

Uniwersytet Ekonomiczny we Wrocławiu



Uniwersytet Ekonomiczny
we Wrocławiu

Uniwersytet Trzeciego Wieku w Gromadce



International Scientific Conference

**INFORMATION POTENTIAL OF SOCIO-
ECONOMIC DEVELOPMENT
OF THE STATE AND REGIONS**

April 20th, 2020

Proceedings of the Conference

**Gromadka, Poland
2020**

Organising Committee

Dariusz Pawliszczy, Dr inż., Wójt Gminy Gromadka, Polska;

Anetta Zelińska, Dr. hab., dr. h.c., Profesor, Uniwersytet Ekonomiczny we Wrocławiu, Polska;

Bożena Kuchmacz, Dr inż., Uniwersytet Trzeciego Wieku w Gromadce, Polska;

Piotr Paczowski, Doktorant w Katedrze Gospodarki Regionalnej Uniwersytet Ekonomiczny we Wrocławiu Wydział Ekonomii, Zarządzania i Turystyki w Jeleniej Górze, Polska;

Jerzy Tutaj, Dr, adiunkt w Katedrze Organizacji i Zarządzania Wydziału Informatyki Politechniki Wrocławskiej, Polska;

Turylo Anatolii M., Doctor of Economic Sciences, Professor, Kryvyi Rih National University, Ukraine;

Kovalenko Yuliia, Doctor of Economic Sciences, Professor, University of the State Fiscal Service of Ukraine, Ukraine;

Hutsul Inna, Ph.D in Economics, Associate Professor, Ternopil National Economic University, Ukraine;

Tkachyk Fedir, Ph.D in Economics, Associate Professor, Ternopil National Economic University, Ukraine;

Dmytriv Volodymyr, Ph.D in Economics, Associate Professor, Ternopil National Economic University, Ukraine.

International Scientific Conference Information potential of socio-economic development of the state and regions: Conference Proceedings, April 20, 2020. Gromadka, Poland: GOKiB. 160 pages.

*Each author is responsible for content and formation of his/her materials.
The reference is mandatory in case of republishing or citation.*

DOI: 10.5281/zenodo.3776379

© Uniwersytet Trzeciego Wieku w Gromadce, 2020

<i>Dmytriv Volodymyr, Uhryn Volodymyr</i>	
THE DIGITAL ECONOMY DEVELOPMENT IN A CRISIS	46
<i>Ткачик Федір, Божена Кучмач</i>	
ДІДЖИТАЛІЗАЦІЯ СОЦІАЛЬНО-ЕКОНОМІЧНИХ ПРОЦЕСІВ В УКРАЇНІ ТА ПОЛЬЩІ.....	48
FINANCE, BANKING AND INSURANCE.....	52
<i>Andrii Krysovatyi</i>	
INSTITUTIONAL PARADIGM OF PREFERENCE TAXATION IN UKRAINE	52
<i>Коваленко Юлія</i>	
СПЕЦИФІКА ДІЯЛЬНОСТІ ІНФОРМАЦІЙНИХ АГЕНТСТВ НА ФІНАНСОВИХ РИНКАХ	54
<i>Мельник Віктор, Житар Максим</i>	
СТРУКТУРА РИНКУ СТРАХУВАННЯ ЖИТТЯ В УКРАЇНІ.....	58
<i>Сосновська Ольга</i>	
СУЧАСНІ АСПЕКТИ ОПТИМІЗАЦІЇ БІЗНЕС-ПРОЦЕСІВ СТРАХОВИКА.....	61
<i>Сидорович Олена, Гулькевич Наталія</i>	
ОСОБЛИВОСТІ ФІНАНСУВАННЯ РЕГІОНАЛЬНОГО РОЗВИТКУ УКРАЇНИ ЗА ДОПОМОГОЮ ДФРР.....	65
<i>Болдова Антоніна</i>	
КОНЦЕПТУАЛЬНІ ЗАСАДИ ЕФЕКТИВНОСТІ ІННОВАЦІЙ У ФІНАНСОВІЙ СФЕРІ	68
<i>Вацлавський Олег, Іванова Анна</i>	
РІВЕНЬ ФІСКАЛЬНА ДЕЦЕНТРАЛІЗАЦІЯ В УКРАЇНІ	71
<i>Мороз Іванна</i>	
ЗОВНІШНЯ ЗАБОРГОВАНІСТЬ УКРАЇНИ: ДИЛЕМА ЛІБЕРТАРІАНСЬКОЇ ІДЕОЛОГІЇ І НАЦІОНАЛЬНИХ ІНТЕРЕСІВ.....	76
<i>Мороз Василь</i>	
РИНОК ЗЕМЛІ СІЛЬСЬКОГОСПОДАРСЬКОГО ПРИЗНАЧЕННЯ: ШЛЯХ ДО ПРОЦВІТАННЯ ЧИ ЗАНЕПАДУ УКРАЇНИ	80
<i>Ткачук Володимир</i>	
РОЛЬ ТЕХНОЛОГІЇ БЛОКЧЕЙН У РОЗВИТКУ ПЛАТІЖНИХ СИСТЕМ	85

Dmytriv Volodymyr

Ph.D in Economics, Associate Professor
Ternopil National Economic University
Ternopil, Ukraine

Uhryn Volodymyr

Ph.D in Economics
Ternopil National Economic University
Ternopil, Ukraine

THE DIGITAL ECONOMY DEVELOPMENT IN A CRISIS

The term «investment» itself comes from the Latin word «invest», which in the direct sense means «to invest». In the broad sense, investment is an investment to increase it in the future. In this case, the capital increase should be sufficient to compensate the investor for refusing to use his available consumption funds in the current period, to receive compensation for the risk of replenishing the losses from inflation in the future period [1].

From the point of view of finances, investments are all kinds of assets (funds) that are invested in economic activities for the purpose of gaining income, and from the point of view of economy, investments are expenses for the creation, expansion and technical re-equipping of capital assets and non-core capital.

The basic principle of revitalization of investment activity in Ukraine is the state support of investments and entrepreneurship for the purpose of market relations' development and competition in the investment sphere. The state intervenes in investment activities in countries with different levels of market relations, regardless of the form of ownership of the investor. In theory, there are two opposite approaches to government intervention in the investment process. In the first case, the state assumes as many investor functions as possible (capital concentration, provision of project and estimated documentation, material and technical resources, distribution of investment incomes). In the second case, the state gives maximum freedom to investors.

In the strategy of investment activity, an important role is played by substantiated choice of investment directions. The implementation of long-term investment projects forms the prospective macroeconomic structure of the country, changes in the internal (regional and sectoral) and external division of labour. The system of the state regulation of investment activity has a rather complicated structure. It covers not only the measures (mechanisms) of specific processes' regulation, but also the instruments, that is the means of regulation, which are used by separate directions (components) of economic policy.

The state in a market economy can be both an investor and a participant of investment activity. In the process of market relations' development and

economy stabilization, the functions of direct state' influence on the investment process will be restricted, which enables it to focus more on the methods of indirect influence on this process. Financial regulation of investment processes in Ukraine should be based on a flexible depreciation policy and a perfect system of investment taxation, including tax incentives for investments in the social sphere.

By the generally accepted definition, the digital economy is an economy based on the production of electronic goods and services by high-tech business entities and the distribution of these products through e-commerce.

The development of digital technologies is also a priority in the European Union, having a profile commissioner for digital economy and society. In preparing the creation of the Digital Community in Ukraine, particular attention is paid to the fact that the digital economy remains an area with undisclosed potential in both the European Union and Ukraine.

As you know, digital economy products have a number of benefits: as products are virtual, transportation costs can be reduced, the Internet provides near-instant delivery worldwide. Also, thanks to the worldwide information network, the speed of money transactions has increased significantly. Thus, the Internet has become a leading, key technology of modern economic interaction.

On this basis, we can say that digital technologies, services and systems are extremely important for social development. They can provide growth and new work places' creation in all sectors of the economy, starting with the smallest traditional businesses and ending with the latest high-tech industries that are emerging today.

This year's economic crisis has been growing long before and would occur regardless of the quarantine and the pandemic of the coronavirus, but together with the country's unpreparedness to challenge the epidemic, it eventuated in irresponsible economic policies and the removal of the state from adjusting the financial priorities of society. A life "in debt" and a focus on imports through the export of raw materials and labour, neglect of key areas and national production, lack of strength in a relatively positive economic situation – these are the real causes of the critical situation in the country. Therefore, it is important for the economy to have an alternative, namely the digital switchover.

Literature:

1. Маргіта Н. О. Проблеми та перспективи впровадження інвестиційно-інноваційної моделі економічного розвитку в Україні. Науковий вісник Ужгородського університету. 2013. № 4. С. 89-93.
2. Economy during quarantine and after quarantine. URL: <https://tyzhden.ua/Economics/241939> (In Ukr).