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FEATURES OF THE ECONOMIC BEHAVIOR OF ENTERPRISES IN THE CONDITIONS OF DIGITALIZATION ОСОБЛИВОСТІ ЕКОНОМІЧНОЇ ПОВЕДІНКИ ПІДПРИЄМСТВ В УМОВАХ ЦИФРОВІЗАЦІЇ

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The rapid penetration of digital technologies across all spheres of human life is bringing significant changes in the behavior of economic entities. To maintain business efficiency, it is necessary to adapt to new social conditions in which digital technologies are radically changing traditional patterns of behavior. The opportunity to implement rapid, effective adaptation is provided by the enterprise's innovative development, which is focused on changes in the economic behavior of market entities. This makes it relevant to study behavioral changes caused by digitalization. The purpose of the study is to identify changes in the patterns of economic behavior of market entities associated with digitalization, and to develop a model of enterprise behavior that will enable a better response to new challenges and conditions in the external environment. The specified goal was achieved using such methods as: methods of systematization (to identify the structure of the studied concepts), generalization (to identify key elements), structural analysis (to identify the features of the impact of digitalization), comparison and synthesis (when creating a model of innovative development of the enterprise). The results of the study were: clarification of the role and significance of digitalization in determining the behavior of economic entities; clarification of the content of the concepts of "economic behavior", "economic behavior of the enterprise", as well as identification of their key elements; systematization of changes occurring in the behavior of economic entities under the influence of digitalization; identification of factors that determine the success of innovative behavior of enterprises; creation of a model for ensuring the innovative development of enterprises, focused on the modern needs of society. The practical significance of the results lies in the possibility of implementing an innovative model of enterprise development by transforming their economic behavior through the harmonization of behavioral patterns within the system of economic relations with other market entities.

Keywords: economic behavior, economic behavior of the enterprise, digitalization, innovative development, organizational development. Швидке проникнення цифрових технологій в усі сфери людського життя спричиняє суттєві зміни в поведінці суб'єктів господарювання. Для підтримки ефективності бізнесу необхідно адаптуватися до нових соціальних умов, у яких цифрові технології радикально змінюють традиційні моделі поведінки. Можливість реалізації швидкої й ефективної адаптації забезпечується інноваційним розвитком підприємства, орієнтованим на зміни в економічній поведінці суб'єктів ринку. Це робить актуальним дослідження змін у поведінці, спричинених цифровізацією. Метою дослідження є виявлення змін у моделях економічної поведінки суб'єктів ринку, пов'язаних з впливом цифровізації, та розробка моделі поведінки підприємства, яка дозволить краще реагувати на нові виклики та умови у зовнішньому середовищі. Зазначена мета була досягнута за допомогою таких методів, як: методи систематизації (для виявлення структури досліджуваних понять), узагальнення (для визначення ключових елементів), структурного аналізу (для виявлення особливостей впливу цифровізації), порівняння та синтезу (при створенні моделі інноваційного розвитку підприємства). Результатами дослідження стали: уточнення ролі та значення цифровізації у визначенні поведінки суб'єктів господарювання; уточнення змісту понять «економічна поведінка», «економічна поведінка підприємства», а також визначення їх ключових елементів; систематизація змін, що відбуваються в поведінці суб'єктів господарювання під впливом цифровізації; визначення факторів, що обумовлюють успішність інноваційної поведінки підприємств; створення моделі забезпечення інноваційного розвитку підприємств, орієнтованої на сучасні потреби суспільства. Практичне значення результатів полягає в можливості впровадження інноваційної моделі розвитку підприємств шляхом трансформації їхньої економічної поведінки через гармонізацію моделей поведінки в системі економічних відносин з іншими суб'єктами ринку. **Ключові слова:** економічна поведінка, економічна поведінка підприємства, цифровізація, інноваційний розвиток, організаційний розвиток.

Introduction

The digitalization of public life is one of the trends of globalization inherent in our time. It transforms almost all aspects of life and, above all, business. However, digitalization is not limited to accelerating the speed and growth of data used for decision-making. Its role evolves: it becomes the initiator and regulator of behavior, changing the usual ways of interacting with the world and forming new life values. In economics, it causes systemic changes that require new ways of using data, not only to optimize existing processes, but also to rethink business models.

The relevance of the study of economic behavior in the context of digitalization stems from the need for enterprises to restructure their activities and adapt to global changes, given the significant loss of efficiency of traditional business models. Digital technologies have become not only an integral part of the production process. They have radically changed the nature of interaction between the enterprise and consumers, have formed, and continue to contribute to the development of a new communication environment in which interaction takes place online, and the conditions and principles for ensuring its success are completely different.

A significant number of papers have examined the impact of digitalization on various aspects of economic behavior. The development of hyper-personalization and "ethical pushing" systems that use adaptive algorithms to provide recommendations to consumers in real time was investigated by V. Deepa, S. Halder, B. Kalhapure, S. Sonkamble, K. Patel [1].

The evolution of consumption patterns (economic, psychological, social) and the specifics of behavior of different generations (from baby boomers to generation Z) in the digital space were studied by L. Ivanchenkova, T. Markova, Y. Antonyuk, A. Volkova [2]. The peculiarities of digital consumer behavior in the context of e-commerce development were studied by O. Reshetnikova, V. Danylenko, and M. Dorosh-Kizym [3]. The study of the mechanisms by which social



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networks influence the formation of consumer preferences and the economic behavior of the population was conducted by V. Vasyuta and M. Tokmakov [4]. They identified mechanisms to stimulate purchasing activity on Instagram, TikTok, and Facebook, as well as the benefits and risks of unethical advertising methods.

Considerable attention is paid to the study of changes in firms' competitive behavior patterns in the context of the digitalization of competition in A.'s work. Gerasymenko [5]. A separate issue of the impact of digitalization on the behavior of enterprises is paid attention to in the works of such researchers as L. Liu, S. An, H. Liu, I. Chobitok, O. Kononov [6; 7]. However, the dynamics of economic behavior as a complex system of adaptive changes in the context of enterprises' innovative development have not been sufficiently studied and require further clarification.

Formulation of the objectives of the article

The purpose of the study is to identify the features of enterprises' economic behavior in the context of digitalization and to develop a model to ensure the innovative development of enterprises, considering the impact of digitalization on society.

Presentation of the main material of the study

Large-scale economic crises of the twentieth century and the beginning of the twenty-first century revealed the limitations and significant oversimplification of traditional economic theory in understanding man as a rational creature who seeks to maximize benefits. Although thorough studies of economic behavior have a long history, no unified vision of the concept's content has emerged in economic science.

There are numerous attempts to determine the content of the concept of "economic behavior", which are shaped by the peculiarities of scientists' methodologies and research foci (Table 1).

Table 1. Features of approaches to the interpretation of the concept of "economic behavior"

Author	Definition	Features of the approach
O. Petinova	Human behavior associated with the selection of purposeful, pragmatic, or socially oriented economic alternatives to solve economic problems at all stages of the economic cycle and at the same time satisfy their material and spiritual needs [8]	An interdisciplinary and systematic approach covering all stages (from production to consumption)
L. Verkhovod	The form of economic activity of people in the field of production, distribution, exchange, and consumption of various goods and services carried out to meet their needs and maximize utility [9]	The functional-activity approach focused on the activity of subjects in economic relations
V. Tsapenko	A specific category described by two components: variable (depending on changes in the environment) and stable (internal propensity of management to risk) [10]	Strategic and managerial approach that highlights stable and variable aspects of behavior for decision-making
O. Raevneva, O. Brovko, S. Chew	A combination of purposeful and spontaneous managerial reactions, reproducing the essence and nature of the economic development of the enterprise in the short and long term, which is determined by the synergistic influence of objective and subjective factors of the internal and external environment, and is aimed at achieving the goals of the development of the business entity, taking into account its potential and real resource capabilities [11]	Adaptive-management approach, where behavior is considered as a reaction to environmental disturbances
R. Ivanov	A set of purposeful actions of an economic agent focused on the implementation of a certain model of economic activity [12]	Institutional-functional approach that considers the dualistic nature of the subject
O. Lozichenko	The set of actions that economic entities carry out in the field of economic activity, namely the processes of production, distribution, consumption, and exchange, achieves the economic objectives set and satisfies their own economic needs [13]	An integrated and system-targeted approach that considers the goals and needs of economic agents that arise in the conditions of economic activity

Source: systematized by the author based on [8–13]

Scientists consider the term "economic behavior" a multifaceted, interdisciplinary category arising at the intersection of economics, sociology, and psychology. There is no unambiguous definition, since each approach focuses on different aspects of the subject's activity. At the same time, the main ones are activity, focus on satisfying needs, involvement in economic relationships, and utility maximization.

Even though the enterprise's economic behavior depends on the economic behavior of the company's owner or the collegial decisions of its management, it is considered, as a rule, separately and is not reduced to an individual. The essence of the economic behavior of enterprises is understood as a combination of purposeful and spontaneous managerial reactions to environmental changes, aimed at achieving development goals and considering resource constraints (Table 2).

In modern contexts, these areas are often integrated into complex models that account for both individual psychological traits and the influence of the global digital environment. If we define the essence of digitalization, it is a large-scale, multifaceted process encompassing the technical, economic, and social aspects of modern society's transformation.

The key feature of digitalization is the reorientation from tangible assets to information assets (information, data, knowledge). Data is becoming a new factor of production along with capital and labor [6]. The speed and quality of decisions made by processing large amounts of information are increasing significantly. Digitalization is also radically changing the ways of interaction between subjects: communication and economic transactions are massively moving online; innovative economic behavior of consumers is being formed, where the choice is made on the basis of digital footprints, reviews on social networks, and personalized recommendations; The role of the consumer, who becomes an active participant in value creation, is changing.

It is important to recognize that an enterprise's economic behavior is not autonomous but is determined by a system of external factors, including the behavior of other economic agents. Therefore, building the effective economic behavior of an enterprise requires considering changes in consumer behavior, its own management, and the company's personnel, suppliers, competitors, and other economic agents interacting with the company.

Digitalization, first, changes traditional consumption patterns and leads to the formation of a qualitatively new model of consumer behavior – the model of innovative consumption, which changes not only what people buy but also how they make decisions and interact with the market. In the structure of changes that digitalization brings to consumer behavior, the following key areas of its influence can be distinguished:

1. Consumption acquires an innovative character: the consumer, in the conditions of constant improvement and development of technologies, becomes not only the final addressee of the use of the product, but is also forced to constantly improve their understanding of both its existing and potential properties [15]. In this way, the consumer becomes an active

participant in the formation not only as a reference for the development of an innovative product, but also in the generation and study of its consumer characteristics. Thus, a special type of economic behavior emerges, characterized by the conscious choice and use of new, more advanced goods and services driven by scientific and technological progress. Digitalization also affects consumer responsibility and awareness: they are increasingly choosing innovations that contribute to resource conservation and environmental protection.

2. Formation of technological drivers of innovative choice. The use of artificial intelligence (AI) and Big Data to analyze consumer behavior enables companies to offer hyper-personalized solutions that meet each customer's unique needs, prompting customers to choose innovative products. The collection and processing of consumer information, followed by the generation of offers, takes place in real time, preventing offers from losing relevance. The time lag between demand and supply, which was inherent in traditional economic consumption models, disappears. Cognitive load decreases. Automation tools and personalized recommendation systems make it easy to choose from many alternatives.

3. Distribution of mobile commerce (m-commerce) [2]. The share of online purchases made through a smartphone in total consumer spending tends to increase [3]. Smartphones have evolved into the primary channel for accessing the market, allowing consumers to buy innovative products anywhere, anytime.

4. Transformation of the role of the consumer. Co-creating value [16]. The consumer ceases to be a passive object of marketing influence and becomes an active participant in the innovation process (co-creation), generating content and ideas for improving products. The impact of social evidence is growing [4]. A consumer's decision to buy an innovative product is now often based not on advertising, but on reviews in online communities, ratings, and opinions of opinion leaders (influencers). There is a transition from ownership to access. Digitalization contributes to the development of the sharing economy, in which innovation involves gaining access to a good without owning it physically (e.g., subscription models).

5. Formation of a model of innovative consumption. Growth of information literacy [15]. The growing population awareness of the benefits and risks of new technologies contributes to improving perceptions of innovation and, on this basis, to the formation of a new consumption model.

Table 2. Theoretical Concepts of Economic Behavior of Enterprises

Theoretical direction	Theories and representatives	Key Features
Classical and neoclassical	The model of "homo economicus" (A. Smith, D. Ricardo, J. Mill); model of the "rational person" (A. Marshall); utility theory (K. Menger); theory of expected utility (J. von Neumann, O. Morgenstern)	It is based on the principle of complete rationality and maximization of one's own benefit (profit) while minimizing costs. The subject has complete information and acts in a competitive market to maximize profit and utility
Behavioral	Theory of bounded rationality (G. Simon); theory of perspectives (D. Kahneman, A. Tversky); presumed irrationality (D. Arieli); variable rationality (H. Leibenstein)	Emphasis on psychological aspects: People rely on cognitive heuristics (simplifications) due to limited cognitive resources and time. The behavior is often irrational but predictable. Decisions can be made based on habit, imagination, or logic
Institutional and neo-institutional	Model of demonstrative consumption (T. Veblen); theory of social choice (J. Buchanan, F. Hayek); contract theory of the firm (R. Coase, O. Williamson)	Economic behavior is determined by the "rules of the game" (institutions), norms, traditions, and the desire to increase social status. An enterprise is considered a set of contracts
Psychological	The model of the "economic and psychological person" (J. Catona); "basic psychological law" (J. M. Keynes); psycho-analytic and humanistic schools (S. Freud, A. Maslow, E. Fromm)	Exploration of internal motives, emotions, instincts, and irrational expectations. Consumption depends not only on income, but also on habits and "spirit"
Theories of expectations	Theory of adaptive expectations (M. Friedman); theory of rational expectations (R. Lucas, N. Wallace)	The behavior of the enterprise is based either on previous experience (adaptive) or on forecasts of the future development of the entire economy (rational)
Sociological	Typology of social action (M. Weber); models of socialization and integration (E. Durkheim, T. Parsons); fashion concept (G. Simmel)	Behavior is considered a system of social actions determined by culture, family, social groups, and value orientations
Strategic and organizational	Theory of dynamic capacities (D. Thies); network theory of organization (R. Miles, C. Snow, W. Ouchi); theory of organizational learning (K. Argyris, D. Schoen, P. Senge)	Competitiveness depends on the ability to identify changes and reconfigure resources. Transition from hierarchies to virtual networks. Organization as a system that is constantly self-improving
Modern Strategic and Network Theories	Theory of the Information Society (M. Castells, D. Bell, E. Toffler); The theory of the "blue ocean" (V. Chan Kim)	Adapting to digitalization: moving from pyramidal structures to virtual networks. Data becomes a strategic asset, and behavior becomes a flexible response to changes in real time

Source: summarized using [5; 10; 11; 14]

Growth in income and educational level [15]. The model of innovative consumption forms more quickly among employees with high levels of education and creative abilities, who can produce and consume complex intellectual products.

Standardization [15]. The introduction of high international standards of quality and safety forces consumers to raise their expectations for products, thereby stimulating the market for further innovation.

Consequently, digitalization transforms consumption into a continuous process of adaptation, where data availability, social impact, and new business models (platforms, ecosystems) make innovative behavior a natural part of modern human life. At the same time, digitalization introduces fundamental changes in the economic behavior of enterprises, transforming their internal processes, strategies for interacting with the external environment, and procedures and logic for making innovative decisions. Digitalization is a fundamental driver of enterprises' innovative development, transforming their internal structures, market interaction strategies, and value-creation mechanisms. The key aspects of the impact of digitalization are:

1. Strengthen innovation capabilities through improved data analytics and the use of artificial intelligence. Digital transformation improves enterprises' ability to innovate by processing big data on consumer behavior [6]. This allows companies to better understand hidden customer needs, identify new market opportunities, and create products that meet future demands. AI and machine learning technologies increase efficiency and productivity in solving routine tasks, freeing up resources for other higher-value-added activities and innovative developments [17]. AI technologies allow you to identify consumer needs faster and more accurately, as well as predict changes in their intensity and structure.

2. Transformation of business models and structures. Hierarchical organizational structures are being replaced by network and virtual networks and ecosystems [5]. This allows businesses to be more flexible and sensitive to consumer

demand. Thus, a higher level of customer focus and higher-quality feedback in interaction processes is ensured. Platformization is spreading. Businesses are increasingly adopting platform models (such as Uber and Amazon) that create value by facilitating exchanges among participants and minimizing transaction costs. The use of platforms provides an opportunity to simultaneously increase utility for consumers and reduce transaction costs for enterprises. Servitization is also increasing. Companies and technologies that enable shared consumption of resources do not lead to irrational resource use; rather, they create opportunities to increase customer responsibility through a variety of feedback technologies and assessment systems [5].

3. Transformation of marketing and communication policy, for which hyperpersonalization, co-creation, and omnichannel are becoming a priority.

Hyperpersonalization. Thanks to AI, businesses are moving from mass marketing to personalized offers, analyzing the "digital footprints" of each customer [17]. This allows you to increase predictive accuracy in assessing customer behavior and achieve a significantly higher level of offer compliance with their expectations. And as a result, increase customer satisfaction and loyalty.

Co-creation of value. Companies cease to be sole owners of the brand; Reputation and image are now shared with consumers through social media dialogue and feedback [16].

Omnichannel in today's digital economy is a strategic approach that provides a highly integrated shopping experience, allowing consumers to combine different interaction channels and use them interoperably. Enterprises integrate all sales channels (online and offline). Unlike simply using multiple channels (multichannel), omnichannel implies their complete synchronization and seamless customer experience.

"Seamless experience" in the context of today's digital economy is a strategic approach to shaping the customer journey, in which the consumer's interaction with the brand remains holistic, continuous, and convenient at all stages and across all communication channels [3]. Seamless experience is a state in which technology becomes "transparent" to the consumer, providing him with the opportunity to solve his needs in the shortest way without technical or logical obstacles. The main characteristics of a seamless experience are: full integration of channels, continuity of processes, technological excellence [3], brand consistency (the customer receives the same level of service and perception of brand values regardless of which platform or device they use), removal of barriers [18] (traditional barriers between personnel, business and goods disappear, putting the customer at the center of changes in the value chain).

5. Development of dynamic capacities. According to the theory of dynamic capacities, digitalization helps firms quickly identify changes in the external environment and flexibly reconfigure resources to implement innovative projects [7]. Such capabilities include:

- the ability to constantly adapt. Competitiveness depends on a firm's ability to instantly identify changes in the environment and reconfigure its resources accordingly [7];

- formation of digital culture. The success of digitalization is determined not only by the availability of modern technologies within the company, but also by changes in personnel mindsets and the development of digital leadership within the organization [7].

In general, digitalization transforms an enterprise's economic behavior into a continuous process of adaptation in a highly dynamic, information-rich environment.

Innovative economic behavior of an enterprise in scientific discourse is considered as a system of actions and deeds that are carried out in the process of introducing innovations and reflect the reaction of the subject to the conditions of innovation activity [8]. The study of existing sources allows you to identify several groups of components that form this behavior.

1. Functional manifestations. Innovative behavior is manifested through: the selection and filtering of innovations; the choice of implementation options; the demonstration of the activity or passivity of staff and management in the process of introducing new technologies or products; the implementation of a chain of specific actions in accordance with the technology; and the ability to overcome difficulties [8].

2. Strategic and instrumental components. In the context of digitalization, the innovative behavior of the enterprise is integrated into the overall development strategy and includes the following elements: the model of open innovations, the culture of continuous innovation [18], dynamic networks arising from the creation of temporary alliances of organizations along the value chain for the implementation of breakthrough innovation projects [14]; using data-driven business models, AI, and cloud platforms [7; 16], which become the basis of innovative development.

3. Psychological and managerial components: stable and variable. Stability is determined by management's internal risk propensity. Businesses that choose an active or proactive strategy are prone to taking high risks associated with innovation. Variable – depends on dynamic changes in the external environment. It determines how innovation plans are adjusted in response to market conditions or technological progress [10].

4. Resource and personnel components. As in any other type of activity, to ensure the success of organizational innovation, quality resources and personnel with appropriate competencies are needed. In the context of digitalization, such components are: innovative thinking of personnel, which is manifested in the presence of specialists with a high level of education and creative abilities [14; 15]; information and analytical base, which assumes the ability to use Big Data and predictive analytics to identify hidden consumer needs and predict the success of innovations [18]; technical and technological base: automation of production and implementation of "end-to-end technologies" (AI, IoT, blockchain) that provide a material basis for innovative changes [16].

Based on the generalization of theoretical provisions and practical experience in implementing innovative economic behavior by enterprises in Ukraine, a model for ensuring the innovative development of enterprises is proposed, considering the impact of society's digitalization (Fig. 1).

Thus, the innovative economic behavior of an enterprise is a dynamic synthesis of strategic planning, psychological readiness for risk, and the ability to technologically implement innovations in the context of digital transformation. It is manifested through the selection and filtering of innovations, the identification of implementation options, and the ability of personnel to overcome difficulties that arise during implementation.

Logical sequence of model implementation:

Stage 1: Formation of readiness for transformation (at the personnel and cultural levels). Development of digital leadership and overcoming "algorithmic aversion" in staff. Stimulation of the innovative thinking of personnel.

Result: The organization's readiness for change.

Stage 2: Strategic shift (reorientation, strategic level). Transition from simple optimization to the "Data-Inspired" paradigm (search for new opportunities in data). Adopting a proactive model of behavior.

The result: A clear vision of the innovation path.

Stage 3: Structural transformation (reconfiguration of resources and structures, structural and resource levels). Transformation of hierarchies into virtual networks and ecosystems. Introduction of end-to-end technologies (AI, Big Data, IoT) as the main factor of production.

The result: A flexible structure capable of rapid scaling.

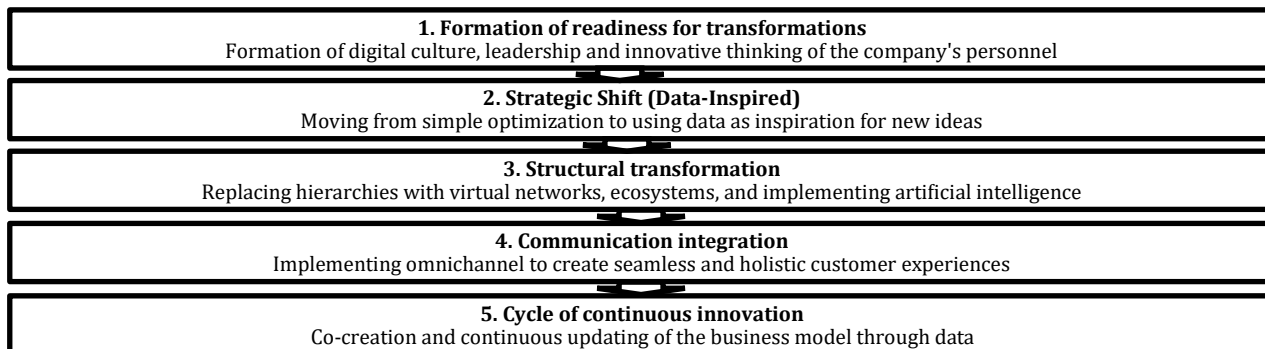


Fig. 1. Model of ensuring innovative development of enterprises

Stage 4: Communication integration (integration of customer experience, communication level). Implementing omnichannel and providing a "seamless experience" for the consumer. Launch of co-creation mechanisms, where the consumer becomes a participant in value creation.

Result: High market loyalty and engagement.

Stage 5: Continuous innovation cycle (Feedback). Moving towards a culture of continuous innovation, where consumption data becomes a source for new ideas. Continuous monitoring of "digital footprints" for predictive analytics.

Result: Sustainable development in a dynamic environment.

Conclusions and prospects for further exploration

In the context of digitalization of society, the economic behavior of enterprises changes and, in the context of organizational and economic support of innovative development, acquires such features as:

1. Strengthening innovation capabilities through improved data analytics and the use of AI.
2. Transformation of business models and structures.
3. The growing importance of data as a resource and asset.
4. Transformation of marketing and communication policy, for which hyperpersonalization, co-creation, omnichannel

are becoming a priority.

5. A methodological shift in decision-making, which involves the rejection of full rationality and systemic changes instead of point decisions.

6. Development of dynamic capacities.

The proposed model of innovative development adopts a consistent approach to enterprise management in the digital age, taking these features into account. The proposed model considers certain features and considers the enterprise's innovative development in the digital age not as a linear implementation of IT solutions, but as a cyclical process that evolves from changing personnel's mental models (readiness for transformation) to creating ecosystems of shared value with consumers. The key result of the model implementation is the development of a sustainable capability for continuous self-improvement based on data ("Data-Inspired"), which transforms digitalization from an external challenge into an internal driver of strategic competitiveness.

The practical significance of the proposed model lies in the possibility of systematic use of digitalization's innovative potential to radically transform the enterprise's economic behavior and adapt to external challenges. The implementation of this model enables businesses to focus on the complex construction of ecosystems grounded in the "Data-Inspired" paradigm and the creation of shared values, thereby ensuring organizational sustainability and strategic competitiveness.

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