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# Impact of digitalization on the protection and implementation of the national economic interests

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## Abstract

The purpose of this article is to study the impact of digitization on the economic system, as well as the protection and implementation of national economic interests. To achieve this goal, scientific and special methods such as analysis and synthesis were used; this methodology also allowed to understand the essence and distinguish the approaches to the concept of digitization, generalization and systematization, which made it possible to clarify the main objectives of digitization, its benefits and risks. The challenges and opportunities of digitization are identified, as well as the main problems hindering its development in the context of protection and realization of economic interests in Ukraine. It is noted that the solution of these problems will lead to significant momentum in the development of digitization. It is concluded that, among the main benefits of digitization is the generation of Internet platforms for the transmission of cutting-edge information and knowledge.

**Keywords:** digitalization; digital transformation; digital development; national economic system; national economic interests.

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## La influencia de la digitalización en la protección y realización de los intereses económicos nacionales

### Resumen

El propósito de este artículo es estudiar el impacto de la digitalización en el sistema económico, así como la protección e implementación de los intereses económicos nacionales. Para lograr este objetivo, se utilizaron métodos científicos y especiales como el análisis y la síntesis; esta metodología permitió además comprender la esencia y distinguir los enfoques del concepto de digitalización, generalización y sistematización, lo que permitió aclarar los principales objetivos de la digitalización, sus beneficios y riesgos. Se identifican los desafíos y oportunidades de la digitalización, así como los principales problemas que obstaculizan su desarrollo en el contexto de la protección y realización de los intereses económicos en Ucrania. Se observa que la solución de estos problemas conducirá a un impulso significativo en el desarrollo de la digitalización. Se concluye que, entre los principales beneficios de la digitalización se encuentra la generación de plataformas de Internet para la transmisión de información y conocimientos de vanguardia.

**Palabras clave:** digitalización; transformación digital; desarrollo digital; sistema económico nacional; intereses económicos nacionales.

### Introduction

At the current socio-economic stage of development of countries there is a rapid and powerful spread of digitalization processes, which are massive and influential and do not bypass any area of activity. Thus, within such a situation, the competitiveness and efficiency of the national economic system has a stable dependence on the ability to generate and successfully implement digital innovations and technologies in all its components.

Today, digitalization is the most relevant aspect of modern economic functioning of countries and their development, is seen as a leading mechanism and tool for achieving future successful and effective results at all levels: from global and national, to regional and individual. Due to digitalization, significant transformations are taking place today, which are manifested in the ability to analyze and forecast the activities of various economic systems, optimize management processes and operations, save resources and more.

Thus, despite the lack of stability in the world, there is a permanent increase in demand for digital services against the background of increasing

costs for the development and implementation of various digital innovations and technologies, as well as lower prices for mobile communications and rapid Internet access, which is inevitable will lead to further growth in popularity and development of digital technologies.

Activation of the process of application of digital innovations in such conditions provides processing of large amounts of information, which are constantly increasing and contribute to more efficient use of resources. The growth of the investment component of digital development leads to the rapid spread of digital technologies in our country, in the areas of artificial intelligence, robotics, mobile communications and the Internet, etc. The above situation leads to an understanding of the need to study the nature and directions of the impact of digitalization on the national economic system, the protection and realization of its interests.

## 1. Literature Review

In modern economic conditions there is a total digitalization of economic activity of subjects. Digitization is one of the leading modern trends, dating back to 1997 (Gilster, 1997). The digitalization of the economy as an integral part of modern society is the object of study in the works: Cosmulese *et al.* (2019), Djakona *et al.* (2020), Dubyna *et al.* (2022), Garafonova *et al.* (2021), Grosu *et al.* (2021), Kholiavko *et al.* (2021); Kholiavko *et al.* (2022); Shaposhnykova *et al.* (2021).

Digitization can be considered in broad and narrow meanings. Digitization in a broad sense is the process of implementing digital technologies and transmission systems at the level of telecommunications networks, switching and control facilities that provide transmission and distribution of information flows in digital form (Lagodiienko *et al.* (2021), Liutikov *et al.* (2021), Popelo *et al.* (2021)). Digitization in the narrow sense is the process of transition from analog to digital presentation (Reis *et al.*, 2018; Sebastian *et al.*, 2017).

An example of such a narrow (technical) interpretation of digitalization can be the transition from analog television to digital television, the transition from conventional mobile phones to smartphones.

The process of digitalization is gradually demonstrating the transition from the industrial to the post-industrial era of society (from “Industry 3.0” to “Industry 4.0”), which in modern economics and legislation digital economy, cannot but affect national economic interests Shaposhnykova *et al.* (2021), Shkarlet *et al.* (2019), Zhuk *et al.* (2019), Yakushko *et al.* (2021).

The genesis of the digital economy in world economic theory goes back to the report of the American professor J. Stiglitz at the Davos Economic

Forum in 2015: they raised the question of whether there should be an individual for the economic system or “the economy should be for the individual” (Zybarena *et al.*, 2021: 16).

In the first case, the individual is actually a functional unit that serves the economy, and estimates of its development are fair to use indicators such as GDP, investment in fixed assets, unemployment and more. In the second case, the point is that the economy is given the role of a superservice or marketplace, with which the individual builds an interaction based on personal interests and preferences. To assess the economy as a marketplace requires completely different indicators: investment in digital technologies, the level of development of digital infrastructure, public access to the Internet, etc.

Analysis of the scientific literature makes it possible to understand that the digital economy is perceived as a certain ideal system in which a large number of entities and institutions are almost completely digitized, and the whole value chain is based on the principles of smart manufacturing (Djakona *et al.* (2021), Dubyna *et al.* (2022), Irtyshcheva *et al.* (2021), Kholiavko *et al.* (2021).

In domestic practice, in contrast to global trends, the development of the digital economy has a fairly pronounced administrative character from top to bottom (Samoilovych *et al.*, 2021; Tulchynska *et al.*, 2022; Abramova *et al.*, 2021).

At the same time, in foreign practice, the initiative and development of the methodology of digitalization of the national economy lie on the side of business - because it is he who needs to comfortably pursue private commercial interests, and customers - to receive products and services in a new format (Grosu *et al.*, 2021), (Reis *et al.*, 2018), (Vidraska, 2016). The digital economy in the methodological plane is closely connected with artificial intelligence and machine communications (robots) as a fundamental component of the construction of the “Industry 4.0” system.

In the domestic scientific literature, researchers Shkarlet *et al.* (2019), Zhuk *et al.* (2019), Yakushko *et al.* (2021) emphasize the state’s efforts to develop digital infrastructure to scale digitalization processes in the market space.

Today, the processes of digitalization are gaining significant development and are gradually penetrating all sectors of the economy and public life. In general, the vast majority of domestic studies by Abramova *et al.* (2021), Gonta *et al.* (2016), Grigoraş-Ichim *et al.* (2018), Kozak *et al.* (2022), Popelo (2017) focuses on the fact that Ukrainian society is actively preparing for the transition to a new socio-economic system. From the standpoint of domestic economists - the country must soon move to a new technological way, resulting in a global change in socio-economic formation, namely: the

transition from a market model of economic development to forecasting, based on big data analysis, cognitive technologies for demand forecasting and planning offers. The key figures of the new technological device will be the developers of digital platforms that will satisfy the economic interests of all participants.

Socio-economic development of the country takes place in a conflict of interests of different groups and the search for compromises, so it is necessary to understand the structure of interests Kosach *et al.* (2022), Okano-Heijmans (2013), Zhavoronok *et al.* (2022). National economic interests are one of the central guidelines for the development of economies in all countries. Adoption of legislative acts, implementation of socio-economic reforms, support of certain sectors of the economy, decisions on accession to international economic organizations, association within integration groups - all this must be done in accordance with national economic interests.

The current trend of the digital economy is characterized by the formation of a new paradigm of scientific and technological development, is a consequence of penetration into all spheres of life of artificial intelligence and IT. A significant factor in the transition to a new socio-economic system is the large-scale digitalization of the economy, affecting public and multiple private economic interests of different groups, forming new economic interests (Frieden, 2017; Grabowski, 2000; Hryshchenko, 2009; Jung, 2016).

To manage the processes of modernization, it is necessary that the content of new economic interests be adequate to the objective needs associated with the progress of society as a whole, and that these interests are expressed in effective motivations. Coherence of economic interests, their balance is the main content of economic life of society.

Today, science does not have a single opinion about the concepts, structure and hierarchy of transforming economic interests and ways to reconcile them in the context of digitalization.

Issues of the impact of digitalization on the functioning and development of the economic system of the state and the protection of its interests are becoming increasingly important. Understanding this scientific position determined the topic and purpose of this study.

The purpose of this article is to study the impact of digitalization on the national economic system, as well as the protection and implementation of its national economic interests.

To achieve this goal in this study used such general and special methods as analysis and synthesis (to understand the essence and distinguish approaches to the concept of “digitization”), generalization and

systematization (to clarify the main objectives of digitalization, its benefits and risks), graphic (for a clear picture of approaches to understanding the category of “digitalization”, challenges, opportunities and main problems of digitalization in the context of protection and realization of national economic interests).

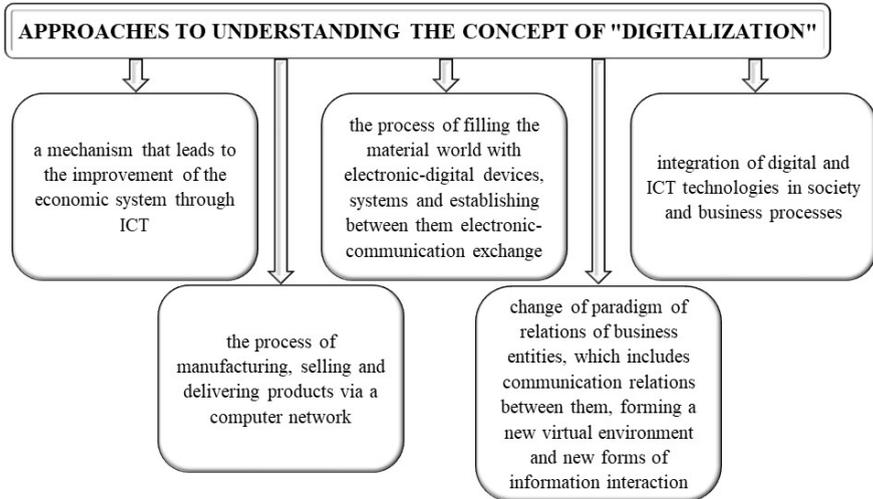
## **2. Results**

Acceleration of scientific and technological progress leads to the emergence and rapid spread of new information technologies in society - the so-called digitalization of society. The economic systems of many countries are in search of effective ways to use the achievements of digitalization of society for economic growth. The basis for the development of the digital economy has been created for several decades. Today, the widespread use and use of information technology and the Internet has led to the formation of information technology paradigm of society.

Today, many countries around the world are trying to restructure their economies on a digital platform. The main task of any state is to improve the quality of life of society. Thanks to global informatization, it is possible to simplify and mechanize the functionality and many processes in all spheres of life. Modern digital technologies are strategically important because they allow to bring the management of the state, economy and development of territories to a completely new technological level. Digital transformation is one of the national goals of the country's development and should contribute to the breakthrough development of the country, improving the living standards of the population, taking into account national economic interests.

The current stage of development is characterized by increasing the impact of global problems and security issues, and thus ensuring the effective functioning of national economic systems, as well as the protection and implementation of its national economic interests becomes extremely important. Currently, the leading role among the structural components of national economic systems is played by such as creative, innovative, technological, digital, the successful combination of which contributes to the success of business processes and activities.

Today, the leading aspects of the development of countries are technological, which provide new opportunities and identify new directions in this area, which makes them relevant for modern research. Achieving the goal of the study should begin, in our opinion, with the study of the essence of the concept of digitization and approaches to understanding it, for which we consider the views on this issue of leading researchers and information from scientific sources, the results are shown in Fig. 1.

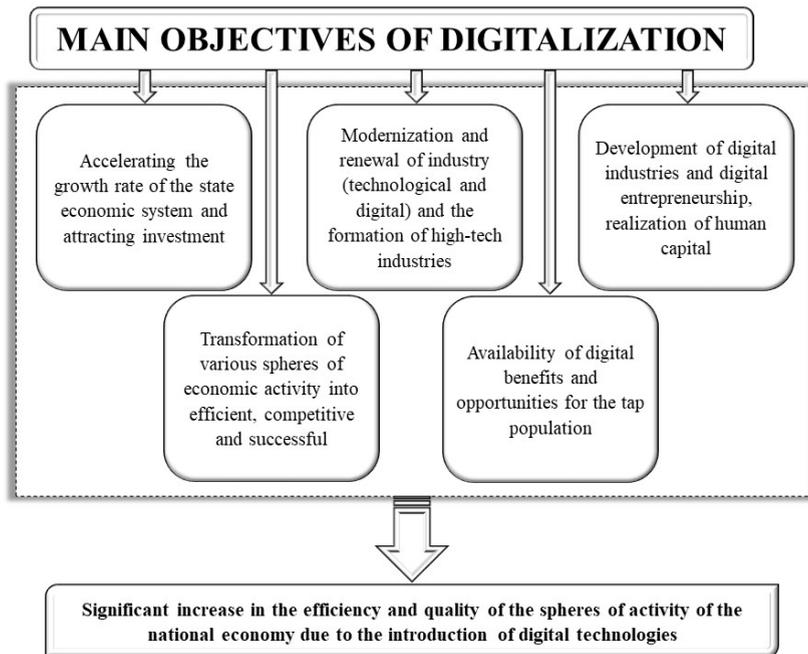


**Fig. 1. Approaches to understanding the category of “digitalization Source: generated by the authors**

Thus, according to the information on Fig. 1, we come to the understanding that there is no single definition of this definition today, and different scholars interpret it differently. In general, digitalization, in our opinion, should be understood as a process of significant transformations within various spheres of economic activity through the use of ICT, the implementation of the mechanism of which provides efficiency, profitability and success.

For the national economic systems of all countries of the world, the formation and implementation of the mechanism of digital transformation, the use of digitalization tools is now an urgent task that will help increase the competitiveness of states and gain new competitive advantages.

The study of priority goals and objectives of digitalization (Fig. 2) and its impact on the activities of the national economic system, protection and realization of its interests is now relevant. It is important to study and understand the essence of this category, as well as the challenges, risks and problems that hinder these processes, and the opportunities and benefits that can be gained from them.



**Fig. 2. The main objectives of digitalization and their impact on the activities of the national economic system. Source: generated by the authors**

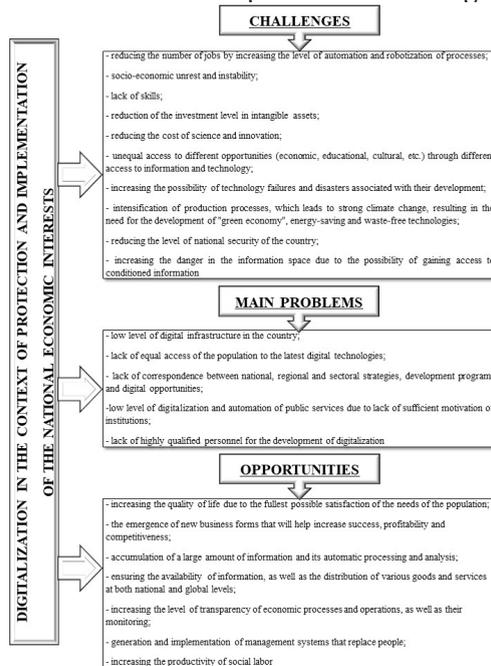
Thus, the main reason for the digitalization of national economic systems should be considered globalization. It is necessary to identify the characteristics of domestic processes of digital transformation through their goals. According to Fig. 2, the main objectives of digitalization should include the following:

- transformation of economic activities into efficient, successful and competitive;
- increase in economic growth and investment activity;
- digital updating of industrial systems and their operational activities, creation and introduction of high-tech industries;
- use of available human potential;
- formation, formation and development of digital entrepreneurship;
- involving the population in digital technologies and processes, expanding access to them and using their opportunities and benefits.

As a result, those activities of the economic system that use digital technologies are developing faster at a lower cost and with a higher level of quality. Many of them, such as education and health, transport system, etc., are updated through the involvement of digitalization processes, increase their success, profitability, competitiveness, move to a new, higher level of significance, value and quality, which cannot but positively affect development national economic system and society.

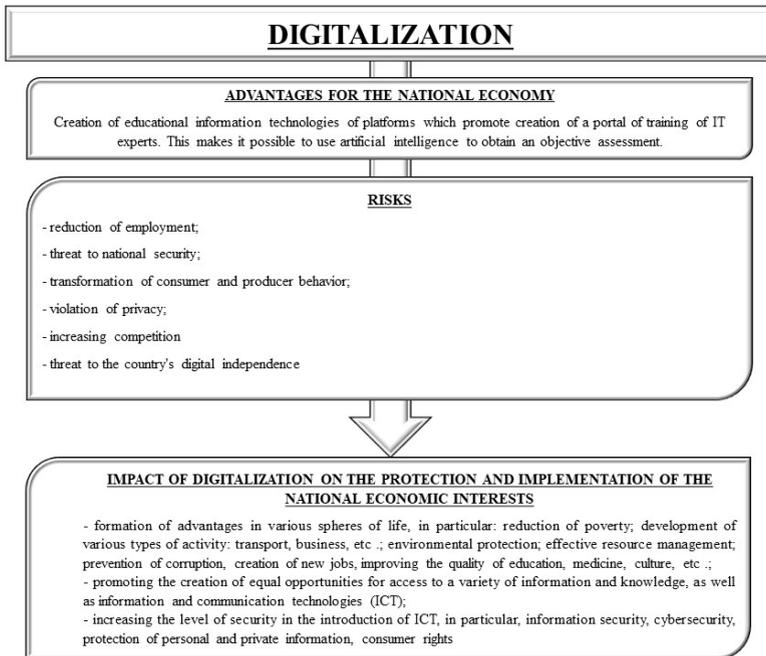
In the process of formation of domestic digitalization, issues related to digital transformation, which should be understood as the process of introduction of digital technologies in the situation of digital economy to improve and renew the individual, business, society and the country as a whole, need further study and dissemination.

With this in mind, it is necessary to explore such aspects of digitalization as the challenges and opportunities that accompany its formation and development, as well as the main problems that hinder the transformation of the domestic economic system into digital (Fig. 3). Solving the identified problems will lead to the effective implementation of digitalization.



**Fig. 3. Challenges, opportunities and main problems of digitalization in the context of protection and implementation of the national economic interests. Source: generated by the authors based on Ukraine 2030E is a country with a developed digital economy. URL: <https://strategy.uifuture.org/kraina-z-rozvinutoyucifrovoyuekonomikoyu.html#summary>.**

In this article, in our opinion, it is necessary to pay attention to the study of the benefits and risks of digitalization, and with this in mind, to clarify the main directions of its impact on the protection and realization of national economic interests (Fig. 4).



**Fig. 4. Advantages, risks and impact of digitalization on the protection and implementation of the national economic interests. Source: generated by the authors based on Digital Agenda of Ukraine - 2020.**

Based on the study of scientific sources, the advantages of digitalization were: the possibility of using artificial intelligence and its further rapid development, the emergence of innovative approaches to management and its methods, the formation of Internet platforms to generate and share information, knowledge and more. However, it should be noted the possibility of negative aspects of digitalization, so among the risks of its development, which significantly affect the protection and realization of national economic interests, should be noted: violation of privacy, which is unacceptable for a democratic society, threat to national security and digital independence.

## **Conclusion**

This study clarified the essential aspects of the concept of “digitalization” and the main approaches to understanding it. As a result, it is concluded that there is no consensus on the interpretation of this definition and its author’s understanding is presented, according to which digitalization is a process of significant transformations within various spheres of economic activity through the use of ICT. The main goals of digitalization are highlighted and characterized, and the direction of their impact on the activities of the national economic system are clarified.

The main problems that hinder the development of digitalization, it is found that overcoming them will help increase the efficiency and success of this process. The advantages and risks of digitalization for the country’s economy and society are presented. Thus, the main benefits of digitalization include the generation of Internet platforms for the transmission of information, knowledge, etc., the spread of artificial intelligence, the formation of innovative directions for the implementation of management processes; the main risks are an increase in the level of threat to the privacy of the life aspects of the country’s population, the national security of the state and its digital independence. Based on them, the directions and nature of the impact of digitalization on the protection and realization of national economic interests are determined.

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