

2. Friderich Schneider, Dominik H. Enste. The Shadow Economy. An international survey. Cambridge University Press, 2013. – 238 p.

3. Maximilian Edelbacher, Peter C. Kratcoski, Bojan Dobovsek. Corruption, Fraud, Organized Crime and the Shadow Economy. CRC Press, 2016.

SOME ASPECTS OF EXPANDING THE DIGITAL SEGMENT OF THE ECONOMY

OLENA LEVANDOVSKA, PhD degree student

KATERINA TURKO, Master degree student

NATALIA MATVEEVA, Associate Professor, PhD in Economics, Scientific Adviser

OLENA ILIENKO, Associate Professor, Doctor of Science in Education, Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

Digital economy can be defined as a modern, innovative stage of economic development based on the integration of physical and digital resources in the production and consumption field of the economy and society. It is characterized by new methods of generating, processing, storing and transmitting information in all areas of human activities. Digital economy increases the information area and creation of information products reduces information costs. It significantly speeds up and simplifies the search for information, its comparative analysis and exchange. Digital economy is responsible for and strengthens the cohesion and cooperation of companies, which, in turn, affects the way businesses operate, find solutions profitable for people, and establish mutual understanding and interaction between the population of the country and its government.

The main condition for the expansion of the digital segment of the economy is the development of the transaction sector, which includes public administration, advisory and information services, finances, wholesale and retail trade, as well as providing of various media, personal and social services responsible for more than 70% of the national GDP in developed countries. However, the digital technology segment is a very meager component of the global and national economy. Its share in the GDP is 6% in the OECD countries and much lower in the developing countries. In the United States, 8 of the world's 14 largest and profitable high-tech companies bring return of 7% of the GDP. For example, the same index is 12% for Ireland, a country that does not have its own Silicon Valley.

However, the digital technology segment is attractive for many foreign companies due to its competitive business environment and favorable tax rates. In Kenya, where the information and communication technology (ICT) sector is one of the largest in Africa, the share of the added value of the information and

communication services in the GDP is about 4%. The share of the gross added value of the ICT sector in the gross added value of the economy of the Republic of Belarus has increased over the past 5 years from 3.2 to 5.2%, and in the services industry – to 10.5%. In 2013-2017, export of the telecommunications services in Belarus doubled and in 2018 it was almost 1.5 billion of US dollars. Moreover, the export of ICT services is growing by 18-20% annually. In 2017, the number of subscribers with an access to the Internet was 11.8 million people, i.e. 74.4% of the population aged 6–72 were Internet users, and 73.1% of the respondents used the telecommunications services daily. Digitization had an equally profound effect on all spheres of the economy and all parts of the social renewal. Nowadays, Belarus ranks 32nd in the world ranking (176 countries) in terms of the level of ICT (information and communication technologies) development, as well as 21st in terms of the number of subscribers with a fixed broadband access to the Internet.

Global and national experience proves that banks, which are the dominant segment of the economy of any economic system, face digital technologies on a daily basis. However, according to researchers of Ernst & Young and Cisco, banks hold off on digital transformation: 85% of all banks in the world have included digital transformation in many priority areas, but only 19% believe that they are mature enough to start the "digital transition". 43% out of 7,200 bank customers interviewed in 12 countries are of the opinion that banks do not quite understand their needs, 37% do not believe that the bank would help them achieve their financial goals, 28% do not trust the words "best interest rates", 25% intend to switch to another bank with more modern services. Generally, the situation with the "digital transition" in the bank sphere should be considered in researching of expanding of the digital segment in the national economy.

References:

1. How the digital economy will change Ukraine .- [Electronic resource] .– Available at: <https://www.jakda.com.ua/columns/2018/01/16/633057>.

FEATURES OF MANAGEMENT OF FINANCIAL AND ECONOMIC SAFETY OF THE CONSTRUCTION ENTERPRISE

ANDRIY LUB, PhD student

TETIANA V. MOMOT, Professor, Doctor of Science in Economics, Scientific Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

The management of financial and economic safety of the enterprise is determined by the management of management. Under the management of specialists understand the system of principles and methods of developing and