

MANAGEMENT OF DIGITAL TRANSFORMATION OF THE ECONOMY: MAXIMIZING EFFECTS

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Recent decades have been characterized by the intensification of digitalization processes that are radically changing the traditional methods of doing business, providing services, lifestyle, ways of working and people interacting. Rapid changes in all areas of production and public life increase, on the one hand, the risks for existing business models, and on the other, open up new opportunities for digital dividends. As a result, the problem of achieving leadership in the field of digital transformation of production, the introduction of radical innovations, and productivity growth becomes especially urgent.

The aim of the study was to analyze the main problems and advantages of the digital transformation of the economy to identify mechanisms to maximize the effects of digitalization and key government priorities for managing the transformation process in the digital era.

The methods of comparative analysis, synthesis, generalization, statistical and logical methods are used.

As a result, the effects of digitalization of the economy as a transformational process that have a significant impact on the dynamics of economic growth are summarized. The characteristic of digital transformation vectors identifying its most important properties is given. The key state priorities and mechanisms for managing digital transformation as a complex and multidimensional task are identified. It is indicated that the formation and maintenance of a favorable business environment, innovation ecosystem, modernization of institutions, advanced training of personnel and high-quality use of human capital with the increasing role and importance of the state in solving the priority tasks of technological development become the main determinants of ensuring inclusive economic growth in the digital economy.

Keywords: digital transformation, advantages and risks of the transformation process, cyber-physical systems, maximizing the effects of digitalization, management priorities.

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