DIGITAL BUSINESS TRANSFORMATION TECHNOLOGIES IN 2021

Andriyevska Y. V., *Ph.D. senior teacher Department Economics, Law and Business Management Odessa National University of Economics*

Many companies have already begun their digital transformation. Despite the outbreak of COVID-19, the digital transformation process will cover 65% of global GDP by 2022, according to a study by the international consulting agency IDC. This will attract more than $ 6.8 trillion in direct investment to the development of digital technologies and services by the end of 2023. The pandemic has effectively forced businesses to improve efficiency and service quality. These are not just key goals in a company's digital transformation, but also critical factors shaping the fate of a business in a downturn [1, c.1].

The main goal of digital transformation is to bring all business activities in line with the rapidly changing requirements of the modern world.

Digital transformation includes not only the introduction of new technologies into production, but also a change in the business culture itself. This process can affect many areas - from business process management and corporate culture to the creation of new models of interaction with customers [2, c.1].

Key digital transformation technologies:

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Big data processing
- Robotic Process Automation (RPA)
- Cloud computing (Cloud Computing)
- Blockchain
- Virtual (VR) and Augmented Reality (AR)
- Internet of Things (IoT) and Industrial Internet of Things (IIoT)
- Edge Computing
- Digital Twin
- Process analytics (Process Mining)

Benefits of digital transformation: making decisions based on reliable information; development of services on demand; deeper engagement of consumers; strengthening partnerships; productivity increase; ensuring information security.

Preparing for digital transformation involves going through several stages:

Phase 1. Planning (Assessing the situation; setting goals; budgeting)

Stage 2. Provision of administrative resources

Stage 3. Selection of partners

Stage 4. Communicating the plan to employees

Stage 5. Start of transformation

Today, it is critical for businesses to master digital technologies and experiment with social media, big data analytics and cloud computing. Focusing on digital transformation will give enterprises new directions for development, allow them to bypass competitors and prepare them for the changes in the near future.

To assess the prospects for investment in information technology, we need to look at how the demand for IT has changed in recent years on a global scale [3, c.1].

Table 1. Worldwide IT Spending Forecast (Millions of U.S. Dollars)

	2020 Spending	2020 Growth (%)	2021 Spending	2021 Growth (%)	2022 Spending	2022 Growth (%)
Data Center Systems	178,836	2.5	196,142	9.7	207,440	5.8
Enterprise Software	529,028	9.1	600,895	13.6	669,819	11.5
Devices	696,990	-1.5	801,970	15.1	820,756	2.3
IT Services	1,071,281	1.7	1,191,347	11.2	1,293,857	8.6
Communications Services	1,396,334	-1.5	1,451,284	3.9	1,482,324	2.1
Overall IT	3,872,470	0.9	4,241,638	9.5	4,474,197	5.5

The pandemic and lockdown came to companies so suddenly that many were simply unprepared. Organizations are faced with the urgent need to introduce new technologies for remote work and revise their plans for the future.

References:

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SYSTEMIC APPROACH TO CONSTRUCTION OF METHODS OF ECONOMIC ANALYSIS

Bezverkhy K. V., *Candidate of Economic Sciences, Associate Professor,* ***Vaha K. M,*** *student, Kyiv National University of Trade and Economics, Ukraine*

To study the cause-and-effect relationships of development or change of economic phenomena and processes or planning further actions that characterize the production and financial activities in the enterprise and the economy as a whole use a systematic approach to economic analysis.

From time immemorial, primitive people, choosing a place to build a home, thought of a system so that the house was close to water or firewood away from obstacles and so on. In science as well as in business for achievement of the best result try to apply complex, step-by-step tactics, that is the system approach.

A system is an object that is considered both as a whole and as a set of interconnected parts. The concept of system consists of elements that are linked into