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**ЦИФРОВІЗАЦІЯ ЯК
ПЕРСПЕКТИВНИЙ НАПРЯМ
АСИМЕТРИЧНОГО РОЗВИТКУ
ПІДПРИЄМСТВА**

**DIGITALIZATION AS A
PERSPECTIVE DIRECTION OF
ASYMMETRIC DEVELOPMENT
OF ENTERPRISES**

Анотація.

Описано основні тенденції впливу цифрової революції на розвиток економіки, суб'єктів ринкових відносин та бізнесову діяльність. Обґрунтовано системність трансформацій та асиметрія розвитку в умовах технологічних змін. Виокремлено три завдання, що стоять перед економічними системами в процесі переходу до цифрової епохи. Сформовано наслідки тенденцій цифрових змін.

Ключові слова: цифровізація, Industry 4.0, асиметрія, розвиток, підприємство

Summary.

Challenges and trends for future research on Industry 4.0 are analyzed. The main changes in the development of economy, subjects of market relations and business activity are described. The system of transformations and asymmetry of development in the conditions of technological changes are substantiated. Three main problems facing the economic systems in the process of transition to the digital era have been singled out. The effects of digital changes have been formed.

Key words: digitalization, industry 4.0, asymmetry, development, enterprise

The digital revolution will increasingly affect all aspects of the development and functioning of market relations, as well as the entire structure of the global economy. Therefore, it is important to understand the national trends of technological development in the near future and in strategic orientation.

Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business. According to Klaus Schwab, economists for their vision consequences of the technological revolution can be divided into two groups: technospisymists and technooptimists. [2] None of these options is viable. The real version may have some signs of both the first and the second. However, it is unanimous that Industry 4.0, manifested through technology by the merging the digital, material and biological worlds, will have the most massive, fastest changes and systemic effects from all previous eras.

The goals of modern subjects of market relations should be laying the platform for transformations of all the constituent elements in the economic system. It is worth noting that future transformations are systemic, since new areas of using innovative technologies transform essentially all production, sales, consumption, transport, education, medicine, ecology etc. The processes of reproduction and preservation of the environment are radically changing. Such processes lead to a change and increase the interconnection of the system of goals and network of values. Potential opportunities for business entities to formulate new trends in development objectively induce changes in behavior not only to company personnel, but also to business, government structures, academics and society. So it can testify to the global, fundamental, synergistic and multi-faceted nature of future change.

Most scholars see the future development of business, economics and social relations as a prediction of possible prospects. However, changes are taking place today. The present stage of the development of the economy puts before society such tasks, which are important to all market relations subjects:

- firstly, the definition of content meaning, synthesis, interaction and challenges of intensive, inclusive, paradigmatic technological changes in economic reality;

- secondly, understanding the essence of the technological revolution, its multilateral influence and a wide range of actions on all aspects of our being;
- thirdly, creation of conceptual principles for the participation of market relations subjects, individuals and society in fundamental, breakthrough transformations, assessments of potential opportunities to use their advantages and abilities to counteract the risks and possible negative consequences of functioning in the global space.

The underlying economic consequences of the impact of the digital revolution can be argued to become an increase in demand for its consumption, based on potential price reductions, more sustainable patterns of consumer growth. The changes that will enter the life of society will certainly raise the world's standard of living globally, but those subjects of market relations will have the benefits, which will provide access to digital technologies. Entering business life, digital technologies raise the efficiency and productivity of production, reduce the prices for logistics and communications, decrease the cost of trade, create new markets, providing economic growth.

The fundamentals of the modern scientific paradigm prove that economic growth of any subject of economic activity is carried out unevenly in time and in space. [1] Such unevenness is a manifestation of asymmetry of development. At the enterprise, these trends are manifested unevenly in the development of individual parts of business models of the enterprise, which will deepen in the process of transition to Industry 4.0.

Therefore, in the business, Industry 4.0 will manifest itself, first of all, by the influence of digital technologies, which will necessitate the transformation of operating models. According to predictions, it is possible on the basis of global platforms that are related to the physical world. The platform strategy is economically feasible, as proved by 14 well-known American brands, oriented to the platform format in 2013. [2] The strategy of the platform that takes into account the orientation on client of the subjects of market relations, the creation of new, better-quality products lead to a dynamic growth of the service sector through the digital platform. As an example, this is access to billions of books, to musical works, to transport services through models of exchange of goods and services.

The platform strategy enhances the client's priority. Business models use the potentialities of the processes of interaction of digital, physical and human capital, as a flexible ecosystem of creating a network of values. The models of growth of the essence of work, the labor market, the ways of doing business and its resource maintenance will change. [5]

Analyzing the trends of Industry 4.0, we can form the following effects, as shown in Fig.1.

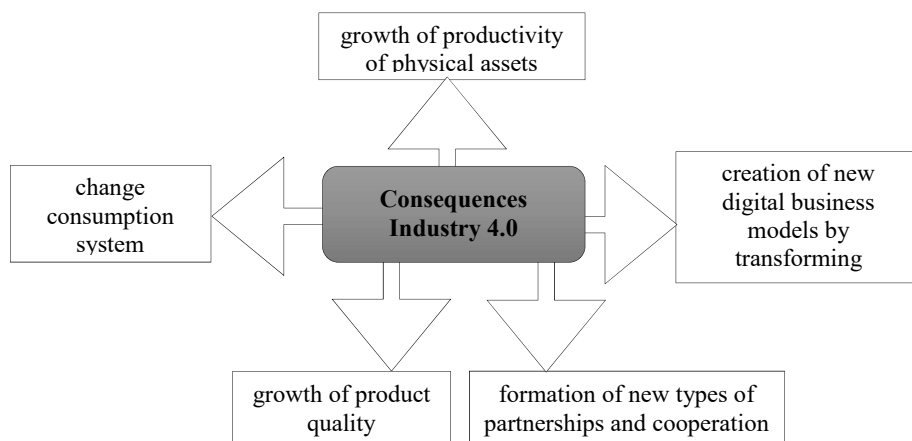


Fig.1. The consequences of Industry 4.0

Regarding the negative trends, economists Eric Brinolphsson and Andrew McAfee believe that the digital revolution will, over time, intensify financial and social inequality in the world, breaking the labor markets. The third industrial revolution has gradually displaced a lot of people from the labor market in consequence of automation of production. The fourth industrial revolution, however, will strengthen this effect, which will increase the gap between return on capital and profitability. However, the replacement of personnel by machines will increase the number of safe and well-paid occupations, as the main driving mechanism of business will be not capital, but talent.

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ІНСТРУМЕНТИ ІННОВАЦІЙНОГО МАРКЕТИНГУ

Анотація.

Розглянуто концептуальні засади інноваційного маркетингу, висвітлено його головні інструменти, а також наведено приклади використання цих інструментів у діяльності вітчизняних та зарубіжних підприємств.

Ключові слова: інноваційний маркетинг, інструменти інноваційного маркетингу.

INSTRUMENTS OF INNOVATIVE MARKETING

Summary.

Conceptual principles of the innovative marketing are considered, the main tools of innovation marketing are presented and examples of using these tools in the activities of domestic and foreign enterprises are given.

Key words: innovative marketing, the main tools of innovation marketing

Інноваційний маркетинг – це формування нових ринків і нових потреб у покупців.

На практиці інноваційний маркетинг зачіпає дві найважливіші й одночасно проблемні зони управління інноваціями – це інновації на основних етапах життєвого циклу наявного товару і маркетинг нового продукту.

Функції інноваційного маркетингу та їх зміст представлено в таблиці 1. [4]:

Таблиця 1

Функції інноваційного маркетингу та їх зміст

Функція	Зміст
Маркетингові дослідження	Дослідження інноваційних процесів зовнішнього середовища і внутрішнього інноваційного потенціалу, дослідження інноваційних потенціалів конкурентів, дослідження потенційних ринків збуту нової продукції, дослідження споживачів інновацій, дослідження можливостей маркетинг-мікс на різних етапах інноваційного процесу і т.д.