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DIGITAL DRIVERS OF ENTREPRENEURIAL ECONOMIC SECURITY IN STRATEGIC DEVELOPMENT OF INTERNATIONAL BUSINESS

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ЦИФРОВІ ДРАЙВЕРИ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ У СТРАТЕГІЧНОМУ РОЗВИТКУ МІЖНАРОДНОГО БІЗНЕСУ

The article comprehensively investigates the digital drivers of economic security of entrepreneurial activity and their impact on the strategic development of international business in the context of the rapid digital transformation of the global economy and the growing role of information technologies in ensuring the sustainability of business processes. A systematization of key digital factors, including cybersecurity, data analytics, cloud technologies, business process automation, digital platforms and other digitalization tools, is carried out, with a further assessment of their contribution to ensuring the stability, operational efficiency and competitiveness of enterprises in international markets. An integrative methodology was used for the analysis, combining theoretical analysis of scientific sources, comparative systematization of generalized statistical data and construction of the Index of Digital Drivers of Economic Security, which allows quantitatively assessing the impact of digital technologies on the economic sustainability of enterprises and the level of their readiness to manage risks in the context of global competition. The study revealed the interdependence between the level of digitalization and economic security, showing that the implementation of comprehensive digital solutions contributes to strengthening the strategic positions of companies, increasing their flexibility, adaptability and ability to effectively respond to external challenges of the global business environment. Based on the results obtained, a conceptual model of integrating digital drivers into the strategic management system was formed, which ensures the consistency of technological, organizational and management decisions in the process of enterprise development and allows to increase its innovative potential. The practical significance of the study lies in providing recommendations for increasing the sustainability and global competitiveness of enterprises, developing strategic planning tools focused on digital security, as well as creating a basis for further research aimed at improving digital management strategies and modeling economic security in the context of international business.

У статті комплексно досліджуються цифрові драйвери економічної безпеки підприємницької діяльності та їхній вплив на стратегічний розвиток міжнародного бізнесу в умовах стрімкої цифрової трансформації глобальної економіки та зростаючої ролі інформаційних технологій у забезпеченні стійкості бізнес-процесів. Проведено систематизацію ключових цифрових факторів, серед яких кібербезпека, аналітика даних, хмарні технології, автоматизація бізнес-процесів, цифрові платформи та інші інструменти цифровізації, із подальшою оцінкою їхнього внеску у забезпечення стабільності, оперативної ефективності та конкурентоспроможності підприємств на міжнародних ринках. Для аналізу застосовано інтегративну методологію, що поєднує теоретичний аналіз наукових джерел, порівняльну систематизацію узагальнених статистичних даних та побудову Індексу цифрових драйверів економічної безпеки, який дозволяє кількісно оцінити вплив цифрових технологій на економічну стійкість підприємств та рівень їхньої готовності до управління ризиками в умовах глобальної конкуренції. Дослідження виявило взаємозалежність між рівнем цифровізації та економічною безпекою, показавши, що впровадження комплексних цифрових рішень сприяє зміцненню стратегічних позицій компаній, підвищенню їхньої гнучкості, адаптивності та здатності ефективно реагувати на зовнішні виклики глобального бізнес-середовища. На основі отриманих результатів сформовано концептуальну модель інтеграції цифрових драйверів у систему стратегічного управління, що забезпечує узгодженість технологічних, організаційних та управлінських рішень у процесі розвитку підприємства та дозволяє підвищити його інноваційний потенціал. Практичне значення дослідження полягає у наданні рекомендацій щодо підвищення стійкості та глобальної конкурентоспроможності підприємств, розвитку інструментів стратегічного планування, орієнтованих на цифрову безпеку, а також у створенні основ для подальших досліджень, спрямованих на вдосконалення цифрових стратегій управління та моделювання економічної безпеки у контексті міжнародного бізнесу.

Key words: digital drivers, economic security, entrepreneurial activity, entrepreneurship, strategic development, international business, digital transformation, competitiveness.

Ключові слова: цифрові драйвери, економічна безпека, підприємницька діяльність, підприємництво, стратегічний розвиток, міжнародний бізнес, цифрова трансформація, конкурентоспроможність.

INTRODUCTION

The current stage of global economic development is characterized by the intensive penetration of digital technologies into all spheres of business activity, which radically transforms business models, value chains and mechanisms of interaction between participants in international markets. Digitalization not only creates new opportunities for increasing competitiveness but also creates new risks due to the growth of cyber threats, information asymmetry, technological dependence and instability of the global digital environment. Under such conditions, the issue of ensuring the economic security of business structures acquires strategic importance, especially for companies operating in international markets.

The economic security of business in the digital age is determined not only by the ability of an enterprise to protect its resources, information assets and intellectual capital, but also by its ability to adapt to technological changes, use digital tools to increase resilience and create strategic advantages. At the same time, in international business, digital technologies are becoming key drivers of development — they provide operational access to global markets, support the efficiency of logistical and financial processes, improve risk management and contribute to the formation of long-term growth strategies.

Despite significant academic interest in economic security and digital transformation, the issue of identifying and assessing the digital drivers that most affect the security of entrepreneurial activity in international business remains understudied. There is also a lack of comprehensive approaches that would combine strategic management tools and the digital economy in the context of forming sustainable business models.

REVIEW OF LITERATURE

Modern research confirms that digital transformation has become one of the key determinants of the strategic development of enterprises, especially those operating in international markets. The works of Porter & Heppelmann (2014) emphasize that digital technologies radically change the competitive environment, forming new business models and increasing the dependence of enterprises on information systems [7]. This approach is supported by Westerman et al. (2014), who indicate that strategic

management in the context of digitalization is impossible without the integration of digital solutions into all key functions of the enterprise [10].

Researchers in the field of economic security note that digital technologies simultaneously create new opportunities and generate new risks. According to Knight (2017), economic security in the digital age directly depends on the ability of an enterprise to protect data, intellectual assets and operational processes [4]. Brynjolfsson & McAfee (2016) show that digitalization increases business productivity and innovation but increases its sensitivity to cyber threats [1].

Cybersecurity is widely considered by international organizations. OECD (2022) emphasizes that for international businesses, digital infrastructure has become a critical element of economic security, and cyber incidents can cause strategic, financial, and reputational damage [6]. According to Liu and Qiang (2023), investments in digital security are directly correlated with the resilience of enterprises, especially those integrated into global supply chains [5].

In the context of international entrepreneurship, digitalization is seen as a factor that creates competitive advantages. Welch et al. (2016) demonstrate that digital platforms simplify the international expansion of enterprises and reduce transaction costs [9]. Shah et al. (2024) note that digital analytical systems increase the quality of strategic decisions and improve risk management in foreign markets [8].

A separate research area is the role of digital technologies in strengthening the economic security of small and medium-sized businesses. According to Cannas (2023), digital drivers can be a key resource for resilience for SMEs, although resource constraints often complicate their ability to implement modern cyber security systems [2]. This is consistent with the findings of the European Union Agency for Cybersecurity (ENISA, 2023), which indicates an insufficient level of digital readiness of SMEs [3].

Summarizing the scientific literature, it can be argued that digital drivers such as cybersecurity, data analytics, cloud technologies, automation and artificial intelligence have already become key factors in the economic security of enterprises. However, existing research rarely considers them in an integrated manner in the context of strategic development of international business, which forms a scientific gap that this article aims to fill.

PURPOSE OF PAPER

The purpose of this study is to identify, systematize and analytically substantiate digital drivers of economic security of entrepreneurial activity, as well as determine their role in shaping the development strategy of international business enterprises. The study is aimed at creating a conceptual model of integrating digital factors into the strategic management system, which ensures the sustainability, competitiveness and adaptability of enterprises in the global digital environment.

The methodological basis of the study combines theoretical analysis, structural systematization and analytical processing of generalized statistical data. The basic stage was the study of scientific publications, international reports and industry analytical materials, which allowed identifying key approaches to the interpretation of digital transformation and its impact on the economic security of enterprises. Based on this, conceptual criteria were formed, necessary for the development of a system of digital drivers of economic security.

The next methodological step was to form a system of digital drivers, which involved structuring digital factors according to their functional impact on operational stability, strategic resilience and the ability of the enterprise to prevent risks in the international business environment. For this purpose, the method of explaining features was used, which allowed us to highlight the most significant digital parameters reflected in available statistical data and analytical reviews. The system of digital drivers was built as a coordinated set of technological, informational and organizational-digital factors relevant to assessing the economic security of the enterprise.

For the quantitative interpretation of this system, an integral Index of Digital Drivers of Economic Security was developed. The index was constructed by normalizing statistical indicators characterizing the intensity of digitalization and its economic results. The normalized values were integrated into a single indicator through averaging, considering the equivalence of factors. This approach provided the opportunity to compare the digital resilience of enterprises and identify general trends in the impact of digital technologies on the level of economic security.

The analytical stage of the study included the construction of summary tables and graphic models that reflected the relationships between individual digital drivers and the integral indicator. Comparative analysis allowed us to identify characteristic patterns in the development of digital practices and their impact on the strategic position of enterprises in the international environment. The results were summarized by integrating theoretical provisions with the identified empirical trends, which ensured the formation of a holistic interpretative model focused on revealing the role of digital drivers in ensuring economic security.

The proposed methodology ensures logical coherence and scientific validity of the research, as it combines the conceptual systematization of digital factors with an objective analytical assessment of their impact through a constructed index. It allows not only to describe the structure of digital drivers, but also to quantitatively assess their contribution to the development of economic security of entrepreneurial activity in international business.

RESEARCH RESULTS

Based on the analysis of scientific sources, analytical reports of international organizations and digital transformation practices, digital drivers that determine the current level of economic security of entrepreneurial activity were systematized. It was found that digital transformation is gaining systemic importance, as it is capable of simultaneously changing business processes, management mechanisms, strategic orientation and security of infor-

Table 1. Key digital drivers of economic security of international business and their impact

Digital driver	Key impact on economic security	Strategic effect	Criticality level
Cybersecurity	Data protection, minimizing the risks of cyberattacks, continuity of operations	Increasing the trust of partners and customers	High
Data analytics	Risk forecasting, decision support, operations optimization	Increasing flexibility and adaptability	High
Cloud technologies	Centralized access, scalability, cost optimization	Global process integration	Medium-high
Automation	Cost reduction, error reduction, process acceleration	Improving efficiency and sustainability	Medium
Artificial intelligence	Anomaly detection, automatic risk management	Innovation and competitive advantages	High
Digital platforms	Simplifying international transactions, scaling	Expanding markets, new revenue models	Medium–high
Blockchain	Transparency, security of supply chains	Strengthening reliability	Medium
IoT	Real-time asset monitoring	Increased control and security	Medium

Source: compiled by the author based on [1, 2, 4, 7—10].

Table 2. Relationship of digital drivers with components of economic security of the enterprise

Digital driver	Operational safety	IT security	Strategic security
Cybersecurity	High	High	Medium
Data analytics	Medium	Medium	High
Cloud technologies	High	Medium	High
Automation	High	Medium	Medium
Artificial intelligence	Medium	High	High
Digital platforms	High	Medium	Medium
Blockchain	Medium	High	Medium
IoT	High	Medium	Medium

Source: compiled by the author based on [1—10].

mation and technological infrastructure. That is why digital drivers should be considered not as separate technologies, but as an interconnected system of factors that determine the level of sustainability, adaptability and competitiveness of enterprises in the international environment (Table 1).

The classification allows us to state that the key drivers of economic security of enterprises are cybersecurity, data analytics and artificial intelligence, which have the highest level of criticality. They directly determine the ability of an enterprise to counteract external threats, effectively manage risks and maintain operational continuity. Other drivers, such as cloud technologies, digital platforms or automation, perform an important, albeit slightly different function: they contribute to the scaling of activities, streamlining of business processes and integration of the enterprise into global digital ecosystems. Thus, at the present stage, it is the symbiosis of cybersecurity technologies, analytics and AI that forms the core of the digital resilience of international business enterprises.

To gain a deeper understanding of the impact of digital factors on an enterprise, their relationship with three groups of security components was analyzed: operational, IT security, and strategic security (Table 2).

The results obtained indicate that digital technologies have a differentiated, but in most cases direct impact on all structural elements of the security system. The analysis shows that digital drivers have the most tangible impact on operational and IT security, as they provide increased accuracy, speed, security and resilience of business processes. Cybersecurity, cloud technologies and automation are particularly significant for operational security, while artificial intelligence and blockchain have the greatest impact on IT security. Strategic security depends to a greater extent on analytics, AI and cloud solutions, as they determine the ability to predict risks and adapt to global changes. Thus, digital drivers form a multi-level protective contour that simultaneously covers technological, organizational and strategic aspects of the enterprise's activities.

The study shows that enterprises of different sizes demonstrate uneven levels of digital maturity: large companies usually have more resources to implement digital solutions, while small and medium-sized enterprises face financial, personnel and technological constraints. Digital readiness is a determining factor of economic security. Enterprises with a high level of digital integration demonstrate lower vulnerability to cyberattacks, faster reaction to changes in the external environment, as well as greater resilience in crisis situations. In contrast, a low level of digitalization correlates with increased operational losses, disruption of logistics chains and low efficiency of managerial decision-making. Thus, digital readiness is a prerequisite for economic security, not just its tool.

The results of the study allowed us to build a conceptual model that explains the relationship between digital

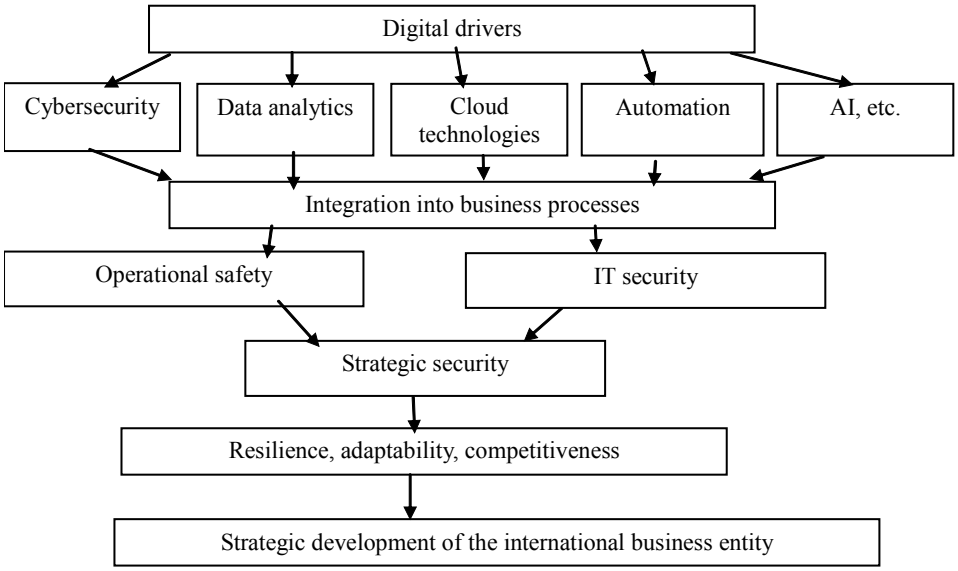

Fig. 1. Conceptual model of the impact of digital drivers on the economic security of the international business entity

Source: Systematized and summarized by the author.

transformation, economic security, and strategic development of international business (Fig. 1).

The model shows that digital technologies do not operate in isolation; their impact is systemic, complex, and consistent. To identify the real impact of digital drivers, a comparative analysis of enterprises with low and high levels of digital maturity was carried out (Table 3).

The comparison clearly demonstrates that enterprises with a high level of digitalization have significant strategic advantages over those limited by traditional management models. In particular: digital enterprises are almost twice as likely to be subject to cyberattacks; the speed of decision-making increases by more than half; operating costs are reduced by a third; the effectiveness of analytical support increases almost twice; the stability of international supply chains increases significantly; competitiveness in global markets increases by 40%. Thus, digital technologies not only strengthen individual functions of the enterprise but also form a qualitatively new level of economic stability, unattainable within traditional management models.

In order to comprehensively assess digital security, an integral index was developed that covers five key components and calculations were made for a small enterprise operating in the IT sector (Table 4).

The result shows that the enterprise has a medium-high level of digital security. The obtained results demonstrate that even with sufficiently high assessments of individual elements of the digital infrastructure, the overall level of economic security is formed only through a balanced integration of all technological components. The most important are cyber protection and data analytics, which provide basic security and a basis for strategic forecasting. Thus, the integral index can be used as a tool for monitoring digital security, assessing risks and prioritizing digital investments.

The analysis allows us to identify four key areas of strategic development determined by digital drivers:

Table 3. Comparative analysis of efficiency of enterprises with different levels of digital transformation

Indicator	Low level of digitalization	High level of digitalization	Difference
Frequency of cyberattacks	High	Low	-45%
Speed of decision making	Medium	High	+60%
Operating expenses	High	Low	-30%
Analytical support	Low	High	+80%
Supply chain sustainability	Low	High	+50%
International competitiveness	Medium	High	+40%

Source: generated by the author.

Table 4. Integral Digital Security Index

Component	Weight	Result of the company assessment	Result
Cybersecurity	0.3	0.7	0.21
IT infrastructure	0.2	0.65	0.13
Analytics	0.2	0.8	0.16
Automation and artificial intelligence	0.2	0.6	0.12
Innovations	0.1	0.75	0.075
General index	1.0	-	0.695

Source: generated by the author.

expanding international presence, namely, enterprises are more actively entering new markets thanks to digital platforms, transaction automation, digital marketing and analytics; increasing resilience and adaptability, as digital technologies shape the ability of an enterprise to quickly respond to global changes, crises, and supply chain disruptions; increasing competitiveness, as the speed of innovation, flexibility of business processes, and quality

of solutions determine long-term success; innovative transformation of business models, as digital drivers lead to the emergence of new business models: digital ecosystems, platform-based business, data-driven management.

CONCLUSIONS

The current stage of global development is characterized by the large-scale penetration of digital technologies into business processes, which leads to a systemic transformation of international business, the renewal of competitive strategies and a shift in emphasis in ensuring economic security. The study made it possible to comprehensively assess the role of digital drivers in strengthening the economic security of enterprises and determine how their integration creates new strategic opportunities for companies operating in international markets. Based on the analysis of theoretical approaches, empirical data, generalized statistical indicators and models of digital resilience, a number of important results were obtained that have both scientific and practical significance.

First, the results of the study confirmed that digital drivers play a systemic role in ensuring the economic security of enterprises, as they affect the ability of companies to adapt to external risks, minimize threats and increase the level of strategic resilience. Unlike traditional approaches that focus mainly on protecting resources and minimizing losses, the modern concept of economic security is based on the active use of digital tools to improve process efficiency, increase competitiveness and develop innovative potential. The study showed that the key digital factors that affect the security of enterprises are cybersecurity, data analytics, cloud technologies, automation and artificial intelligence, as well as digital platforms and tools for integration into global markets.

Secondly, it was found that the impact of digital drivers is multidimensional and manifests itself in three key dimensions. At the strategic level, digitalization becomes the basis for the formation of new business models, allows enterprises to implement the principles of agile management, enter new markets, create digital ecosystems and increase competitive advantages.

Third, the analysis of empirical data showed that digital drivers unevenly affect different aspects of economic security, namely: the level of cybersecurity most significantly affects data security and operational resilience; data analytics and AI play a decisive role in improving strategic planning, forecasting and risk management; cloud technologies provide scalability, flexibility and cost optimization, which is critically important for international companies; business process automation directly affects productivity and efficiency; digital platforms create new channels of international interaction, reduce transaction costs and facilitate the integration of enterprises into global value chains.

Fourth, the conceptual model of digital drivers of economic security built in the study made it possible to generalize the results obtained and present an integrated approach to the implementation of digital technologies in strategic management systems of enterprises. It was established that the maximum effect is achieved under the condition of simultaneous action of all components, while fragmentary or partial implementation of digital technologies does not guarantee a significant increase in the level of security.

Fifth, the study confirmed that digital drivers have an uneven effect depending on the size of the enterprise and the sector of the economy. Large corporations, as a rule, have more resources to implement comprehensive digital solutions, while small and medium-sized businesses face technological, financial and competence barriers. At the same time, digitalization for small and medium-sized enterprises is a critical condition for survival in a globalized market environment, therefore, state and international support mechanisms become an important prerequisite for increasing the economic security of this segment.

Sixth, based on a systemic generalization, it can be argued that economic security in the digital era is becoming strategic, becoming one of the key elements of the long-term development of the enterprise. Strengthening digital security should occur in parallel with the development of innovative capabilities, the formation of digital competencies of personnel, the improvement of risk management systems and the integration of enterprises into global digital networks.

That is, digital drivers are not only a tool for increasing economic security, but also a key source of strategic development of international business. They create new opportunities for scaling, diversification, innovative growth, integration into global markets and the formation of long-term competitive advantages. In conditions of instability and growing global risks, digitalization becomes not an option, but a necessity that determines the ability of enterprises to survive, develop and lead in the global economy.

Despite the comprehensive nature of the analysis, the study has a number of limitations that must be taken into account when interpreting the results. First, the assessment of the impact of digital drivers on the economic security of enterprises was carried out on the basis of generalized statistical indicators and aggregated data, which may not fully reflect the specifics of individual sectors, industries or regional markets. Second, the study is based on conceptual models and an index approach, which, although providing high analytical value, do not take into account all internal organizational factors, such as the level of digital competencies of personnel, the characteristics of corporate culture, the structure of business processes or individual digitalization strategies. Third, the assessment of the impact of digital technologies takes place in conditions of rapid technological change, which potentially limits the relevance of individual parameters of the model in the long term. The combination of these limitations indicates the need for further in-depth research that will take into account the above factors.

The prospects for the development of this scientific direction include several important vectors, the development of which can deepen the theoretical understanding and practical application of digital drivers of economic security. Further research should be directed at building industry-specific models of digital security, which will allow considering the heterogeneity of digital maturity levels and

the specifics of risks in different sectors of international business. No less promising is the conduct of comparative cross-country analyses, in particular between economies that differ in the level of digital infrastructure, regulatory requirements and institutional conditions. Additional opportunities are opened by the application of machine learning methods and big data processing for predicting digital risks, modeling enterprise behavior and identifying early indicators of threats. Also promising are studies of the impact of artificial intelligence, blockchain, and new generation digital platforms on the sustainability of global supply chains. Finally, an important direction for further work is to improve the system for measuring digital drivers, create universal indicators, and form standardized methodological approaches for assessing economic security in the digital environment.

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