

DEVELOPMENT OF THE DIGITAL ECONOMY OF UKRAINE: PROBLEMS AND PROSPECTS

The current stage of the global economy is characterized by the increasing number of information flows, rapid development of communication tools, the deepening of integration processes in a modern globalizing world that is contributing to the development of a digital economy. Manifestation of innovation in the digital economy advocates the development of whole country's economy, which still needs developing in Ukraine. Using of the digital economy processes achieves lower costs, accelerate business process, which in turn leads to increase profits and decrease costs.

Digital economy means a new level of all digital services when the payment of utility bills is transferred to the online version, through the smartphone we can register in the queue, pay for purchases, with the digital signature we certify the documentation, buy tickets for buses, trains, planes through the Internet, create online petitions and get online banking services. Thus, we can say that the digital economy is absolutely any activity that relates to information technologies about the consumption of services or products that they provide, that are, e-business, e-commerce, e-government, using digital information technology. The digital economy is based on information and communication and digital technologies, the rapid development and spread of which today has an impact on the traditional economy, transforming it from resource consuming into a resource-generating economy. Data itself is a key resource for the digital economy - they are generated and provide electronic communication through the operation of electronic digital devices, tools and systems.

Now, the key feature of Ukrainian digital development is that users and business are far ahead of the state and industry. Our small and medium-sized business already works on the Internet somehow and mainly uses digital methods to promote its services. But the state and large industry in Ukraine are fundamentally out of the development. Certainly, the state is making technological changes, but this is still neither enough by the terms of the introduction, nor by options. Even more difficult is the situation in the large industrial sector. The idea of renewing the old industrial park is not new, but it is very slow. Therefore, the task that the digital economy sets before us today is to introduce digital technologies into production, education, medicine, and other areas of activity [1].

Nowadays, about 35% of the population in rural area of Ukraine do not have broadband Internet access at all, 53% of Ukrainian schools and almost all medical institutions are also not connected. To correct this situation, it is possible with the help of public-private partnership projects over several years to achieve broadband Internet coverage of more than 80%. Expanding the speed of portable Internet can prompt the development of online buys from telephones and tablets. In February 2015, the three biggest versatile administrators in Ukraine obtained licenses for third-age (3G) correspondences [2]. Inside year and a half, occupants of territorial focuses that utilization the administrations of Life, MTS and Kyivstar will get enhanced quality correspondence and fast Internet. Also, in 2-6 years, access to 3G will be in all urban communities with a populace of more than 10 thousand individuals. Since 2017, work has started on the progress to 4G, which ought to be finished by 2020 [3]. Of course, there is movement in development, networks are being created, and legislative acts are being formed. In addition to the lack of opportunities for the population to consume services due to the lack of technical facilities and Internet connection, there are also problems in legislative acts, which, unfortunately, do not fully and accurately interpret all the levels of electronic activity. Of course, there is a movement in development, networks are being created, and also legislative acts are being formed. For example, in June 2014, the draft law "On online

business" passed its first perusing [4]. It accommodates the presentation of the ideas of web based business, electronic products, internet business, web based business and the online store. The Law enables organizations to finish up decreases by email, formalize essential reports in electronic shape and build up similar costs for money and non-money installment techniques. The premise of the Law is the plan to liken the electronic type of the agreement with the thought of one. Obviously, it is harder to demonstrate the legitimacy of an agreement finished up in electronic frame. However, specialists contend that practically speaking in court it is for the most part hard to prevent the reality from claiming closing any bargain, so fundamentally a case to the substance, not the frame. Moreover, on January 17, 2018, the Cabinet of Ministers of Ukraine adopted a concept of developing the digital economy and society of Ukraine for 2018-2020 years, and a detailed action plan for its implementation was approved, which are in our view will be significant impetus in the development of the country's economy.

The concept of the digital economy of Ukraine depends on the fruitful experience of "digital transformations" of different nations, thinking about the specifics of Ukraine. Overseas, the direct effect of the comprehensive development of the digital economy gives an expansion of 20% of Gross domestic product over a five-year period. As indicated by that, Ukraine plan by 2021, thanks to the development of the digital economy, ought to give an extra least of +5% of GDP [6].

In conclusion, after working on the topic: "Development of digital economy of Ukraine: problems and prospects", we can make the following conclusions: digital economy - is any business and non-business, but related to the government sector activity performed using network technologies, of the features of running a digital economy is possible to identify cost savings, accelerate the business process, which, in turn, leads to increasing profits. Analyzing the state and problems of the development of the digital economy in Ukraine, we can say that high prospects for the development of this industry in Ukraine will lead to significant profits with lower costs and save time for the implementation of a specific order. Stimulating the economy and attracting investment will create the basis for transforming domestic industries into competitive and efficient ones. The concept is also aimed at tackling the issue of computerized isolate and the guess of advanced innovations to subjects, including by guaranteeing access of all natives to broadband Internet, particularly in towns and little urban communities, and additionally digitalization of instructive procedures and incitement of computerized changes in the arrangement of medicine, ecology, science, cashless economy, framework, transport, public safety, and so forth. To sum up, we can say that nowadays the state should constantly monitor the implementation of the first stages of the approved plan, as well as to constantly work on its improvement and refinement.

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