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INNOVATIVE TRANSFORMATIONS OF UKRAINE'S ECONOMY IN THE CONTEXT OF GLOBALIZATION: THEORETICAL AND ANALYTICAL ASPECTS

ABSTRACT

The article substantiates the relevance of the innovative type of economy, which is dominant in all the leading countries of the world. Therefore, it is emphasized that innovations in the Ukrainian economy are the key to sustainable development. The purpose of this study is to identify and describe the existing innovative transformations in the Ukrainian economy and determine the prospects and ways of their development. During the study, a number of methods of theoretical knowledge were used, such as analysis, synthesis, concretization, and generalization. As a result of this scientific research, the following conclusions were made: Ukraine's place among all countries of the world in terms of innovation and globalization was determined, and the main reasons for the increase and decline of these indicators were found out; it is determined which areas of the Ukrainian economy were influenced by the process of digitalization, in particular, banking, financial markets, advertising, business, IT; the current state and prospects for the development of renewable energy, IT-sphere, extraction of rare earth metals have been determined; The ways of development of innovations through cooperation with developed countries have been determined. It is emphasized that the government should promote entrepreneurship and learn from the experience of Ireland in the context of intensifying the creation of preferential zones. The importance of conducting further research on the development of public administration in the economic sphere, especially in the period of post-war recovery, was emphasized.

Keywords: digitalization, special preferential taxation, reproductive energy, investment, IT-sphere, globalization, innovation, sustainable development

JEL Classification: E22, E66, F29

INTRODUCTION

The transition to a post-industrial type of social relations has marked the emergence of an innovative system of economy, characteristic of all developed countries of the world. Digital technologies play an important role for most of the population of the modern world, so it is important to combine the potential of all countries in their production and dissemination in all spheres of social life. Moreover, economic activity in a globalized world plays an important role in confronting global challenges. Thus, the transition to the mentioned system of economy is relevant for any developing country, including Ukraine, because thanks to it is possible to increase the level of social well-being and to cooperate with the leading countries of the world. Taking this into account, it is necessary to study what achievements in the sphere of innovation economy Ukraine already has and those that most need to be developed.

Research Problem

The problem of the research topic of this article is that the issue of innovation systems of the economy is quite broad for any country, so its study requires the consideration of a large number of diverse aspects. Besides, it is important not only to show what innovation systems exist in the Ukrainian economy but also to illuminate the dynamics of their development and embodiment, in order to determine those factors that influence the implementation of innovative developments.

Research Focus

The main focus of this study will be to consider the key achievements of the Ukrainian economy in the context of the development of innovation systems, and what are the further ways and prospects of their development.

LITERATURE REVIEW

To conduct this study, a number of sources were used, which set forth information about various aspects of the innovation systems of the economy. Since the object of this study is the economy of Ukraine, most of the sources are the works of Ukrainian scientists.

At the initial stages of the study, important sources were the works of D. Hagen (Hagen, 2021) and Y. N. Harari (Harari, 2019), where researchers carry out a general description of the features of the modern economy and the globalized world, respectively. To determine the current state of Ukraine by indicators of innovativeness and globalization, it was necessary to use indicators of authoritative European organizations. In particular, we used the Global Innovation Index (Soumitra, 2022) created by the World Intellectual Property Organization in 2007. Global Innovation Index includes Innovation Input and Innovation Output Sub-Index. Swiss experts have developed a formula, according to which the ratio of institutions, human capital, infrastructure, and business development to the development of technology and creative activity is calculated. In addition, the study used the indicators of the Globalization Index (Gydli, 2022), developed by scientists from the Swiss Economic Institute. When deriving this index such factors as the level of economic integration, participation in international organizations, the development of tourism, the number of telephone conversations of the establishment of a particular country with representatives of other states, the openness of national economies is taken into account. It is important to understand that experts provide not only statistical data, but also analytical information. When considering the topic of the impact of digitalization on economic activity in Ukraine, a number of publications were selected in which certain aspects are considered. In particular, Chkan (2022), in his study, described the current state of development of online banking in Ukraine and was able to focus on certain aspects of the activity in this area. Kuznyetsova, Zherybylo, Klipkova & Kozmuk (2019) summarize the arguments and counterarguments within the framework of the scientific discussion on the creation of enterprise value by intensifying the efforts of innovative development of enterprises and finding the best organizational forms of implementation of innovation policy both at the national and regional levels. Sydorenko (2022) considered the topic of marketing on the Internet and social networks, and in her study, she highlighted both the general features of this phenomenon and the current state in Ukraine. Regarding the consideration of the IT sphere, an important source was the work of Karyi (2021), in which the author considers this topic in the context of how public authorities can contribute to the development of this sector of the economy. Also, the researcher focuses on the fact that during the pandemic the IT industry has not lost its performance and is rapidly developing at the present stage. Suslenko, Zatonatska, Dlugopolsky & Kuznetsova (2022) explore the use of cryptocurrencies as electronic payment systems in e-commerce enterprises. Researchers analyze the prospects and disadvantages of introducing cryptocurrencies for the development of the national economy. Researcher Kucheriava (2020) in her work considered the topic of renewable energy in Ukraine, but she managed not only to highlight the current state of this industry in this state but also to compare its achievements with other countries. As for forecasts and ways of development of innovative economy in the context of international cooperation, the results of the study of Ilyina (2022), in which the researcher considers the possibility of strengthening international cooperation by stimulating the production of high-tech products in Ukraine. Stoiko (2018) in his study also considered the possibilities of further international cooperation and highlighted the experience of Iran in this context.

AIMS AND OBJECTIVES

The purpose of the research study is to determine what innovation systems exist today in different spheres of the economy of Ukraine. It is important that the purpose of the article is not only to define and describe these systems but also to conclude the ways of their development in the future, in the context of international activities. The task of the research is to study the general indicators of innovation and globalization of Ukraine among all countries of the world; to study the development and current state of certain sectors of the Ukrainian economy, such as reproductive energy and IT-sphere; to determine which areas of economic activity were affected by the process of digitalization; to analyze the experience of Ireland in strengthening cooperation with the leading countries of the world.

METHODS

The study of the topic of innovation of the Ukrainian economy in the context of globalization is quite difficult because, in the course of this, it is necessary to consider a number of different aspects. Thus, the study of this topic requires the use of many methods, in order to create the most objective and accurate work.

In the first stage, the method of analysis was used. It is important to understand that the study of innovation systems of the economy in the context of globalization requires a careful selection of literature, which sets out information on a particular aspect of this study. It was important to analyze each source in detail and select from them the most important information, which was further used in the course of writing the article. In particular, the use of this method is clearly evident at the stage of presentation of statistical data, as index indicators can indicate a large number of factors affecting the development of the economy of the country, it was necessary to use only the information that concerns the Ukrainian economy properly.

The second stage of this research is characterized by the use of the method of synthesis. After analyzing each of the individual aspects of the topic, it was important to combine the information obtained in order to draw new conclusions. For example, this method was used to analyze the impact of the digitalization process on the development of Internet banking, together with the forecasts of researchers about the future of the mentioned sector of the economy were considered.

In the third stage of this research, the method of concretization was used. As there was a significant amount of information in the article, it was necessary to focus on the most important aspects.

The fourth stage of conducting the research was the final stage, so the method of generalization was applied during this one. It was important to outline the main conclusions and summarize the information.

This study is theoretical in nature, so there was no scientific experiment in the course of its implementation. A number of sources were used, and the objects of the study are certain sectors of the Ukrainian economy, in particular, reproductive energy, banking, and the IT sphere.

RESULTS

One of the fundamental elements of the development of post-industrial society is the effective functioning of the innovation economy. This type of economic activity implies that the key to financial development is not the accumulation of capital and natural resources, as in industrial society, but the development of institutions, the training of specialists, and the introduction of modern technology. Thus, profit depends not on the number of natural resources, but on improving the quality and efficiency of production.

This is important because in today's world, for most of the world's population at all levels of society, computer technology is of great importance. It is not necessary to spend large quantities of natural resources to produce them, but it is important to have high-level tools and specialists who know how to use them. With this in mind, the innovativeness of the economy lies in the development of technologies for making products and the provision of quality professional education for those who will use these tools (Hagen, 2021).

One of the leading processes occurring in the present is globalization, which involves worldwide integration in many areas of social life, including the economy. Thanks to this it is possible to disseminate modern technologies throughout the planet and, most importantly, to combine efforts for the development of the whole society. For example, carbon emissions are an acute problem in today's world. Because of this, it is important to develop new production technologies that will reduce the spread of carbon dioxide in the air and disseminate them around the world in order to achieve this goal (Harari, 2019).

Thus, it can be said that the innovation economy is not only able to introduce new efficient methods of production, but also to meet the challenges of our time.

The end of the twentieth century was a difficult period for the Ukrainian economy. Since the collapse of the Soviet Union, there were many complicated problems to solve, the process of Ukraine's integration into the globalized economic system was somewhat complicated. Nevertheless, the young state managed to do so. Evidence of Ukraine's development in innovation and globalization aspects can be seen in the relevant indices created by European scientists (Weber, 2022).

According to the Global Innovation Index, Ukraine in 2013 was ranked 71st, in 2014 63rd, in 2019 47th, in 2021 49th, and in 2022 57th place. The Innovation Input sub-index raises the Global Innovation Index ranks, and the Innovation Output sub-index lowers its ranks.

The indicators of the Global Innovation Index in these years changed as follows. In 2013, the indicator of the index was 35.8, in 2014 – 36.3, in 2019 the indicator was 37.4, and in 2021 and 2022 it was 35.6 and 31.0, respectively. (Orlova, 2019); (Soumitra, 2022)

The years taken for consideration of the Global innovation index were chosen taking into account certain socio-political events. In particular, at the turn of 2013 and 2014, there was an important event in the modern history of Ukraine, namely the Revolution of Dignity, as a result of which the Ukrainian state took a course on strengthening cooperation with the countries of the West. 2019 was the last year when the world was not yet gripped by the pandemic coronavirus disease, and 2021 is a period of recovery from the crisis caused by the pandemic and a period of global economic stabilization. The events of the last year were especially tragic for Ukraine because in 2022 Russia began a full-scale invasion.

Analyzing the data, we can see that from 2014 to 2019, the Global innovation index was steadily growing, but after the pandemic began to decline, and because of the war that is taking place in Ukraine, the said index decreased even more. However, it should be understood that the decrease in the Global innovation index after 2019 is a worldwide problem, not exclusively Ukrainian. In particular, according to the rating among the countries of the world, the data of which was mentioned above, it is possible to notice that from 2013 to 2019 Ukraine has risen by twenty-four positions. Ukraine in this rating loses to the countries of the European Union and developed countries of the world, such as the USA and China. In this regard, it can be argued that the Ukrainian state should strengthen cooperation with European countries that have more experience in the context of innovation development.

In the Globalization Index ranking among all countries of the world, Ukraine has consistently ranked 39–40th from 2014 to 2022 (Gygli, 2022).

Based on these data, it can be argued that the Ukrainian economic system in terms of innovation and globalization is at a fairly high level, as other countries ranked higher than Ukraine have been developing for a considerable period of time, instead of taking the course to strengthen the integration of the young Ukrainian state in the world economic system was started in 2014.

It is important to look at specific examples of the development of the innovation economy in Ukraine to understand which industries are more developed and which should be stimulated.

First of all, it should be mentioned that in 2019, according to the electronic dictionary Myslovo, the word of the year was "Digitalization" (Stets, 2019). This term is used to refer to the process of spreading and implementing digital technologies in public and economic life. In general, digitalization is a leading trend in modern economic and social life in all developed countries of the world.

Digitalization has had a significant impact on the development of the economy of Ukraine at various levels of activity, in particular, one of them is the banking sector. The spread of digital technologies in this area contributes to the automation of many operations so that the client can perform certain actions without leaving home, and without the help of bank personnel. In addition, digital technologies allow the prevention of fraudulent actions. In particular, examples of the influence of digital technology in this area are the application "Privat24" from Privatbank or the creation of Ukraine's first online bank "Monobank" (Chkan, 2022).

Promising directions of development of online banking in Ukraine include the development of such areas as e-commerce, online trading, online insurance, and the retail market of electronic banking services. In addition, the state should promote innovation and information and communication technologies in the banking sector. Through the development of the above-mentioned areas and the strengthening of state support, Internet banking can stand out as a separate sector of the economy, which will certainly contribute to the development of the innovation system of the Ukrainian economy (Prokopenko, 2021).

In the field of financial markets, the use of computer technology makes it easier and more convenient to manage and track corporate funds, and the use of these tools facilitates the implementation of financial agreements between the said corporations. In the field of entrepreneurship, digitalization enhances the effectiveness of monitoring and regulation of markets. Thus, thanks to the use of digital technologies, it is possible to conduct a survey, involving as many respondents as possible, and, thanks to this, to find out their opinion on the introduction or withdrawal of a particular product from catalogues. In addition, the introduction of automated technology in large plants allows for faster response to faults and a more efficient product manufacturing process (Bisht, 2022).

Another aspect that improves the digitalization of production is the field of advertising, namely the dissemination of information about their products on social networks and the Internet. Through the use of this type of advertising, it is possible to make it many times more effective, because traditional methods of advertising (billboards, ads, etc.) are directed to all consumers who view them. And advertising on the Internet, through the use of algorithms, allows you to show certain types of products to people who are directly interested in them. Using the example of Ukraine, it can be noted that in recent years the number of specialists in web design and SMM (marketing in social networks) has increased rapidly, based on which we can argue about the increasing role of sales and advertising in digital resources (Sydorenko, 2022).

Related to the previous aspect of digitalization is the movement of business to digital resources. Thus, today it is not necessary to have a large start-up capital and premises to open your own marketplace, as it can be created online. During the corona-viral pandemic, the number of such stores in Ukraine increased rapidly, but a significant disadvantage of such trading platforms is that mostly their owners do not pay taxes (Sydorenko, 2022).

The development of digitalization in the future contributes to the following aspects of economic activity. First of all, it is about increasing the flexibility of the IT infrastructure, because the spread of computer technology in society will contribute to the development of the IT economy. The next aspect is that digital technology makes it possible to create new projects in a convenient format and to handle large data streams with ease. In addition, computerization provides transparency of the production and security of customer data (Karyi, 2021).

Since the beginning of the use of electricity in society, its production has been an important part of the economic activities of any country in the world. In the 21st century, excessive carbon emission into the atmosphere has become an important problem, in particular, due to the activities of power plants that produce electricity by burning coal. Given this, the main trend in the development of this sector of the economy of the leading countries of the world in the future is to increase the share of reproductive sources. Reproduction sources are energy flows that are common on the planet, such as solar power, wind power, hydropower, etc. Some European Union countries have set a goal of achieving a 2/3 share of energy produced from renewable sources by 2040 (Gabriele, 2020). It is important to understand that the development and improvement of the efficiency of electricity extraction from this kind of source require the high development of innovative technologies and investments in less developed countries seeking to develop this industry.

In Ukraine, the industry of electricity extraction from reproduction sources is also actively developing, in particular, it can be seen based on the data set out in the following Table 1.

Table 1. Power of Reproduction Power Sources, Megawatt. (Source: (Kucheriava, 2020))

| Power Sources | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |
|---------------|------|------|------|------|------|------|------|------|
| Solar power | 411 | 432 | 531 | 742 | 1388 | 4925 | 6094 | 6351 |
| Wind energy | 426 | 426 | 438 | 465 | 533 | 1170 | 1314 | 1593 |
| Biomass | 35 | 35 | 39 | 39 | 52 | 56 | 109 | 119 |

From the above data, it can be argued that reproductive energy in Ukraine has been developing steadily since 2014, and from 2019 we can observe a significant acceleration in production. However, it should be understood that, in percentage terms, the role of renewable energy sources remains at a rather low level, which is 15.6% compared to other resources. Of course, this figure is higher than in 2014 (10.3%) but still needs to be developed.

Ukraine has great prospects in the context of the development of renewable energy, in particular, those regions of the state, within which the Carpathian Mountains are located, are quite favourable for the development of wind energy, but this potential is not used. Also promising for the development of bioenergy, which is currently being actively studied, and there are already projects for the construction of appropriate power plants in the Mykolaiv, Odesa, Kharkiv, Poltava, and Khmelnytskyi regions. Another branch of reproducing energy is geothermal energy. In particular, now in Ukraine, there is active research on the exploration and discovery of places with large reserves of thermal waters, on the site of which, it is possible to build power plants (Kucheriava, 2020).

One of the leading sectors of the innovation economy of today is the IT sphere, which is the creation of software, the creation of digital interface design, security in the information environment, etc. As noted above, computer technology plays an important role in today's world, which predetermines the demand for products produced by IT professionals. This industry in Ukraine is developing rapidly and steadily, due to which the number of people employed in this field is increasing and international cooperation with the leading companies in the world is strengthening. What is important is that this industry is one of the few in Ukraine that not only failed to lose its potential during the pandemic but, on the contrary,

managed to increase it. It is also necessary to pay attention to the regional peculiarities of the IT sphere in Ukraine, as there is an uneven location of universities, so in certain regions, this industry is weaker developed (Karyi, 2021). One option for solving this problem is to increase state orders for Information Technology knowledge in those regions where this industry is least developed.

An important resource for the development of innovative technologies is rare-earth metals, which are used in the defence, space, and automotive industries. These materials are very valuable in the modern world because there are few deposits on the planet, so the world's leading countries are struggling to extract them. One of such deposits is located in Ukraine and extraction of these materials is a promising industry in the future of Ukraine (Ponomarenko, 2021). It is important to establish a state protectorate over these fields at the legislative level in order to control the extraction from them.

Based on the materials outlined, it can be argued that Ukraine has already taken some steps to create an innovative system of economy, but for rapid development should borrow the experience of foreign countries that are already highly developed in this area. Thus, it is important to strengthen cooperation through increased investment by foreign companies in Ukrainian enterprises. In this context, the problem is that Ukraine is a kind of transit country, i.e., a state that does not produce modern technologies but is a linking element in trade between other countries (Ilyina, 2022). Taking this into account, the development of those enterprises that will produce high-tech products should be stimulated. For this purpose, the government needs to guarantee all the conditions for the development of entrepreneurship, in particular, ensuring sustainable development and the training of highly specialized specialists, because through these factors it is possible to increase the investment attractiveness of the country.

As for the development of innovative technologies proper among enterprises, there are different ways of implementing this in this context. In particular, the active behaviour of enterprises involves the search for investment and the creation of institutions for the production of modern technological products. Passive behaviour involves the search for its implementation and generally the creation of innovative methods in marketing (Orlova, 2019).

The example of Ireland is important for Ukraine in the context of economic development and the strengthening of international cooperation. The mentioned country managed to develop the most progressive sectors of the economy thanks to foreign investment. To implement this goal, a number of steps were taken, the first and most important of which was financial assistance to small businesses, which contributed to the rapid development and investment attractiveness. Another significant step was the modernization of enterprises, opening up opportunities for the production of modern types of goods. In international cooperation, Ireland has reformed the creation of special preferential taxation, which consists of the creation of certain territorial zones, within which a lower tax rate for businesses. In addition, Ireland has been able to increase spending on education through investment, resulting in more highly skilled workers in the Irish labour market who can work in the production of innovative technologies (Stoiko, 2018).

DISCUSSION

According to the results of the study, it can be argued that Ukraine has rather high indicators among all countries of the world on the parameters of innovation and globalization. However, it should be understood that there is still a large field for the development of the innovation system of the economy. In particular, it is important to work on the production of modern technological products. In addition, the beginning of the development of electricity production from reproductive sources has already been laid down, but not all the potential of this type of resource in Ukraine is used to its maximum.

One of the scientists who researched the topic of the development of the modern economic system of Ukraine in the context of globalization changes is Bulkot (2021). The researcher argues that the key element in the development of the Ukrainian economy is the creation of an effective mechanism of public administration and management. In this sense, the key objective is to provide economic entities and production entities with modern technologies that stimulate the growth of public welfare and the formation of a modern type of economy. An important aspect, according to the researcher, is, on the one hand, providing each individual element of the economy with everything necessary for the development of modern technology, and on the other hand, changing the overall situation in the country. It is also associated with the achievement of a balance between public and private interests in order to agree on the development of an innovative economy.

We should agree with this view, as the main part of this study notes the importance of public policy and governance for the development of the economic system. It is necessary to complement A. Bulkot, that the state policy and management should be directed not only to the development of the internal economic situation but also to work on the promotion of foreign investment.

Another author who studied the development of the modern economy of Ukraine from a global aspect is B. Kosovich. The main topic of the author's research is ecologization and preservation of the environment. The author argues that this topic is one of the most urgent in the modern world, so it can become a unifying factor for the cooperation of many countries. In addition, it was argued that greening is one of the factors that will contribute to the development of an innovative economy, particularly in the field of energy. One of the main ways to solve this problem, according to the scientist, is the development of state institutions and state policy in this area.

This view is correct, because the problem of ecology and environmental conservation in the world will become more and more acute every year, so it is important to start working on improving this issue now. In addition, we can add that the development of economic activity in the context of environmental preservation will contribute to the growth of public welfare. For example, the development of renewable energy requires not only the development of production technology but also the development of consumption technology.

A key factor determining the pace and nature of the development of economic activity in Ukraine is the war, or rather its end. This event has produced tremendous changes in many areas of society, including the economy. The impact of the war on the development of economic activity has not been considered in this study, because it is a fairly broad topic that requires a separate study. In addition, it should be understood that the war has not only had a negative impact on the development of innovation and globalization in Ukraine but also has positive features. In particular, cooperation with many developed countries, in particular, the European Union and the United States, has been strengthened or initiated. The entire civilized world is ready to cooperate with Ukraine, so it can be predicted that after the end of hostilities, the Ukrainian economy will develop at a rapid pace.

CONCLUSIONS

As a result of this study, it was determined the place that Ukraine occupies among other countries of the world on the indicators of innovation and globalization. As a result, it was concluded that Ukraine is ahead of the European Union countries and developed countries of the world, based on which it was found that it is necessary to strengthen cooperation with these countries. Also, based on indicators of change in the Global index of innovation in the period from 2013 to 2022, it was determined that political and social events have a significant impact on the development of economic activity.

The study analyzed the impact of the process of digitalization, which has reached significant development in Ukraine in recent years, on the development of the innovation system of the economy. As a result, it was found out in which areas of the economy digitalization had the greatest impact:

- Banking;
- Financial markets;
- Advertising;
- Business;
- IT sphere.

The development of reproductive energy in Ukraine was analyzed, as a result of which it was found out that this branch of production has been actively developing since 2014, but still has low indicators in the overall value among all other methods of electricity production in the country. It was considered which regions have the greatest potential for the development of a particular type of reproductive energy.

Another branch of the innovation economy considered in this article is the IT sphere. As a result of the analysis, it was determined that this industry is one of the most promising in the Ukrainian economy, but there is a problem of unequal distribution of specialists by region. One of the main ways to solve this problem is to increase the number of state orders in higher education institutions in those regions that have the greatest need for it.

Another aspect of this study is to consider the topic of rare-earth metal mining, which is of great relevance in the modern world, given their relevance in the production of many modern materials, and the fact that they are not widespread in the world. The Ukrainian government should pursue policies to enhance the extraction of these metals and protect deposits.

In general, it has been found that an important element in the development of the innovation economy is to cooperate with more developed countries in order to adopt their experience. Thus, the Ukrainian government needs to implement a policy of small business development in the country in order to strengthen it. The experience of Ireland was also analyzed, due to which it was found that some methods used by this country can be applied in Ukraine. In particular, preferential

territorial zones for investors should be created, within which a low tax rate would be established. It is important to do everything to start the production of high-tech products in Ukraine so that cooperation with other countries can be significantly strengthened and develop the Ukrainian economy of the modern type.

Further research needs the topic of the development of public management and administration in certain aspects and sectors of economic activity, in order to determine exactly how to improve the innovativeness of the Ukrainian economy. Also important is the topic of the impact of the war on the economy and post-war development of Ukraine.

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ІННОВАЦІЙНІ ПЕРЕТВОРЕННЯ ЕКОНОМІКИ УКРАЇНИ В УМОВАХ ГЛОБАЛІЗАЦІЇ: ТЕОРЕТИКО-АНАЛІТИЧНІ АСПЕКТИ

У статті обґрунтовано актуальність інноваційного типу економіки, який є домінуючим в усіх провідних країнах світу. Відтак акцентовано, що інновації в українській економіці є запорукою сталого розвитку. Метою цього дослідження є визначення й опис наявних інноваційних перетворень в економіці України та визначення перспектив і шляхів їхнього розвитку. У дослідженні використано низку методів теоретичного пізнання, таких, як: аналіз, синтез, конкретизація, узагальнення. У результаті дослідження зроблено такі висновки: визначено місце України серед усіх країн світу за показниками інновацій та глобалізації, а також з'ясовано основні причини підвищення й спаду цих показників; визначено, на які сфери української економіки вплинув процес диджиталізації: на банківську справу, фінансові ринки, рекламу, бізнес, галузь ІТ; визначено сучасний стан та перспективи розвитку відновлюваної енергетики, ІТ-сфери, видобутку рідкоземельних металів; визначено шляхи розвитку інновацій за рахунок співпраці з розвиненими країнами. Акцентовано на тому, що уряду слід сприяти розвитку підприємництва та перейняти досвід Ірландії в контексті активізації створення пільгових зон. Наголошено на важливості проведення подальших досліджень розвитку державного управління в економічній сфері, особливо в період післявоєнного відновлення.

Ключові слова: диджиталізація, спеціальне пільгове оподаткування, репродуктивна енергія, інвестиції, ІТ-сфера, глобалізація, інновації, сталий розвиток

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