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Сумський державний університет
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Цифрові трансформації та інноваційні технології в економіці: виклики, реалії, стратегії

**Digital Transformations and innovative technologies in the
economy: challenges, realities, strategies**

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До збірника ввійшли матеріали щорічної науково-практичної конференції «Економічні проблеми сталого розвитку» імені проф. О.Ф. Балацького, в яких наведені результати наукових досліджень, виконаних молодими вченими та студентами різних країн із наукових напрямів, пов'язаних економічними, управлінськими проблемами сталого розвитку в різних сферах актуальних наукових досліджень та практичної діяльності інститутів і сучасних організацій.

Для науковців, викладачів вищих навчальних закладів, студентів, аспірантів, докторантів та всіх, хто цікавиться науково-практичними проблемами сучасної економіки й теорії управління.

The collection consists of materials from annual International scientific-practical conference “Economic Problems of Sustainable Development”. The abstracts represent the results of scientific research applied in different countries in different spheres corresponded to the economic and managerial problems of sustainable development of actual activities of the institutions and modern organizations.

The conference is intended for academic scholars, scientists, representatives of HEIs, students, Ph. D. students, Post-Docs and all who is interested in scientific and practical problems of modern economics and management.

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DIGITAL BUSINESS COMMUNICATIONS AS A DIRECTION OF INNOVATION TRANSFER IN THE CONTEXT OF THE COVID-19 PANDEMIC

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The sudden pandemic hardly hit all areas of human activity. Business is no exception. If at the beginning of the pandemic it was in a slight shock, many companies were not ready for the unexpected new conditions dictated by the pandemic, because the main (live) communication became impossible. Therefore, the companies switched to the merger of man and machine [1,2].

Compare digital business communications before and after a pandemic, mostly in the model B2C (business to client). Financial Times previously provided information through paper newspapers. But the company realized that it needed to develop digital communication channels and work on the site. They noticed that people use several channels, depending on the time of day: they read the newspaper in the morning, smartphone on the go, watch the site at work, tablet after work. As a result, they began to interact with their readers much more than before, using more than just a paper version of the newspaper. Thus, an effective business needs to be wherever his customers are. Sports brands began to sell fitness applications in which customers can learn the basic parameters of their health, how far they have travelled, etc. So, personal approach to the client is a great opportunity to improve business. The company L'Oréal has developed a special application for makeup, manicure, and hairstyles. With this program, the customer can virtually try their products on themselves. The application is in great demand. It is a good example of open cooperation and innovation approach to the client.

According to the statistics in the time of the pandemic people have become more likely to use the digital format. And as a result, many online services and services appeared. Consumers are increasingly buying online. During quarantine, even the most conservative shoppers have switched to an online shopping system. They have tried a new format of shopping, and now they are hardly ready to give it up. The business received only a plus from this – income can be obtained 24/7, costs have decreased, there are no restrictions in the geography of sales, you can attract customers online. But there are also disadvantages. There is no real connection with the client, it takes time to run and maintain the site. Services for the delivery of goods to the buyer are developing too. For example, Zakaz.ua carries products from supermarkets, and Liki24 delivers drugs from pharmacies, where orders for quarantine have jumped. Self-pickup or delivery from the restaurant saved people in self-isolation. For business, it was the only way to make money, and for people to somehow diversify life in quarantine. Delivery applications have become popular.

They have launched new features such as contactless delivery, online tipping, pickup.

Not only trade has shifted to the increased use of digital communications. Online learning, online tutors, online doctors, online training, online entertainment – all this has become popular in a pandemic. There are various platforms, sites, online courses. Immediately, programmers came up to develop software to organize this process. The advantages are obvious – the client saves time and money on the road, can adjust the schedule for themselves. And there are also some cons: this is a closed space and most importantly – not all teachers / workers are ready for this format of teaching / working.

Modern business needed to restructure faster than anyone else in order not to lose profits. Online conferences, video chats have taken the lead. Previously, such communication seemed to be “from the realm of fiction”. And during the pandemic, the number of video conference talks increased severalfold. ZOOM Cloud Meetings has downloaded millions of users after all few people knew about him before. Thanks to the ability to communicate on the Web, many users can always stay in touch, communicate, solve any business issues, hold meetings, negotiations. Business trips were not so needed as before. Now you can just connect to the Internet and solve all questions without leaving the office. But online negotiations should be as close as possible to live communication. Therefore, virtual conferences and events such as streaming platforms, webinars, video conferencing began to appear. Recently, innovation technologies have been developed that use machine learning and artificial intelligence to improve the quality of sound, voice, and video.

From all the above, we can conclude that the coronavirus has shown how much dependence of people and businesses on digital communications. And during the quarantine period, this connection only strengthens. Therefore, there are still many new, interesting digital solutions.

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