in the digital economy development and its impact on various sectors. In general, the volume of products obtained from e-commerce increased from UAH 228.0 billion in 2018 to UAH 547.6 billion in 2023. The share of this volume in the total volume of products sold by enterprises increased from 3.5% to 5.7%, indicating the growing role of digital technologies in business processes. Mainly, the most substantial growth was observed in wholesale and retail trade sectors, where the volume of products from e-commerce grew from UAH 128.5 billion in 2018 to UAH 312.4 billion in 2023, resulting in the share increase from 4.7% to 7.1%. This emphasizes the importance of e-commerce for consumer markets, particularly during the pandemic and in the conditions of changes in consumer preferences. Besides, there is a significant growth in the transport, warehousing, postal, and courier activities sector, where the volume of products increased from UAH 31.2 billion in 2018 to UAH 103.5 billion in 2023. However, the share of this sector in the total volume of products sold through e-commerce decreased from 7.1% in 2018 to 19.1% in 2023. The processing industry as well as information and telecommunications services sector demonstrate steady, albeit less pronounced, growth: the volume of e-commerce in processing industry increased from UAH 52.6 billion in 2018 to UAH 108.9 billion in 2023, while in the information and telecommunications services sector, it rose from 3.0% to 3.7% of the total product volume. Meanwhile, the construction sector shows a significant decline in 2022-2023, where the volume of products from e-commerce decreased compared to previous years, due to the slowdown in this sector amidst economic instability.

Thus, this analysis confirms that digital technologies and e-commerce have a substantial impact on various economy aspects. Notably, some sectors, such as trade, transport, and warehousing, experience significant growth due to the use of Internet platforms, while others, like construction, may face a decline in activity, requiring additional adaptation to digital technologies.

Table 3

Volume of Products (Goods, Services) Sold through Electronic Commerce, by Economic Activity Type in 2018-2023*

Economic activity type	*Volume of products (goods, services) sold through e-commerce*											
	UAH, thousand						*in % to the total volume of products (goods, services) sold by enterprises of the corresponding economic activity type*					
	2018	2019	2020	2021	2022	2023	2018	2019	2020	2021	2022	2023
Total	**228035634,7**	**292731939,1**	**364571488,0**	**435909793,9**	**465316898,7**	**547590249,3**	**3,5**	**4,5**	**5,0**	**5,3**	**5,9**	**5,7**
Processing industry	52600790,7	56297178,5	61018044,8	65987521,4	106669805,0	108987875,1	2,7	3,1	3,1	3,2	5,9	4,8
Electricity, gas, steam and air conditioning supply	441913,2	338606,4	423456,7	503724,6	s/c**	s/c	0,1	0,1	0,1	0,1	s/c	s/c
Water supply; sewage, waste management	90583,0	171730,7	170678,2	172357,9	24262,0	29117,4	0,3	0,4	0,4	0,4	0,1	0,1
Construction	1358493,2	1933818,5	2063877,6	2421364,7	692530,6	444736,2	0,6	0,7	0,7	0,6	0,4	0,2
Wholesale and retail trade; repair of motor vehicles and motorcycles	128502264,3	104074764,4	144775433,0	185025520,9	234032795,6	312354846,6	4,7	3,7	4,5	4,9	6,9	7,1

Administrative and support service activities	*Professional, scientific and technical activities*	*Real estate operations*	*Information and telecommu-nications*	*Temporary accommodation and catering activities*	*Transport, warehousing, postal and courier activities*
4506051,0	2119916,1	1043018,9	3993376,1	2105230,0	31257594,8
2672497,8	1713579,3	109060,2	5065412,6	2741067,6	117600857,0
3295710,8	1689638,3	511958,6	5924611,6	2897865,9	141783125,1
3981929,4	1921357,0	894158,6	7050032,9	3148675,9	164784027,2
2057015,7	1053751,1	768933,2	7456266,4	3838509,5	105939152,8
2999158,1	1821424,3	1017887,3	8861097,6	3712369,9	103505957,4
7,6	0,7	1,7	3,0	6,8	7,1
3,7	0,6	0,2	3,5	8,2	25,7
4,1	1,5	0,7	3,5	11,6	31,1
4,5	1,4	0,9	3,6	12,0	30,9
2,8	0,4	1,2	3,6	13,2	23,6
3,4	0,6	1,2	3,7	7,6	19,1

*Source: compiled on the basis of [14].

**Symbol (c) – data are not released in order to comply with the requirements of Ukraine's law on official statistics regarding the provision of guarantees of the state statistics bodies on statistical confidentiality.

According to the above-mentioned data we emphasize that digital technologies are radically changing economic processes on a global scale, simultaneously providing new opportunities and challenges for business and the economy. In the context of digital transformation, the following key challenges and prospects should be highlighted:

Challenges:

1. Integrating new digital technologies requires significant infrastructure investments and personnel retraining from enterprises. This creates a financial burden, especially for small and medium-sized enterprises.

2. The increasing use of big data, Internet of Things (IoT), and other digital platforms necessitates enhanced attention to information security. Potential cyberattacks and data leakages can severely damage a business's reputation and lead to financial losses.

3. Enterprises must continually adapt their management, marketing, and production strategies to the rapidly changing digital environment. This requires flexibility and the ability to quickly modify operational processes.

4. In the context of globalization, not all enterprises have equal access to modern digital technologies, which can create disparities in competitive opportunities among businesses in different countries and regions.

Prospects:

1. Implementing digital technologies such as ERP systems, CRM, SCM, and analytical platforms significantly enhances resource management efficiency, optimizes costs, and improves customer service.

2. Integrating the latest digital technologies into e-commerce allows enterprises to significantly expand their markets, attract new customers, and reduce geographical sales restrictions.

3. Digital platforms for collaborative work, digital laboratories, and the use of the Internet of Things (IoT) enable enterprises to accelerate the new product development and market entry, which is crucial for maintaining competitiveness.

4. Digitalization allows enterprises from different parts of the world to enter global markets, creating new opportunities for international trade and cooperation.

5. Implementing blockchain technologies and supply chain management (SCM) systems achieves high transparency of processes, reduces risks, and optimizes logistics costs.

Considering these challenges and prospects, businesses and the economy in general should strive for the strategic integration of digital technologies, particularly by developing infrastructure, prioritizing data security, and ensuring access to the latest technologies. This will not only optimize existing processes but also ensure sustainable development and adaptation to the rapidly changing digital environment.

Conclusions. Summarizing, it is necessary to note that digitalization of business processes is a crucial factor influencing the efficiency of enterprises and their competitiveness in global markets. The implementation of technologies such as ERP systems, SCM, CRM, analytical platforms, and automated production systems significantly improves resource management and cost optimization. Digital tools help enterprises enhance productivity, reduce errors, and quickly adapt to market changes. One of the key aspects is the integration of e-commerce, which is growing due to the development of Internet infrastructure and emergence of new opportunities in global markets. E-commerce platforms allow enterprises to expand their customer base and efficiently manage business processes. In general, digitalization ensures sustainable enterprise development and creates new growth opportunities in a rapidly changing market environment.

The prospects for further research should include a deeper analysis of the digital technologies impact on various economy sectors, particularly in the context of their implementation in small and medium-sized businesses, as well as investigating effectiveness of digital tools for the sustainable development of enterprises.

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