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STRATEGIC SCENARIOS FOR ECONOMIC DEVELOPMENT IN THE CONTEXT OF GLOBAL DIGITALISATION

The article identifies the objective prerequisites for the spread of digital transformation as an inevitable strategy for economic survival and development. The purpose of the article is to substantiate strategic scenarios for economic development in the context of digitalisation. It has been found that scenarios for the development of digital transformation can vary from accelerated innovative growth to adaptive modernisation. An assessment of digital development scenarios is carried out depending on the scale of innovation, the speed of introduction of new technologies and public administration policy. In particular, inertial, adaptive and innovation-targeted scenarios are identified. Attention is focused on the key scenarios of digitalisation: Industry 4.0 and Industry 5.0. The convergence of Industry 4.0 and 5.0 concepts as a key driver of economic growth is considered. It is proven that the second option is more promising, as it is people-oriented and ensures effective cooperation between digital technology in heavy and routine work and the intellectual management activities of people. It has been determined that a transitional or adaptive scenario based on the selective introduction of digital technologies is more appropriate for the Ukrainian economy. A comparison of conceptual approaches to the formation of digitalisation scenarios (4.0 and 5.0) has been carried out. It is noted that they do not contradict each other, but can coexist. It is indicated that the advantage of the first scenario is savings on processes, and the second is the possibility of producing specific types of goods for specific consumers. The structure of costs for the implementation of scenarios and the impact of digital technologies on the formation of added value of companies are analysed. The main sources of financing for these projects during the transition of economic systems to specific digitalisation scenarios and the prospects for the return on investment resources for various sectors of the economy are substantiated.

Keywords: digitalisation, scenarios, strategy, management, digital tools, business, performance.