

Anton Neseuiuk

Kyiv National Economic University named after Vadym Hetman

<https://orcid.org/0000-0002-6905-9663>

DIGITAL TRANSFORMATION AS A FACTOR FOR INCREASING THE COMPETITIVENESS OF TRADE ENTERPRISES

The article highlights the essence of digital transformation as a key factor in increasing the competitiveness of retail enterprises in the digital economy. The main directions of implementing digital technologies in retail activities are investigated, in particular, e-commerce, the use of big data, automation of business processes and the development of digital platforms. The mechanisms of the influence of digital transformation on the formation of competitive advantages of enterprises, increasing the efficiency of their activities and adapting to dynamic changes in the market environment are substantiated. The key problems and barriers to digitalization of the retail sector are identified, and directions for overcoming them are proposed.

It is proven that the implementation of digital technologies, in particular e-commerce, big data analytics, business process automation and digital platforms, contributes to increasing management efficiency, increasing productivity, improving customer experience and expanding market opportunities of enterprises. Taken together, this forms sustainable competitive advantages and increases the adaptability of enterprises to changes in the external environment.

An economic and mathematical model for assessing the impact of digitalization on the competitiveness of trade enterprises is substantiated, which is based on an integrated approach and takes into account the key components of the enterprise's activities. The proposed model allows us to quantitatively assess the level of digital maturity of the enterprise and determine its impact on the results of economic activity.

It is established that the effectiveness of digital transformation largely depends on the level of digital competencies of personnel, the volume of investments in digital technologies, as well as the ability of the enterprise to integrate innovative solutions into existing business processes. At the same time, the main barriers to digitalization have been identified, including limited financial resources, insufficient technological infrastructure, and high cyber risks.

Keywords: digital transformation, competitiveness, retail enterprises, e-commerce, digital platforms, automation, big data, innovations.