

cities, efficient government institutions, and accessible public services are improving the conditions of everyday life for citizens.

Thus, modern global risks and threats actualize and accelerate the processes of digital transformation of the economy and society. Today, it is the digital economy that sets the vector for the development of multi-level economic systems and determines the global competitiveness of individual enterprises, countries, and regions. Increasing the effectiveness of these transformations in Ukraine requires an effective state policy aimed at improving the regulatory framework for information and communication technologies; active digital transformation of the real and financial sectors based on Industry 4.0; creation of high-quality and accessible digital infrastructure; overcoming digital inequality and increasing digital literacy of citizens, entrepreneurs, and officials; harmonization of the Ukrainian institutional environment with the EU institutional space; introduction of

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THE ROLE OF ENTREPRENEURSHIP IN MODERN SOCIETY

An entrepreneur is an entity that combines innovative, commercial and organisational abilities to search for and develop new types, methods of production and new areas of capital application [1]. All economically developed countries stimulate and support small and medium-sized enterprises, which contributes to their innovative development, improvement of the quality and competitiveness of their products (services), and the standard of living of the population.

Understanding the essence of entrepreneurship is also linked to defining its role in the economy at different levels of the economic system. The role and significance of entrepreneurship in economic development is that [2]:

- entrepreneurship is a lever for changing the structure of the economy. For entrepreneurs, the main motivation is the possibility of making a profit. They almost always concentrate their actions on the development of promising areas of economic activity, the returns from which can exceed the average;

- entrepreneurship development creates a "breeding ground" for competition. By ensuring the development of promising industries, entrepreneurs contribute to a faster renewal of the technical and technological base and the range of products of the company. They stimulate economic activity by supporting competition and the existing market;

- entrepreneurship can be considered a catalyst for economic development. This kind of accelerator has a significant impact on the structural reorganisation of the economy; increase in production and services; stimulation of investment activity; increase in the level of supply and demand; acceleration of the pace of economic development of the national economy as a whole;

- entrepreneurship contributes to saving and rational use of all resources. Entrepreneurial activity is inextricably linked to business risk. This circumstance is a powerful incentive to save resources and requires an entrepreneur to analyse the profitability of projects in detail, to be responsible for investments, to use resources rationally and to hire labour;

- entrepreneurship provides strong incentives for high performance. In most cases, individuals who own their own business and thus have stronger incentives are more interested in quality and productive work than employees. This psychological phenomenon of free labour for personal gain provides an even greater benefit to the economy as a whole.

When studying the relationship between entrepreneurship development and economic development of territories (Table), it should be noted that five regions of Ukraine have the largest number of enterprises, about 35% [3]. Donetsk region was included in the study because it has the largest share of large enterprises in the total number.

Table 1

Structure of enterprises by size by region of Ukraine in 2020

Region	Overall	<i>large enterprises</i>	%	<i>medium enterprises</i>	%	<i>small enterprises</i>	%
Ukraine	373822	512	0,1	17602	4,7	355708	95,2
Dnipropetrovska	30827	63	0,2	1437	4,7	29327	95,1
Donetsk	9473	27	0,3	572	6,0	8874	93,7
Kyiv	20320	42	0,2	1028	5,1	19250	94,7
Lviv	20911	26	0,1	1062	5,1	19823	94,8
Odesa	25465	20	0,1	926	3,6	24519	96,3
Kharkiv	25144	18	0,1	1259	5,0	23867	94,9
Share in the total number of Ukrainians, %	35%	38%		36%		35%	

Thus, it should be noted that the structure of enterprises in Ukraine is very similar to that of the world's leading countries, with 95% of enterprises being small enterprises (including microenterprises). In general, the regions with the highest number of enterprises have the highest socio-economic development indicators.

Thus, we can conclude that entrepreneurship performs a special function in the economy and national economy, the essence of which is to renew the economic system, create an innovative environment that causes the destruction of traditional structures and opens the way to transformation, and ultimately becomes the force that accelerates the economy's movement towards efficiency, rationalisation, frugality and constant renewal.

In today's realities, countries must support entrepreneurial activity, as it is progress and a key stage in maintaining the national economy, financial enrichment of the people and increasing economic ties and opportunities among countries.

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ВИКЛИКИ КОНКУРЕНТОСПРОМОЖНОСТІ В УМОВАХ ЦИФРОВИХ ТРАНСФОРМАЦІЙ

Цифрова трансформація бізнесу, що базується на використанні нових інформаційних технологій з метою його комплексної модернізації, є результатом цифрової трансформації клієнтського досвіду, трансформації операційних процесів і трансформації бізнес-моделі, й ставить за мету підвищення конкурентоспроможності в умовах становлення цифрової економіки [1; 2; 3]. Цифрові технології, впливаючи на стратегічний розвиток фірм, пришвидшують процеси цифрової трансформації, яка реконфігурує ланцюги створення вартості для сервісних компаній та операційні процеси для виробничих компаній, тому для реалізації цих змін необхідні динамічні можливості, що сприяли б підвищенню продуктивності факторів виробництва і набуттю цифрових дивідендів (підвищення ефективності внутрішніх процесів; пришвидшення темпів росту малого і середнього бізнесу; вихід на нові ринки; використання потенціалу цифрових ринків праці; розвиток нових бізнес-моделей) (див. рис.1).