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Svitlana Stender, Oksana Bulkot, Olesia Iastremska, Volodymyr Saienko, Yuliia Pereguda Digital transformation of the national economy of Ukraine: challenges and opportunities

ABSTRACT This study aims to dissect the direct effects of digital transformation on key economic and social segments in Ukraine. It underscores the critical role of adaptable digital solutions in sustaining economic viability. The investigation focuses on public service provision, entrepreneurial ventures, infrastructure development, mental health, and societal unity, all examined through the prism of digital resilience. Utilizing a comprehensive methodology involving formalization, abstract reasoning, and the Pareto principle, the research employs ABC analysis and linear scaling to assess and prioritize the impact of various digital aspects in the context of the current war scenario. The findings reveal nuanced impacts across different sectors: Public service dissemination scores a modest 0.32, indicating the need for urgent enhancement. Entrepreneurial activity demonstrates moderate adaptability with a rating of 0.43. Infrastructure reconstruction lags at 0.28, revealing critical vulnerabilities. Mental health recovery (0.56) and social cohesion (0.51) reflect more robust digital integration. The study suggests that prioritizing and investing in digital initiatives, especially in the higher-scoring areas, can provide substantial support for maintaining stability and fostering growth. These actionable insights are particularly relevant for policymakers and stakeholders, emphasizing the immediate and measurable benefits of targeted digital strategies in a wartime setting.

Keywords: digitalization, Ukraine, entrepreneurship, Pareto, social bonds, infrastructure, policy, innovation