

Решение вышеперечисленных проблем станет огромным шагом к цифровому будущему ЕАЭС. Для успешной реализации трансформационных векторов, необходимо тесное сотрудничество стран членов союза и ясное понимание поставленных целей. Необходимо определить технологическую совместимость архитектур, стандартов, данных, процессов, услуг, платформ, инфраструктур и сетей на уровне Союза, обеспечивающая и возможности глобальной интеграции, имеет решающее значение для разработки и внедрения электронной экосистемы, лежащей в основе цифровой экономики.

Таким образом, евразийский экономический союз вступает в эпоху цифровой трансформаций, где во главу угла ставятся технологии, которые являются преобразовывающим компонентом для всех сфер жизни общества и экономической деятельности в целом. И с уверенностью можно прогнозировать, что именно цифровая экономика станет драйвером стремительного экономического развития ЕАЭС.

Список литературы

1. Дятлов С.А. Цифровая трансформация экономик стран ЕАЭС: приоритеты и институты развития // ПСЭ. 2018. №3 (67). URL: <https://cyberleninka.ru/article/n/tsifrovaya-transformatsiya-ekonomik-stran-eaes-prioritety-i-instituty-razvitiya>.
2. Цифровая повестка ЕАЭС // <http://www.eurasiancommission.org/ru/act/dmi/workgroup/Pages/default.aspx>
3. Библиотека цифровой трансформации Евразийской экономической комиссии // <http://www.eurasiancommission.org/ru/act/dmi/workgroup/materials/Pages/default.aspx>

Directions and prospects of digital transformation of public management systems of territorial development in Ukraine

L.O. Potravka¹, V.M. Zamkovyi²

¹Doctor of Economics, Associate Professor, Head of the Department of Public Administration and Administration,

²Magistrant of the second year of study of the specialty 281 «Public Management and Administration»

potravka_l@ksau.kherson.ua, viktor_zamkovyi@meta.ua

^{1,2}GVUZ «Kherson State Agrarian University», Kherson

Abstract: It is established that the digitalization of all spheres of life is becoming the norm of development of all countries. It was found that the development of the digital economy raises many issues of state regional policy in Ukraine. The analysis of problems of regulation of process of development of digital economy is carried out. The directions and prospects of digital transformation of the system of public management of territorial development in Ukraine are investigated.

Keywords: digital transformation, concept, territorial development, digital economy, smart region.

In developed countries, the use of digital economy is the norm today, the global trend of digital world economy is entering an active phase of its development, and the concept of «Industry 4.0» and digital technology development at both the state and corporate levels began to develop en masse in government programs and business strategies. The practical plane of solving these issues at the regional level is updated quite quickly, which is a response to systemic challenges. In Ukraine, the need to form a digital economy and society is recognized at the state level, and digital technologies are considered as one of the key drivers of sustainable development [1].

At the same time, the development of the digital economy raises many issues of state regional policy, which must not only be clearly addressed, but also must be addressed systematically. One such issue is understanding the implications of the digital switchover for policies related to areas such as: regional labor market (including potential job creation and reduction), education and training, managerial innovation, sectoral development, competition, consumer protection, taxation, trade, environmental protection and energy efficiency, as well as regulation in the field of security, privacy and data protection [2]. By approving the Concept and Plan for the Development of the Digital Economy and Society of Ukraine for 2018-2020, Ukraine shows its orientation towards the digitalization of socio-economic processes.

Today in Ukraine there is an underdeveloped state regulatory framework for regulating the process of digital economy development, uncertainty of the nature of interaction of participants in this process, which in

turn hinders the formation of legislation in other areas, in particular on strategic planning documents – issues of digital technology should be presented in state programs, especially those related to public services, small and medium enterprises, consumer market, health care, the creation of information and analytical systems to provide them, and more [3]. So far, a comprehensive model of digital economy transformation has not been developed, which will contain the main tools and technologies for building effective digitalization, taking into account the results for society and the economy. So,

Theoretical and practical aspects of the digital transformation taking place in the united territorial communities under the influence of digitalization were paid considerable attention by scientists, namely: V.V. Apalkova, N.E. Deeva, A.P. Dobrynin, S.M. Veretenyuk, G.T. Karcheva, V.S. Kuybida, S.V. Kolyadenko, N.M. Kraus, D. Lyon, A.O. Maslov, K.A. Semyachkov and others. But at the same time, a significant number of problems regarding the vision of the concept of digitalization of socio-economic development of territories and its directions remain insufficiently disclosed.

The current scientific views of scientists on the digital economy are not fully reflected in the available scientific achievements. In addition, given the advanced trends in the application of the development of digitalization of economic processes, it is time today to analyze the work of practitioners.

Ukraine is trying to keep up with European countries in the field of digitalization. Thus, in 2018 the government approved the Concept for the Development of the Digital Economy and Society of Ukraine for 2018-2020 (hereinafter – the Concept) and approved an action plan for its implementation. The main purpose of the document is to implement measures to introduce appropriate incentives and motivations for digitalization of the economy, public and social spheres, understanding of existing challenges and tools for digital infrastructure development, acquisition of digital competencies, identifies pressing issues and areas of digitalization, use of digital technologies. A corresponding increase is possible only when digitalization-related views, influences, initiatives and programs are integrated, in particular, into national, regional, sectoral strategies and development programs [4]. The Concept states the principles of digitalization at the state level:

- equal access to every citizen to services, information and knowledge provided on the basis of information and communication and digital technologies;
- focus on the reproduction of benefits in various spheres of public life;
- increasing the efficiency, productivity and competitiveness of the use of digital technologies creates the effectiveness of the mechanism of economic growth;
- support for the development of the media and the information society;
- focus on globalization cooperation in order to integrate Ukraine into the EU, enter the European and world markets;
- standardization is a factor of successful implementation and the basis of digitalization; - support of increase of level of trust and safety;
- object of complex and focus state management [4].

The principles of digitization at the level of Industry 4.0 include the principles of: interoperability, operational interaction, integration (interoperability), virtualization, decentralization, real-time interaction, service orientation, modularity, training and continuing professional education, synergy and emergence. Thus, among the main principles of the digital economy at both macro and micro levels are accessibility, openness, complexity, focus, synergy, freedom and guarantee of all participants in the process.

With the implementation of the Concept and Plan for the Development of the Digital Economy and Society of Ukraine for 2018-2020, most regions have begun the active introduction of digital technologies. Today, the phrase «smart city» is increasingly used, it is often found in domestic and foreign publications and documents, especially those relating to the future, development, progress and innovation.

Instead, the combination of «smart village» is not so popular in Ukraine. This phrase is used when referring to a software package to provide 40 community administrative services [5] or to villages that have shown results in the use of alternative energy sources, or have successful tourism experience, and so on.

Among Ukrainian cities, the leader in the field of digitalization is the city of Lviv, as it has a program of digital transformation of the city of Lviv for 2016-2020. Goal– achievement of international standards for the provision of management programs, utilities, openness and accessibility of city government, the effectiveness of urban management, using information technology in all spheres of city life [6].

In Odesa oblast, there is a strategic plan «Smart Region» as a basis for implementing a regional policy to support competitiveness and innovation by developing a model of «smart region» based on «smart specialization», regional and cross-border cooperation, cluster development and regional innovation systems, including within the Black Sea region.

A smart region, according to the vision of local authorities of Odessa region - is a policy of sustainable growth based on open selection of economic priorities that have high transformational potential for the economy, taking into account and using local benefits and mobilization of local economic players as major actors of economic change [7].

The Kherson Regional State Administration has approved a regional action program on digital transformation, which is based on the Government's action program in the field of digitalization. The presentation of the project «Digital Transformation of Kherson Region» took place in Kherson. The project envisages «conducting educational seminars, increasing the presence on Google Maps, developing websites and functional maps, creating visual 3D tours, improving the local ecosystem by developing a platform with a convenient online service for notifying government agencies about environmental issues, etc.» [8]. In addition, Kherson region is the first region in Ukraine to have a deputy head of the state regional administration responsible for digital transformation. His main task of the new deputy will be the digital transformation of the region.

Google Ukraine, in partnership with the Kherson Regional State Administration, the Kherson Association Foundation, and the Kherson City Council, has also launched a unique project to digitally transform the region. Kherson region, as an ecologically clean area with rich nature reserve and tourist potential, in combination with modern digital technologies, can become a center of nature reserve and medical tourism in Europe. Google products such as YouTube, Google Maps, Google+, Google Earth, Google Apps and others will be able to increase the level of tourist opportunities in the Kherson region, and attract additional investment in the region. Among the project areas: involvement of leading cartographers of Ukraine in the region and digitization of protected areas of the region and cities: Askania-Nova, Fr. Biryuchy, Fr. Dzharilgach, Sivash, Oleshkiv sands, etc.; conducting seminars for civil servants and local government officials; conducting seminars for higher educational institutions of Kherson region; conducting seminars for business representatives of Kherson region; holding round tables, press briefings, etc.; development and implementation of digital tools for the community of Kherson region.

The objectives of the project are:

- increasing the digital literacy of civil servants and business representatives of the Kherson region through joint activities with Google in the city;
 - conducting educational seminars for educators of Kherson region;
- increasing the investment and tourist attractiveness of the Kherson region through Google's expert assistance [9].

The local authorities of Nikolaev presented the Smart Region project, accordingly where noted that «... the smart region is a set of mutually integrated web services, analytical and information systems, hardware which will become a platform for introduction of the further automation in various spheres of life of region and each community, cities and regions. It is not just a register, it is a platform on which business and government can carry out constant communication» [10].

Most regions of the state introduce the concept of digitalization, develop appropriate strategies, plans that increase their competitiveness, among others.

Today, the issues of building a digital economy and society are beyond doubt, and the experience of the world's leading countries and companies confirms this. The main components of the digital economy as the next stage in the formation of a modern model of production, technological and social system based on the results of the fourth industrial revolution are regulation, infrastructure, network security (cybersecurity), training and partnerships to create technology platforms. This is what the function of the state in partnership with business should be aimed at, the implementation of which requires an appropriate investment policy.

In Ukraine, these processes are taking place rather slowly and, moreover, with a delay in the adoption of adequate to the challenges of global trends in political action at both the state and regional levels. This requires the development of appropriate strategic documents, in particular, scientists, IT business participants together with representatives of regional authorities should develop strategies and develop individual roadmaps of regions in the direction of digital transformation (digitization) of their economies and achieve key socio-economic indicators.

References

1. The concept of development of the digital economy and society of Ukraine for 2018-2020. - [Electronic resource] – URL: <http://zakon3.rada.gov.ua/laws/show/67-2018-%D1%80>
2. Working Group on the Quantitative Evaluation of E-Commerce and the Digital Economy. Note by the UNCTAD Secretariat. – [Electronic resource] – URL: http://unctad.org/meetings/en/SessionalDocuments/tdb_ed2d3_ru.pdf

3. Fedulova L.I. Digital transformation (digitalization) of the regions of Ukraine: analytical note. – [Electronic resource] – URL: <http://academy.gov.ua/pages/dop/198/files/4ba4c1b4-cefe-4f27-b58b-3aee7c8cf152.pdf>
4. On approval of the Concept of e-government development in Ukraine. – [Electronic resource] – URL: <https://zakon.rada.gov.ua/laws/show/649-2017-%D1%80>
5. Smart City Electronic Platform. – [Electronic resource] – URL: <https://rozumnemisto.org>
6. Muzhanova T.M. "Smart city" as an innovative management model. – Economy. Management. Business. – 2017. – № 2 (20). – P.116-122.
7. Chukut S.A., Dmitrenko V.I. Smart city or e-city: modern approaches to understanding the implementation of e-government at the local level. Investments: practice and experience. – 2016. – № 13. – С. 90-93
8. State Statistics Service of Ukraine. – [Electronic resource] – URL: <http://www.ukrstat.gov.ua/>
9. Materials of the Association Foundation – [Electronic resource] – URL: <https://www.fundunion.org/2014/10/Google-in-Kherson.html>
10. Birkovych T.I. Mechanisms of public administration in the field of digital transformations. Public administration: improvement and development. – [Electronic resource] – URL: http://www.dy.nayka.com.ua/pdf/9_2019/4.pdf

Рынок труда и компетенции кадров в эпоху цифровой трансформации

¹Т.П. Притворова, ²М.А. Жилкибаева

¹ д.э.н., профессор кафедры экономики и международного бизнеса,

² магистрант 2-го года обучения по специальности «Мировая экономика»

prityvorova@mail.ru, zhilkibayeva.mdn@gmail.com

^{1,2} Карагандинский университет имени академика Е.А. Букетова, г.Караганда

Аннотация: Статья посвящена анализу трансформации рынка труда и изучению компетенций, необходимых работникам для повышения своей конкурентоспособности в условиях повсеместной цифровизации и кризиса, вызванного распространением COVID-19

Ключевые слова: рынок труда, цифровизация, компетенции кадров, цифровые технологии, цифровая экономика, пандемия коронавируса

Цифровая экономика формирует новую реальность для рынков труда всех стран, в рамках которых возникает критическая потребность в цифровых навыках. Требования, предъявляемые к специалистам, существенно трансформируются, так как многие операции, не автоматизированные ранее, могут быть преобразованы уже сейчас. Одной из ключевых компетенций для компаний, желающих оставаться конкурентоспособными, является аналитика больших данных.

В соответствии с прогнозами международной консалтинговой компании «McKinsey» в течение следующих 10 лет до половины рабочих операций во всём мире могут быть автоматизированы. Масштаб происходящего можно будет сопоставить с промышленной революцией 18-19 веков. Если обратиться к отраслевому разрезу, то, по мнению компании, наибольшей автоматизации будет подвержен гостиничный и ресторанный бизнес (75%), наименьшие преобразования будут осуществлены в секторе государственной службы (31%) [1].

Работникам одной из английских школ удалось провести исследование, в рамках которого они распределили более 700 профессий по степени вероятности их автоматизации. Таким образом, степень риска остаться без работы наивысшая в сфере телефонных продаж, оформления документов и т.д., наименьший риск наблюдается у социальных работников и др. [2],[3].

WEF (Всемирный экономический форум) сообщает следующее: в недалёком будущем роботы ликвидируют в мире больше 75 млн и создадут 133 млн новых рабочих мест [4].

По мнению экспертов, рабочие места среди «синих воротничков», «белых воротничков» сократились примерно на 20%, параллельно с этим возник и расширяется «креативный класс» (художники, дизайнеры, учёные и др.) Многие страны стремятся интенсивно наращивать именно данный класс, так как это локомотив для общего роста экономики, лидером здесь выступает такая страна, как Сингапур. Ключевой навык, отмечаемый специалистами – это непрерывное самообразование, не только получение современных компетенций, но и создание их гибкого набора, который позволит в будущем приспособиться к различным изменениям [5].