

relationships is the use of ICT and Internet by business entities to maximize the automation of business processes within the enterprise and build relationships with other business representatives, consumers and government agencies through the use of modern ICT.

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DIGITAL TRANSFORMATIONS IN HUMAN RESOURCE MANAGEMENT

Significant increase in the use of digital technologies for the implementation of HR-processes characterize technological transformations in the field of human resources management (HRM). New ways of fulfilling the daily responsibilities of an HR manager are emerging, such as using passive candidate search methods on social networks, collaboration with virtual remote teams, using blind recruitment technologies, and gamification, using artificial intelligence for staff selection, development, or evaluation. New approaches to the realization of HR processes are causing an essential technological transformation that requires the enhancement of the digital compe-

tencies of HR managers to perform their functions effectively in the near future. The trends in the development of digital HRM techniques cover artificial intelligence and digital learning, conversational platforms responsible for blending digital and analog environments and blockchain technology [1]. Some of these trends affect HRM more than others, which is why it is appropriate to highlight the main areas of digitalization of HRM, as well as the advantages and disadvantages of implementing them in the practice of HR manager, which we believe can be described in the following key moments.

The use of artificial intelligence in HRM is primarily to gain and enhance the experience of employees through the involvement of powerful digital learning and personal development tools. In such circumstances, the use of outdated technologies and systems for the performance of these processes will increase the gap between the employee and the knowledge he needs, and increase the duration of the training process. Improvement of recruiting, measuring HR-metrics and performing HR-analytics continue to use work with Big Data. Empowering HRM analytics to build more information will help the organization make better decisions by analyzing large amounts of internal data to identify hidden models and correlations that can be used to identify key trends in the future. The use of such data in HRM is particularly relevant for improving the recruitment, staffing and measurement the cost of the employee for the organization.

At the same time, human should remain at the center of all technological shifts and innovations that introduce new standards for management in general, and in the field of HRM in particular. Deciding on the introduction of a new HRM technology should be based on the needs and interests of the employee, since each technology application is related to the individual, their comfort and efficiency. Therefore, the need to adapt and modernize the infrastructure of organizations that is responsive to the advanced technological landscape, because it is healthy and productive, and mainly helpful for workers in their work, is obvious.

Employees are the most valuable part of the organization, and the effectiveness of their involvement is crucial to organizational growth.

The rapid development of HRM software, as well as significant changes in HRM - from simplified employee recognition to improved platforms of performance management, use of high technology and managed data - transform the workplace of the HR manager, which today requires reliable software that would contribute to the implementation of HRM goals aimed at attracting and developing employees. The evolution of HRM software is illustrated in J. Bersin's research for Deloitte [2], which confirms the growth in volume and expansion of the HR systems market over the years. The survey results illustrate the progress made since 2000, when software provided the ability to automate individual HRM functions such as record keeping, hiring, payroll and training management. In addition, increased competition for talent has led to the emergence of a talent management software market. It is evident that advances in technology have developed HRM capabilities, and therefore platforms and programs need to be covered that include other initiatives such as engaging employees to participate in managing the organization; managing rewards, recognition, merit, and more. Current trends in the field of HRM digitization have changed and continue to move towards cloud computing.

Current trends in the digitization of HRM have changed and continue to move towards cloud computing. Standard HRM software has always focused on task completion and information retention, but now companies are aiming to replace traditional software with cloud-based HRM solutions that have the benefits of being accessible from anywhere, extremely user-friendly, support for mobile applications, simplicity of updates, reduced maintenance and, most importantly, reduced requirements for IT infrastructure such as hardware and trained personnel.

The integration of digital social media technology and staff training will continue. Experience in the use of social media in the practice of HRM shows that they can be an effective way of communication in the workplace, social recognition, increasing the level of interaction of staff, etc. Learning management systems are gradually becoming an outdated tool and HRM adopts the latest web-based interviewing technologies; video training becomes a fundamental educational platform; and the visual element that supports the func-

tions of HRM software is increasingly being given the importance of virtual reality and artificial intelligence.

Understanding HRM as a strategic function of managing an organization increases the importance of predictive analytics for HR. Preference will be given to platforms that will integrate communications, support technology for interpersonal communication, and have better tools for data collection and dissemination, as this enables quick access to real-time information. Operational surveys, employee engagement surveys, corporate culture assessments, or other studies require that the HR department function as the sole analytical center for HRM.

The "mobilization" of modern technologies, linked to the advancement in this field, which makes more mobile devices than computers and laptops on the one hand, and the best access to all information is possible through a mobile phone, on the other, significantly influences HRM software by requiring appropriate adaptation. For example, mobile applications can be a huge advantage for recruiters, since many potential candidates use their mobile devices to find work and can easily use them on the go. There is already a positive experience in the use of such mobile applications in Ukraine - rabota.ua, work.ua, etc.

By outlining the current trends in the field of HRM software development, we can distinguish the following ones, which in our opinion will be typical for companies in Ukraine. First and foremost, the growth in the use of software in HRM, the transition to cloud-based systems, integration with social media and training, predictive staff analytics, mobile "platform" of HRM technologies. Overall, smart data, value for money and ease of use will stay in focus of the breakthrough in HRM. The development of HRM software needs to meet the needs of both organizations and employees, enabling organizations to develop HRM initiatives to improve efficiency, evaluate or engage employees. Technology helps create transparency and allows employees and staff to stay up-to-date. Therefore, it is necessary for organizations to create transparent working conditions with the use of software for the needs of HRM.

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DIGITAL ECONOMY AND DIGITAL TRANSFORMATION OF CHINA'S SERVICE INDUSTRY

Introduction.

In recent years, China's digital economy has made great progress, and online shopping, Alipay, and shared bicycles are the epitome of digital economic development achievements. With the popularity of mobile Internet and smart phones, the digital economy is changing the way of life of the Chinese people from daily shopping to smart transportation, from commodity trading to new government governance. At present, China's digital economy has entered a golden period and is facing three rare opportunities for policy dividend release, industrial transformation and economic transformation. In 2019, the Chinese government work report clearly pointed out that deepening the research and development of big data, artificial intelligence, etc., would cultivate a new generation of information technology, high-end equipment, biomedicine, new energy vehicles, new materials and other emerging industrial clusters, and expand the digital economy. As a pioneer in China's economic innovation and development, the digital economy has already driven the transformation and upgrading of China's service industry. China should accelerate the digital transformation services, to meet the opportunities and challenges of the global digital economy.