

Olha Ivanuk
Polissia National University
<https://orcid.org/0000-0003-2089-0867>

THE ROLE OF DATA IN THE TRANSFORMATION OF THE ECONOMY AND GOVERNANCE SYSTEMS

The article examines the role of data in the transformation of the economy under the conditions of digital technology development. It is substantiated that the rapid growth of data volumes and the development of information and communication technologies create the preconditions for the transition to a data-driven economy, within which data become a strategic resource for economic development, a source of innovation, and the basis for managerial decision-making. It is determined that the use of data contributes to the reduction of transaction costs, the development of digital markets, increased productivity of economic processes, and improved efficiency of public policy. The transformation of governance approaches in the context of the transition from the model of e-government to digital government focused on the use of integrated data, analytics, and digital platforms is analyzed. The main directions of data influence at the national level are identified, including data governance as the basis of digital governance, the use of data to increase social and economic value, and strengthening public trust. The current state of Ukraine's digital transformation is studied, and it is determined that the high level of development of digital services, electronic participation, and open data creates the basic preconditions for the formation of a data-driven economy. At the same time, it is established that the key limitations remain the fragmentation of information systems, the insufficient level of interaction between state information resources, as well as cybersecurity and personal data protection risks. It is substantiated that data-driven governance acquires particular importance in the conditions of wartime and post-war recovery, when the need for continuous monitoring, оперативне policy adjustment, and effective allocation of limited resources increases. It is concluded that the effective implementation of data-driven governance requires the formation of a comprehensive data governance system combining technological, institutional, regulatory, and ethical mechanisms for the use of information resources.

Keywords: digital transformation, data-driven economy, data-driven governance, digital governance, open data, digital economy, digital platforms, e-government.