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DIGITAL TRANSFORMATION OF BUSINESS MODELS OF UKRAINIAN ENTERPRISES: IMPACT ON EFFICIENCY AND PROFITABILITY

The article examines the impact of digital transformation of business models on the efficiency and profitability of Ukrainian enterprises.

Digital transformation of business models has been and remains one of the key areas of competitiveness for Ukrainian enterprises. Currently, Ukraine is facing unprecedented challenges caused, on the one hand, by military and related economic instability, and on the other, by accelerated integration into the European digital market.

Digital transformation has become not only a tool for improving operational performance but also a necessary condition for survival amid geopolitical challenges and economic instability. Based on sectoral statistical analysis, the IT sector, financial services, and telecommunications have achieved the greatest progress in digitalization, while agriculture and manufacturing lag behind. It is substantiated that cloud technologies, automation, artificial intelligence, the Internet of Things, and data analytics provide significant reductions in operating costs, productivity gains, and the emergence of new revenue streams. At the same time, key barriers are identified: infrastructure constraints, shortages of skilled personnel, and economic uncertainty, which hinder large-scale digital transformation. A phased approach to implementing digital initiatives is proposed, prioritizing low-risk, high-impact solutions, as well as the use of government incentives and international partnerships to overcome existing constraints.

Keywords: digital transformation, business models, efficiency, profitability, cloud technologies, artificial intelligence, automation, Internet of Things, data analytics, Ukrainian enterprises.