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## GLOBAL TRENDS OF DIGITALIZATION: POTENTIAL OF UKRAINE

*The tendencies of digitalization of Ukraine based on research of the international ratings concerning development of digital transformation of a society are analysed. The most common indicators of international rankings which reflect digitalization level of countries are described. The place of Ukraine in the international rankings of digitalization is investigated. The key directions for the realization of Ukraine's digital potential to ensure the growth of the country's indicators in the world digitalization rankings have been identified.*

*Keywords:* digitalization, digital economy, international rating, digitization indexes, digital potential.

**Background.** Information about various aspects of socio-economic life is received by society from international rankings which characterize the development of countries, their place in the world economy. The relevance of the study of Ukraine's position in the world coordinate system is due to the fact that the ratings are an indicator of the necessity to develop measures for overcoming shortcomings and creation of opportunities to increase competitive advantage. The digitalization of society is not an exception which significantly changes all spheres of life, constitutes a new valuable essence, contributes to the growth of efficiency and productivity of labour reducing the demand for human resources.

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The global trend has tightly affected business, society, and government agencies of all countries. Digital industries have become one of the most dynamic and promising in the global economy. In many developed countries the growth rate of digital industries exceeds the growth rate of GDP. However, the digital divide between countries and regions, national approaches to information security, asymmetric opportunities and risks of the digital economy are hampering the introduction of breakthrough technologies and digital transformation. World experience shows that digitalization accelerates the processes of regional integration. In a pandemic, the struggle for survival has forced almost all countries to self-isolation, which has created the necessary and previously unused conditions for the digital transformation of the economies of all countries.

**Analysis of recent research and publications.** The research of domestic and foreign scientists is devoted to the methodology of assessing the development of digital transformation of countries based on international rankings. Thus, the works of G. Golovenchyk [1], S. Mărginean, and O. Ramona [2] analyzed the theoretical approaches to assessing the level of development of the digital economy and the degree of digital globalization. In the studies of O. Pizhuk [3], A. Semenoga [4] and N. Chesnokova [5] the modern methodological approaches of international organizations to the assessment of the level of digital transformation of the economy and society are systematized, generalized, and analysed. The level of digitalization of the Ukrainian economy, the peculiarities of its development are considered in the works of A. Mazaraki [6], L. Boyko, N. Belyaeva, S. Bay [7], V. Voitenko [8], G. Duginets [9]. The works of S. Krynytsia [10] and M. Rudenko [11] are devoted to the study of the role of the state in the transformational processes of digitalization of the Ukrainian economy, analysis of the possibility of obtaining a positive effect from digitalization for the domestic economy. Development trends and the current state of information and communication technologies in Ukraine were considered by M. Markov [12].

The **aim** of the study is to analyse the current state of digitalization of Ukraine and assess its digital potential through indicators of international rankings for an objective view of the opportunities and challenges of digital transformation.

**Materials and methods.** The information base of the article is presented by analytical reports of international organizations and statistical data. The research was carried out with implementation of general scientific methods: system analysis, synthesis, theoretical generalization, and comparison.

**Results.** Domestic and foreign works note that the digitalization of the economy is an integral part of modern innovative development. Accelerated implementation of digital technologies in the economic and social spheres is also one of the national goals of modern Ukraine. Ranking positions of Ukraine are also recorded in the "Concept of Development of the Digital

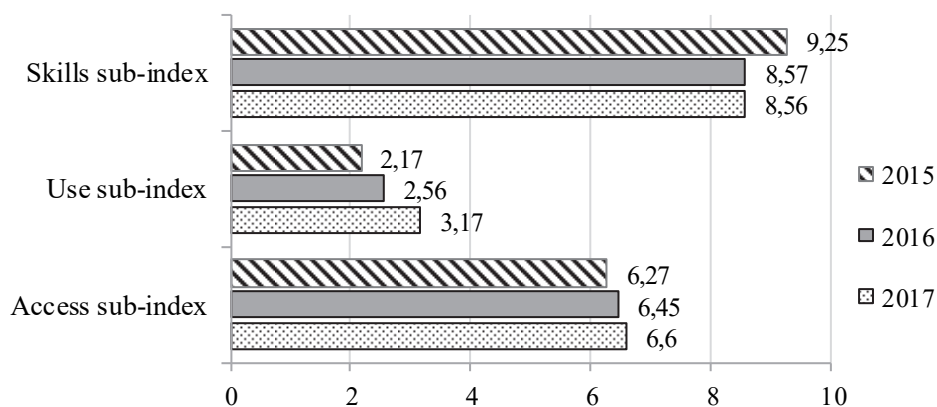
Economy and Society of Ukraine for 2018–2020". The main rating goals of the implementation of this Concept are to achieve the following indicators in 2020 [13]: 50th place in the rating of *ICT Development Index*; 30th – in the *Networked Readiness Index* rating; 40th – in the *Global Innovation Index* rating; 60th – in the *Global Competitiveness Index*.

At the international level, institutions and organizations research and publish various digitalization indices. However, there is no single and internationally recognized methodology for measuring digital orientation of countries. Most indices focus on indicators such as digital infrastructure and indicators of access to the *Information and Communication Technology Development Index (ICT)*. It is advisable to explore other components of the use of digital technologies and skills.

The most common indicators of international rankings reflecting the level of digitalization of countries are given in *table*.

One of the complex international indicators of digitalization of the country is the *Index of development of information and communication technologies* – a combined indicator that characterizes the level of development of information and communication technologies of the country and is calculated as the arithmetic mean of three sub-indices: public access to ICT; use of ICT on the territory of a country; ICT skills of the population. In the latest ranking of 2017, published in the annual report "Measuring the Information Society", prepared by the International Telecommunication Union, the level of ICT development in Ukraine remained at the level of 2015, but the assessment of ICT development increased from 5.23 to 5.62 points (maximum – 10 points).

Ukraine has the highest score in the ICT sub-index of skills. At the same time, the level of ICT use remains low (*figure 1*).



**Figure 1. Positions of Ukraine in the "ICT Development Index", 2015-2017**

Source: compiled by the authors [14].

Place of Ukraine in international digitalization rankings, 2015–2020

Ranking	2015			2016			2017			2018			2019			2020		
	Mark	Rank	Number of countries	Mark	Rank	Number of countries	Mark	Rank	Number of countries	Mark	Rank	Number of countries	Mark	Rank	Number of countries	Mark	Rank	Number of countries
<i>ICT Development Index</i>	5.2	79	167	5.3	78	175	5.6	79	176	–	–	–	–	–	–	–	–	–
<i>Network Readiness Index</i>	4.0	71	143	4.2	64	139	–	–	–	–	–	–	48.9	67	121	49.4	64	134
<i>Global Opportunity Index</i>	4.7	88	136	–	–	–	88	81	147	80	76	147	98	99	144	–	–	–
<i>Global Innovation Index</i>	36.5	64	141	35.7	56	128	37.6	50	127	38.5	43	126	37.4	47	129	36.3	45	131
<i>E-Government Readiness Index</i>	–	–	–	0.6	62	193	–	–	–	0.62	82	193	–	–	–	0.7	69	193
<i>E-Participation Index</i>	–	–	–	0.8	32	193	–	–	–	0.69	75	193	–	–	–	0.8	46	193
<i>Global Connectivity Index</i>	32	56	79	35	55	79	38	55	79	40	54	79	44	50	79	–	–	–
<i>Global Competitiveness Index</i>	4.0	79	140	4.0	85	138	4.1	81	137	57	83	140	57	85	141	–	–	–
<i>World Digital Competitiveness Index</i>	n/a	59	63	n/a	59	63	44.0	60	63	51.3	58	63	55.3	60	63	48.8	58	63
<i>Global Cybersecurity Index</i>	–	–	–	–	–	–	0.50	58	193	0.66	54	193	–	–	–	–	–	–

Notes: "–" – the study was not performed; n/a – data are not available

Source: compiled by the authors [14–22].

The 2018 report does not rank countries according to this index but provides profiles and conclusions on the achievements and potential of the studied countries. The report states that "Ukraine has great potential for the development of the mobile and fixed broadband connectivity market. Operators seek to introduce new services and attract new subscribers. New digital transformation strategies, big data, blockchain and agile are being discussed at the state level" [23].

The *Network Readiness Index* reflects the level of countries' ability to use ICT for socio-economic development and is one of the most important indicators of innovation and technological potential of the countries, their development in the field of high technology and digital economy. Previously, this figure was calculated by the World Economic Forum and the International School of Business INSEAD. In 2019, the index was thoroughly revised and transferred to the non-profit organization Portulans Institute which conducts this study together with the World Alliance of Information Technologies and Services.

In 2020, Ukraine reached the level of 2016 on this index and took 64th place out of 134 countries which is 3 points higher than in 2019. The growth was due to strengthening sub-indexes of management and technology development which is partly explained by significant potential in software development for the creation of digital technologies. The weakest sub-index is the impact of digitalization on the socio-economic life of the country (figure 2).

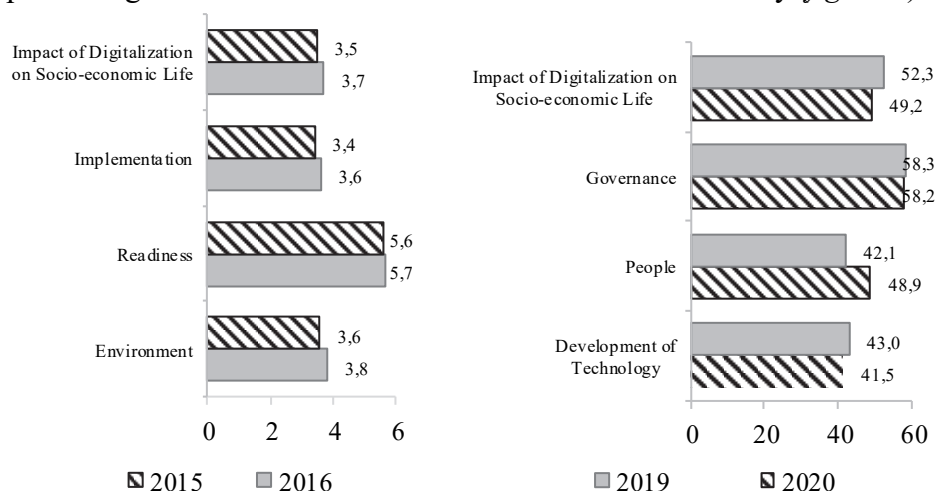


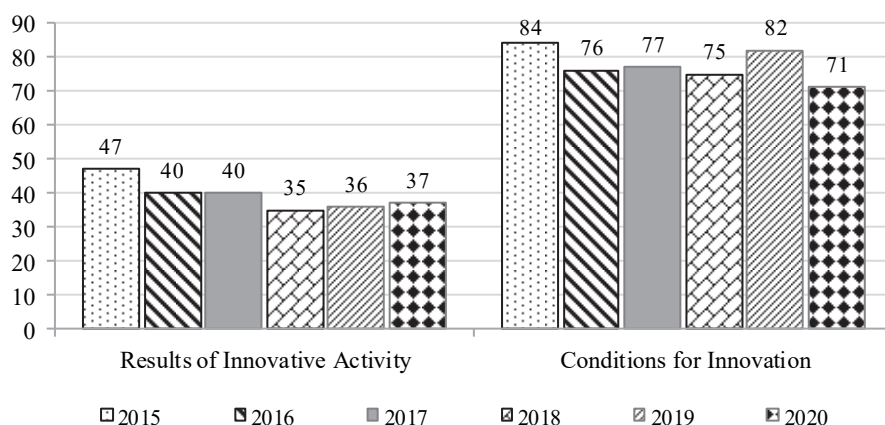
Figure 2. Positions of Ukraine in the Network Readiness Index, 2015–2019

Source: compiled by the authors [15].

Experts emphasize that there is a need to address the health issues, well-being, and stability of society to improve its quality of life and sustainable development. Such results indicate the necessity to continue emphasis on efforts of increasing the level of digitalization of the national economy which will have a positive impact on all areas of activity, as well as on the growth of the professional level of management personnel.

The *Global Opportunity Index* reflects a set of factors that contribute to attracting foreign direct investment to the country: ease of doing business; quality of state regulation; rule of law. According to this index Ukraine took 99th place in the 2019 ranking (88th place in 2015).

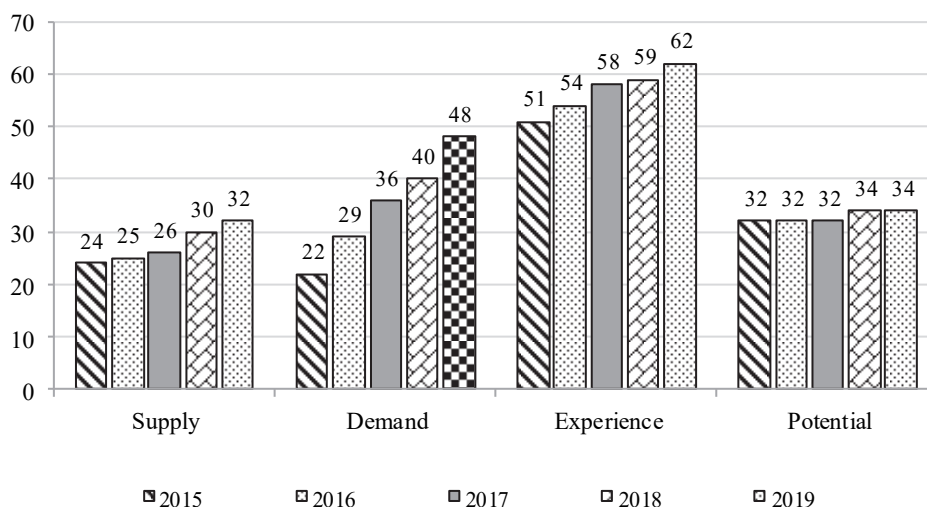
The *Global Innovation Index* reflects the innovation potential of the world countries. The index consists of 82 different variables and is calculated according to the methodology of the International Business School INSEAD (France) and is the most complete comprehensive indicator of innovative development of the world countries which are at different levels of economic development. In the last five years Ukraine has significantly strengthened its position in this ranking: in 2020 it rose by 19 points and took 45th place among 131 countries. Ukraine achieves better performance in the field of innovation (71st place) than in innovation (37th place) (*figure 3*). The increase is mainly due to growth in the sub-indices of education (+ 20 positions) and R&D (+10 positions).



**Figure 3. Positions of Ukraine in the ranking "Global Innovation Index", 2015–2020**

Source: compiled by the authors [17].

Regarding Huawei *Global Connectivity Index* which tracks the impact of ICT on the national economy, digital competitiveness and future growth, Ukraine has improved this indicator by 12 points in 5 years and in 2019 took 50th place in this ranking against 56th place in 2015. The study, which covers 79 countries, which generate 95% of world GDP and represent 84% of the world's population [21], is based on four elements of ICT development and digitalization: the level of existing supply of ICT products and services; the level of demand for network interaction; experience in digital technologies implementation; the potential for digital transformation. Ukraine has the highest indicator in terms of sub-indices of experience in digital technologies implementation and demand for networking (*figure 4*).



**Figure 4. Positions of Ukraine in the rating "Global Connectivity Index", 2015–2019**

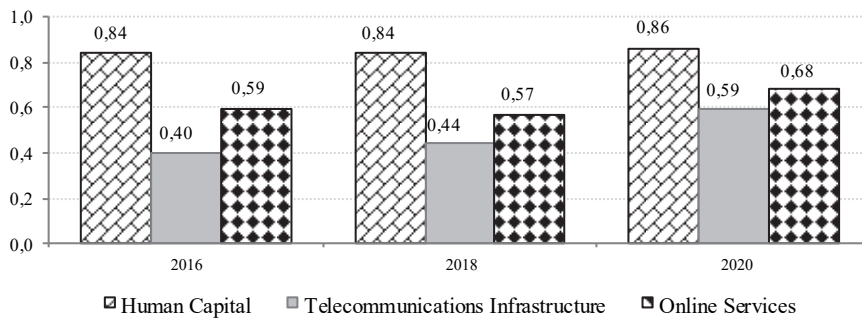
Source: compiled by the authors for [21].

The compilers of the ranking claim that the increase of the global connectivity index by 1 point is equivalent to: the strengthening of the level of competitiveness by 2.1%; accelerating the introduction of innovations at the state level by 2.2%; increase in productivity by 2.3% [17].

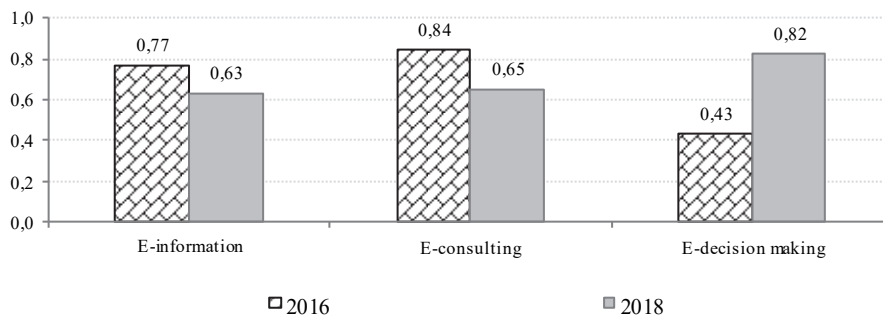
According to the E-Government Readiness Index which is updated every two years and is calculated on three indicators: e-services development, human capital and telecommunications infrastructure, in 2019 Ukraine ranked 69th in terms of government readiness to use ICT and the level of quality of public services. The price of 13 positions is higher compared to 2017 which helped Ukraine to join the group of countries with a high level of e-government development. To assess the provision of interactive information services to citizens the Electronic Participation Index is used which assesses the quality and usefulness of e-government programs for engaging citizens in the process of public decision-making and their implementation. The index is based on three components: e-information, e-consulting, e-decision making. According to this indicator Ukraine has made a leap strengthening its position in 2020 by 29 points compared to 2018 (from 75 to 46 places), and, as a result, in 2020 entered the group of countries with the highest index of electronic participation (figure 5).

The *Global Competitiveness Index* shows the ability of national economies to achieve sustainable development in the medium term based on new knowledge and technologies. During 2016–2019 Ukraine weakened its position according to this ranking: in 2015 it took 79th place, and in 2019 – 85 [19].





a) E-Government Readiness Index



b) Electronic Participation Index

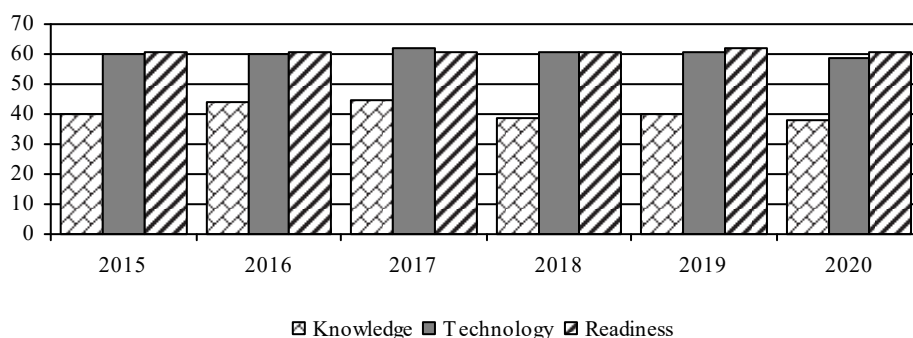
**Figure 5. Positions of Ukraine in the ratings "Readiness for E-government" and "Electronic Participation Index", 2016-2020**

Source: compiled by the authors on [18].

The *World Digital Competitiveness Index* which complements the Global Competitiveness Index and is developed by the Swiss Business School of the International Institute for Management Development, examines the ability and willingness of 63 countries to implement digital technologies as a key driver of economic transformation. According to the method of calculating this index countries are ranked taking according to three groups of factors which contain three subfactors consisting of 52 criteria (32 statistical and 20 expert). Among them: assessment of the development of educational and scientific potential, availability of regulatory framework, availability of financial capital and technological conditions, ability of business to adapt to a changing environment [4]. In 2020, Ukraine moved up two places in this ranking (from 60th to 58th) compared to 2019, due to the availability of digital / technological skills (40–27), electronic participation (53–39) and manoeuvrability of companies (47–33) (figure 6).

According to experts of the International Institute of Management [20] strengthening Ukraine’s position in the ranking of the global index of digital competitiveness will contribute to: strengthening the rule of law, reforming the legal system and restoring confidence in the judiciary, improving capital efficiency, timely servicing of external and domestic debt; economic development, reducing the flow of labour migration of Ukrainians abroad.





**Figure 6. Positions of Ukraine in the *World Digital Competitiveness Index*, 2015–2020**

Source: compiled by the authors [20].

The *Global Cybersecurity Index* calculated by the International Telecommunication Union assesses the level of cybersecurity of countries according to five main indicators: the legal framework for cyberspace regulation, technical infrastructure, organizational issues, quality improvement and cooperation. In the ranking of 2018, Ukraine increased its position by 4 points and took 54th place against 58th place in 2017. Experts emphasized the development of the Law of Ukraine "On Basic Principles of Cybersecurity of Ukraine", which defines the legal and organizational framework for protecting Ukrainian society in cyberspace, directions of state policy in the field of cybersecurity which approximates Ukraine to international standards for the protection of information space.

**Conclusion.** Negative trends in some indices of digital development of Ukraine are a signal to the leading government agencies and organizations to take appropriate measures to overcome them, positive trends indicate the right choice of digitalization of the economy. Analysis of Ukraine's digital potential revealed that the country has significant resources for digitalization. The first stage of accelerating the development of the digital economy is the formation of a modern basic ICT infrastructure and its modernization. The key directions for the realization of digital potential are determined by the existing model of the economy. In Ukraine as in a country with a high share of employment in the agricultural sector there is a need to take measures for the development of digital agriculture to increase productivity. Equally important for the development of the digital direction is a favourable innovation environment which is created primarily with the support of the state. The institutional aspiration to develop the digital economy in combination with the propensity of the private sector to innovate creates synergies for the development of the digital economy. The increase of positions in the world rankings of digitalization is possible not due to local improvement of certain areas and indicators but due to the implementation of a comprehensive public policy covering various areas of activity which will result in impetus to the digital ecosystem.

Ukraine's transition to a digital economy is an inevitable process. The COVID-19 pandemic opens up new opportunities for the development of the state, society and individual economic entities, as well as it identifies problem areas. The study of the national system of indicators of the development of the information society of Ukraine is seen as a promising further exploration in this direction. The development of digital potential will stimulate the interaction of all categories of the population, business, entrepreneurs, and government and within each of the individual categories.

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**Новікова Н., Дьяченко О., Головня Ю. Глобальні тренди цифровізації: потенціал України.**

**Постановка проблеми.** В умовах пандемії COVID-19 боротьба за виживання змусила майже всі країни перейти до режиму самоізоляції, через що склалися певні унікальні умови для цифрової трансформації економіки всіх країн світу. Індикатором необхідності вироблення заходів, спрямованих на подолання недоліків і створення можливостей для нарощування конкурентних переваг країни щодо розвитку цифрової трансформації суспільства є міжнародні рейтинги цифровізації.

**Мета дослідження.** Аналіз сучасного стану цифровізації України й оцінка її цифрового потенціалу через показники міжнародних рейтингів для об'єктивного уявлення про можливості та виклики цифрової трансформації.

**Матеріали та методи.** Інформаційна база статті представлена аналітичними звітами міжнародних організацій, статистичними даними, прогнозами експертів. Дослідження здійснено із застосуванням загальнонаукових методів: системного аналізу, синтезу, теоретичного узагальнення та порівняння.

**Результати дослідження.** Проаналізовано тенденції цифровізації України на підставі дослідження міжнародних рейтингів щодо розвитку цифрової трансформації суспільства. Охарактеризовано найпоширеніші показники міжнародних рейтингів, що відображають рівень цифровізації країн. Досліджено місце України у міжнародних рейтингах цифровізації. Визначено ключові напрями з метою реалізації цифрового потенціалу України для забезпечення зростання показників країни у світових рейтингах цифровізації.

**Висновки.** Негативні тренди окремих індексів цифрового розвитку України є сигналом для керівних державних структур і організацій до вжиття відповідних заходів щодо їх подолання, позитивні – свідчать про правильно обраний напрям цифровізації економіки. Аналіз цифрового потенціалу України виявив, що країна має значні ресурси для цифровізації. Ключові напрями для реалізації цифрового потенціалу обумовлює існуюча модель економіки. Підвищення позицій у світових рейтингах цифровізації можливе не через локальне покращання окремих напрямів і показників, а завдяки реалізації комплексної державної політики, яка має охоплювати різні сфери діяльності, що у результаті надасть поштовх до створення цифрової екосистеми.

**Ключові слова:** цифровізація, цифрова економіка, міжнародний рейтинг, індекси цифровізації, цифровий потенціал.