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DIGITAL TRANSFORMATION AND ITS IMPACT ON THE GLOBAL ECONOMY: NEW HORIZONS AND CHALLENGES

Цифровая трансформация и ее влияние на глобальную экономику: новые горизонты и вызовы

Digital transformation encompasses a wide range of changes associated with the introduction of new technologies such as artificial intelligence, big data, cloud computing and the Internet of Things. This is not just the innovation of information systems or the transition to digital platforms, but a deep reworking of business processes, models and culture of organizations. In the modern world, digital transformation is becoming an indispensable necessity for maintaining competitiveness. It is a key factor contributing to innovation, sustainable development and economic growth. By actively implementing digital technologies, small and large companies, government agencies and other organizations can simplify operations, reduce costs and offer new, more attractive services.

The purpose of this article is to assess the impact of digital technologies on the global economy, to identify new horizons that they open up for business.

Digital transformation encompasses many technologies that are changing the face of business and generally affecting the global economy. Let's look at some of the key

technologies that define this process: artificial intelligence and machine learning have become the main driving forces of digital transformation. These technologies have the potential to significantly increase productivity and introduce innovations in various sectors: impact on productivity, incentive for innovation, data analysis. Blockchain and its application in financial systems. Blockchain is another key technology that has a significant impact on digital transformation, especially in the financial sector: the benefits of security, transparency, and cost reduction. Big data and analytics play an important role in digital transformation, enabling organizations to make informed decisions.

In the context of digital transformation, there is a constant emergence of new business models that challenge traditional approaches to doing business in different industries. They are the result of companies adapting to changing market conditions, technologies and consumer expectations: the phenomenon of startups and innovative companies, access to technology, global markets, flexibility and adaptability, ecosystem support.

The transition to a platform economy has become another significant aspect of digital transformation. Platforms are business models that connect users and providers of services or goods, creating new values through interaction. Instagram Facebook, Uber, Airbnb, Amazon, Facebook and other successful platforms are listed below.

Digital transformation has already had a significant impact on the global economy, opening up new horizons for business, society and governments. The main results can be distinguished as follows: acceleration of productivity growth, creation of new business models, globalization of markets, increased competition, and a change in the role of the state.

Thus, digital transformation is a powerful driving factor for the global economy, opening up new horizons and at the same time creating challenges that need to be learned to cope effectively.

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GREEN ECONOMY AS A TREND IN GLOBAL ECONOMIC DEVELOPMENT

Зеленая экономика как тенденция развития мировой экономики

In recent years, the concept of a green economy has gained significant traction as a vital component of sustainable development. The green economy is defined as an economic system that aims to improve human well-being and social equity while significantly reducing environmental risks and ecological scarcities. This approach not only addresses the pressing challenges posed by climate change but also presents new opportunities for economic growth and job creation.