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DIGITALIZATION OF BUSINESS PROCESSES AND BUSINESS SECURITY

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ЦИФРОВІЗАЦІЯ БІЗНЕС-ПРОЦЕСІВ ТА БЕЗПЕКА БІЗНЕСУ

The article highlights the crucial role of digitalization of business processes as a key factor in enhancing efficiency, adaptability, competitiveness, and security of Ukrainian enterprises amid profound socio-economic transformations, the pandemic, the ongoing war, and various global challenges. It provides a detailed theoretical understanding of digital transformation, clearly distinguishing between the concepts of 'digitalization' and 'digitization', tracing their historical evolution from early computerization and automation to contemporary intelligent digital platforms, data-driven ecosystems, cloud computing, and integrated AI solutions.

The article examines in depth the multiple advantages of digitalization, including automation of routine operations, reduction of operational costs, improved internal and external communication, acceleration of decision-making processes, and greater flexibility in strategic management, while also analysing potential risks and challenges such as cybersecurity threats, technical malfunctions, limited human resource capabilities, infrastructure integration difficulties, and regulatory compliance issues, particularly under conditions of wartime instability and economic uncertainty.

Special attention is given to business security as a multidimensional category, encompassing cybersecurity, data protection, legal compliance, protection of intellectual property, and the integration of advanced technologies such as artificial intelligence, blockchain, digital HR and financial platforms, as well as cloud-based collaboration systems. The impact of the COVID-19 pandemic and the war on accelerating the digitalization of enterprises is explored, including the emergence of new forms of interaction, contactless services, remote operations, digital marketing, and an increase in innovation-driven activity during crises.

The article identifies and summarises key directions for further development of digital transformation in the post-war recovery period, including enterprise modernization, state and investment support, international technological and economic integration, development of legal frameworks for digitalization, and training of IT and digital specialists. It emphasizes the necessity of a systemic, strategic, and comprehensive approach to the digitalization of business processes as a prerequisite for ensuring the resilience, sustainability, operational efficiency, and global competitiveness of Ukrainian enterprises in the contemporary and future business environment.

У статті висвітлюється ключова роль цифровізації бізнес-процесів як фактора підвищення ефективності, адаптивності, конкурентоспроможності та безпеки українських підприємств в умовах глибоких соціально-економічних трансформацій, пандемії, воєнного конфлікту та глобальних викликів. Надається теоретичне осмислення цифрової трансформації, чітко розмежовуються поняття "цифровізація" та "диджиталізація", простежується їх еволюція — від етапу комп'ютеризації та автоматизації до сучасних інтелектуальних цифрових платформ, аналітичних екосистем, хмарних обчислень та інтегрованих рішень на основі штучного інтелекту.

Детально аналізуються переваги цифровізації, зокрема автоматизація рутинних процесів, зниження операційних витрат, покращення внутрішньої та зовнішньої комунікації, прискорення прийняття рішень та підвищення гнучкості стратегічного управління, а також потенційні ризики й виклики — кіберзагрози, технічні збої, обмеженість кадрового ресурсу, складності інтеграції інфраструктури та дотримання нормативних вимог, особливо в умовах воєнної нестабільності та економічної невизначеності.

Особлива увага приділяється безпеці бізнесу як багатовимірній категорії, що включає кібербезпеку, захист даних, дотримання законодавства, охорону інтелектуальної власності та інтеграцію передових технологій, таких як штучний інтелект, блокчейн, цифрові HR та фінансові платформи, а також хмарні системи співпраці. Проаналізовано вплив пандемії COVID-19 та війни на прискорення цифровізації підприємств, появу нових форм взаємодії, безконтактних послуг, дистанційної роботи, цифрового маркетингу та зростання інноваційної активності під час криз.

Визначено основні напрями подальшого розвитку цифрової трансформації у період поствоєнного відновлення: модернізація підприємств, державна та інвестиційна підтримка, міжнародна технологічна та економічна інтеграція, розвиток нормативно-правового забезпечення цифровізації та підготовка IT-фахівців. Підкреслено необхідність системного, стратегічного та комплексного підходу до цифровізації бізнес-процесів як передумови забезпечення стійкості, ефективності, конкурентоспроможності та розвитку українських підприємств у сучасному та майбутньому бізнес-середовищі.

Key words: Digitalization of Business Processes, Digital Transformation, Business Security, Artificial Intelligence, Cybersecurity, Digital Infrastructure, Automation, Innovative Business Models, Digitalization Risks, Enterprise Adaptation.

Ключові слова: цифровізація бізнес-процесів, цифрова трансформація, безпека бізнесу, штучний інтелект, кібербезпека, цифрова інфраструктура, автоматизація, інноваційні бізнес-моделі, ризики цифровізації, адаптація підприємства.

PROBLEM STATEMENT AND ITS RELATION TO SIGNIFICANT SCIENTIFIC OR PRACTICAL TASKS

Today, Ukraine is facing significant social, economic, and other challenges. The country's population is rapidly declining, and there is widespread uncertainty requiring new approaches to business support and transformation. Global changes are creating new challenges in communication, public preferences, and methods of accessing

information. Digitalization has become an integral part of all aspects of human life.

One of the most relevant areas of business development today is the digitalization of business processes. Researchers Vertakova and Plotnikov [1] argue that the innovative development of enterprises is a guarantee of high competitiveness and long-term sustainability of economic growth. In this context, policies that promote digital transformation play a key role in solving many of

today's problems, since digital technologies stimulate innovation and productivity in business and help elevate business management to a new level. 'Digitalization is inevitable because the world is becoming global... So, the question is how to truly find one's place in the new global digital economy.' [2].

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

The issue of digital business transformation and business processes has been widely explored by both scholars and practitioners, each emphasizing a particular aspect of this field.

Academics and industry professionals have adopted the term 'digital transformation' as a key concept to describe organizational changes driven by digital technologies. While a universally accepted definition has yet to emerge, scholarly publications consistently emphasize that digital transformation leads to radical changes [3–6]. These changes involve restructuring internal business processes, the emergence of new types of organizations, and a transformation in the relationship between businesses and consumers. Furthermore, the rapid pace of digital technological development, along with increasing globalization, accelerates innovation cycles, creates new business models, and reshapes both the operating environment and organizational structure.

Ershova, Obukhova, and Belyaeva emphasize that digitalization sets specific requirements for employees — they must develop competencies in working with digital tools and use digital space for professional development and business growth [7].

The diversity of views among theorists and practitioners shows that the concept of digitalization still lacks a unified interpretation, and this underlines the importance of further research on the topic with respect to time, regional differences, and business needs.

IDENTIFICATION OF PREVIOUSLY UNRESOLVED ASPECTS OF THE GENERAL PROBLEM ADDRESSED IN THIS ARTICLE

The purpose of this study is to define the essence of digitalization in general and in the context of business processes, as well as to assess the impact of digitalization on business security. Interest in this topic stems not only from the high relevance of its practical aspects, but also from a wide range of scientific tasks that necessitate identifying the drivers of change, determining the prerequisites for long-term success through business process modelling, the creation of innovative business models, and the formation of a secure business environment.

To achieve this goal, the following research objectives have been set:

- To define the essence of digitalization;
- To outline the benefits, challenges, and risks of business process digitalization;
- To identify the relationship between digitalization and business security;
- To analyse the current state and dynamics of digitalization at domestic enterprises and to identify its key influence on business security under modern economic conditions.

The hypothesis of this research is based on the assumption that improving theoretical and practical approaches to the digitalization of business processes will help enterprises adapt to new operating conditions, ensure high economic efficiency, and enhance business security.

The research methodology includes the use of the following tools and methods: induction, deduction, historical method, comparison, and theoretical generalization — to determine the prerequisites, trends, and prospects of business process digitalization in Ukrainian enterprises; system and comprehensive analysis — to identify the role and objectives of business process digitalization and business security; observation — to study the current state of digitalization and business security in Ukrainian enterprises; concretization, formalization, systematization, and synthesis — to provide theoretical and practical conclusions and to develop recommendations on the researched topic.

FORMULATION OF THE ARTICLE'S OBJECTIVES (STATEMENT OF THE TASK)

The origins of digitalization began in the 1970s. With the development of the Internet and the growing computerization of society in the 1990s, digitalization started to gain momentum.

But what exactly does digitalization involve, and how is it connected to digital transformation? How does it differ from the concepts of automation and data digitization, which are often confused with one another? Let us examine how different authors interpret the concept of 'digitalization' (Table 1).

As we can see, the concepts of digitalization and digitization are closely related. However, digitalization is a broader term that goes beyond simply converting data into digital format. Digitalization involves the integration of digital technologies into business processes to enhance their efficiency, create new opportunities, and increase competitiveness.

The year 2019 marked the outbreak of the coronavirus pandemic, which forced society to adapt to life under lockdown restrictions. In these conditions, it was digitalization that helped many businesses stay afloat. The pandemic-driven crisis accelerated the development of contactless business through the digitization of enterprise data and processes. 'We are living in uncertain times, but with the rise of remote work, companies are turning to digital channels and transforming [22].

The implementation of artificial intelligence (AI) bridges the digital and physical worlds, creates new platforms for interaction, and opens new business development opportunities. These developments break down the boundaries of national markets, remove barriers to accessing resources and customers, and reshape how businesses operate.

Digitalization provides critical growth factors for technological progress and innovation. The shift from analogue to digital business operations contributes to solving competitiveness challenges in both domestic and international markets and improves enterprise performance indicators. Digitalization influences the optimization of business processes across various areas of enterprise activity (Fig. 1).

Table 1. Interpretations of digitalization in the works of scholars and practitioners

Source	The essence of the concept
<i>L. Hunter, L. Bryant [8]</i>	This is a fully innovative process that emerged as a result of the invention of the computer. Consequently, at a certain stage, the digitization of all spheres of our lives became a widespread phenomenon.
<i>R. Margaret [9]</i>	From a technical perspective, this term refers to the digital transmission of data encoded in discrete signal pulses.
<i>D. Brown [10]</i>	It is the use of digital technologies to transform a business model and to create opportunities for generating revenue and delivering value. In other words, it is the process of transitioning towards a digital business.
<i>J. De Clerck [11]</i>	It refers to the creation of a digital version of analogue objects. In other words, it involves the conversion or reproduction of something non-digital into a digital format.
<i>M. Castells [12]</i>	It is the process of transitioning into digital business and integrating digital technologies into everyday life.
<i>Innolytics Group [13]</i>	It is a general term used to denote the digital transformation of society and the economy. It describes the shift from the industrial era and analogue technologies to the era of knowledge and creativity, characterised by digital technologies and innovations in digital business.
<i>S. Brennen [14]</i>	The introduction or increased use of digital and computer technologies by organisations within a specific sector, country, or other context.
<i>O. Abakumenko, A. Derkach, M. Korneieva [15]</i>	The process of converting a specific information domain from analogue to digital format to facilitate easier subsequent utilization on modern electronic devices.
<i>O. Hudz, S. Fedunin, V. Shcherbyna [16]</i>	A process grounded in the capabilities of the modern IT industry, whereby enterprises apply contemporary information and communication technologies to achieve their objectives, focusing on the transformation of existing business processes through their digitalization.
<i>L. Lihonenko, A. Khripko, A. Domanskyi [17]</i>	The process of transferring information into digital form, such as converting paper books into electronic versions, photographs into images displayed on screens, and so forth. Digitalization aims to simplify and accelerate work with large databases, ensure the automation of all types of activities (including core and auxiliary operational, investment, and financial operations), improve communication with clients, suppliers, partners, and all external institutions, establish new principles of interaction within the enterprise – between departments, employees, and management – and facilitate the transition to new organizational forms of economic activity (network and virtual economy).
<i>O. Hrybinenko [18]</i>	The transformation and integration of digital technologies aimed at optimizing and automating business processes, enhancing productivity, and improving communication interactions with consumers.
<i>S. Korol, Ye. Poliovyk [19]</i>	It involves the creation of a system for data collection, storage, and analysis; the optimization of information retrieval using the Internet; the processing of large data sets; and the application of artificial intelligence, the Internet of Things in manufacturing, among other components.
<i>M. Parashchych, L. Nodzhak [20]</i>	The process of utilizing, systematizing, and processing information in digital format to enhance customer service within the business environment.
<i>K. Klymenko [21]</i>	The term digitalization is understood as a definition characterized by transformational changes aimed at the symbiosis of digitization and software.

Thanks to digitalization:

- routine and repetitive tasks are automated, which reduces errors caused by human factors and lowers labour costs;
- expenses related to the creation and storage of paper documentation are decreased;
- labour productivity is enhanced;
- communication efficiency among employees, partners, and clients improves, fostering greater satisfaction and brand promotion;
- data analysis capabilities are strengthened, facilitating more effective decision-making and identifying opportunities for business process improvements;
- business flexibility and adaptability increase, providing competitive advantages and shortening the time required to implement new processes.

Alongside these significant benefits, the digitalization of business processes also introduces new challenges and risks that must be taken into account. While these have not yet materialized, their

potential occurrence could impact goal achievement and business success (Figure 2).

By promptly identifying these potential issues, it becomes possible to respond in a timely manner, thereby preventing or mitigating their negative impact and minimizing unforeseen costs.

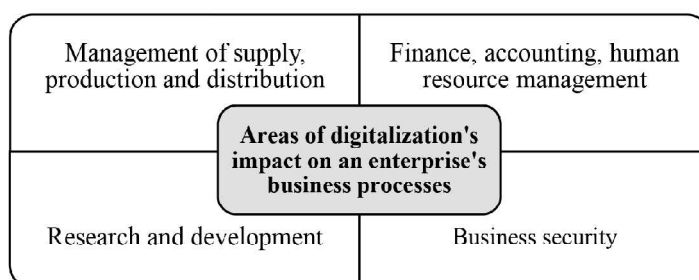


Figure 1. Areas of digitalization's impact on an enterprise's business processes

Source: Built by the authors.

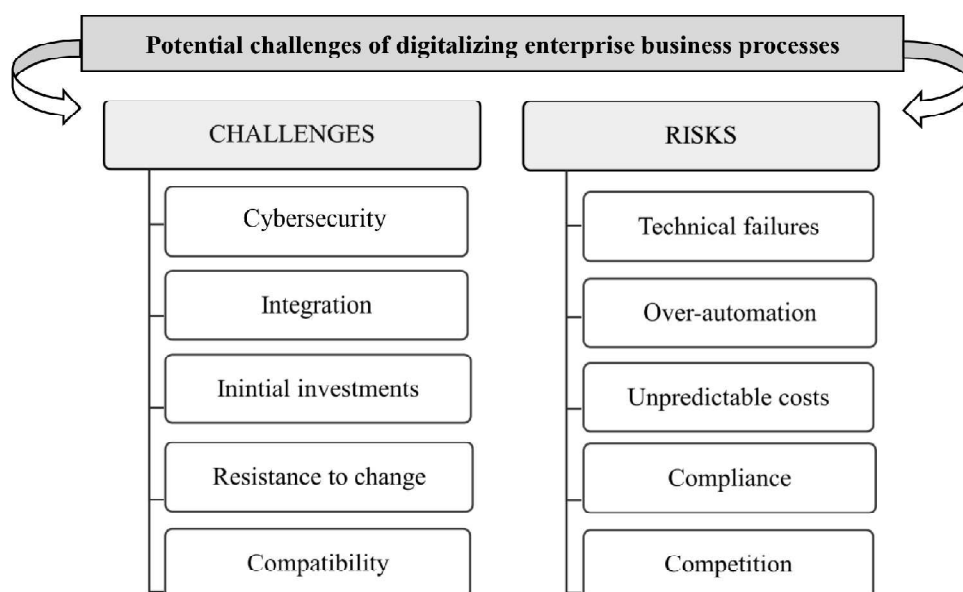


Fig. 2. Challenges and risks of digitalizing business processes

Source: compiled by the authors.

Digitalization of business processes increases the risks of cyber threats such as hacking attacks, viruses, phishing, and pharming. This necessitates the implementation of protective measures for digital systems containing financial information, clients' personal data, and other confidential information. Ensuring the security of such data is crucial for preventing fraud and abuse during financial transactions, information leaks, and maintaining customer trust. The connection of numerous devices to networks, cloud technologies, and mobile technologies introduces new vulnerabilities and potential challenges,

which include both physical system failures and cyberattacks.

According to the official website of the State Statistics Service of Ukraine, data on the use of information and communication technologies (ICT) in Ukrainian enterprises are available, including the proportion of enterprises that have experienced problems due to ICT security incidents relative to the total number of enterprises. In 2023, this figure amounted to 24.7% [23].

Among enterprises classified by number of employees:

- from 10 to 49 employees, the proportion was 22.6%;
- from 50 to 249 employees, 29.7%;
- 250 employees and above, 36.8%.

The shares of enterprises that faced ICT security-related problems in 2023, broken down by types of incidents, are presented in Table 2.

As observed, the most common ICT-related issue faced by Ukrainian enterprises in 2023 was service unavailability due to hardware or software failures, which is entirely plausible given the ongoing wartime conditions. Moreover, the proportion of problems related to ICT security incidents increased with the size of the enterprise's workforce.

Business security amid the accelerated digitalization process depends on a comprehensive set of measures and practices aimed at protecting against threats that could adversely affect enterprise operations. It serves as a guarantee of stable, successful, and uninterrupted functioning. Business security encompasses multiple aspects (Figure 3).

Each of the specified areas of business security requires focused attention and

Table 2. Problems faced by Ukrainian enterprises due to ICT security incidents

Problem Arising from ICT Security Incidents	Share of Enterprises (%)			
	in the total number of enterprises	in enterprises with the number of employees		
		from 10 to 49 employees	from 50 to 249 employees	250 employees and above
Destruction or damage of data due to hardware or software failures.	5,9	4,8	8,5	13
Destruction or damage of data caused by malware infection or unauthorized access.	2,2	1,8	3,5	2,6
Disclosure of confidential data due to intrusion, pharming, or phishing attacks.	0,6	0,5	0,9	1,2
Disclosure of confidential data as a result of unintentional actions by enterprise employees.	0,7	0,5	1,1	1,1
Unavailability of ICT services due to external attacks (ransomware attacks, denial-of-service (DoS) attacks).	3,9	3,2	6,3	6,2
Unavailability of ICT services due to hardware or software failures.	21,8	20,1	26,7	29,7

Source: compiled based on State Statistics Service of Ukraine, Data Bank. Available at: [https://stat.gov.ua/uk/explorer?urn=SSSU:DF_INFORM_COMMUN_TECH_ENTRP\(8.0.0\)](https://stat.gov.ua/uk/explorer?urn=SSSU:DF_INFORM_COMMUN_TECH_ENTRP(8.0.0)).

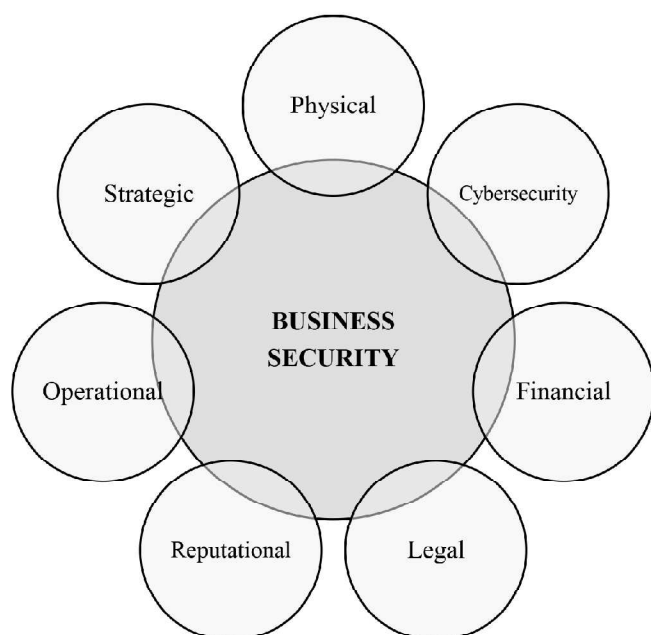


Fig. 3. Components of business security in the context of digitalizing business processes

Source: compiled by the authors.

Table 3. Robotics in Ukrainian Enterprises

Year	Share of the Number of Enterprises			
	In the Total Number of Enterprises	In Enterprises by Number of Employees		
		with 10 to 49 employees	with 50 to 249 employees	with 250 employees or more
Use industrial robots				
2021	1,2	0,8	2,4	3,5
2023	1,8	1,4	2,6	4,9
Use service robots				
2021	2,1	1,8	3	3,6
2023	3	2,9	3,2	4,9
Use robotics				
2021	2,9	2,3	4,7	6,2
2023	4,1	3,7	5,0	7,6

Source: compiled based on State Statistics Service of Ukraine, Data Bank. Available at: [https://stat.gov.ua/uk/explorer?urn=SSSU:DF_INFORM_COMMUN_TECH_ENTRP\(8.0.0\)](https://stat.gov.ua/uk/explorer?urn=SSSU:DF_INFORM_COMMUN_TECH_ENTRP(8.0.0)).

protection within a comprehensive security strategy. Within this framework, it is advisable to employ:

1. Artificial intelligence to detect potential threats and automate security processes;
2. Blockchain technologies to achieve a high level of transaction security through a decentralized system and cryptographic protection, thereby enhancing data transparency, increasing trust, and reducing fraud;
3. Digital HR systems to monitor workforce potential and ensure compliance with security policies;
4. Supply chain tracking to enable real-time monitoring and management of the supply chain;
5. Digital communication platforms to provide secure and convenient customer service and information exchange;
6. Advanced technologies to improve the efficiency of innovation processes and protect intellectual property;
7. Regular data backups to ensure data preservation in case of failures or attacks;

8. Digital contracts and electronic signatures to guarantee the legal validity of agreements and enhance customer trust, among others.

Key characteristics of business security in the context of digitalization of business processes include:

- compliance with international security standards and the extent of their implementation within the company's digital processes;
- corporate culture;
- protection of intellectual property, brands, research, and development of new products and technologies;
- adoption of digital solutions aimed at reducing energy consumption and environmental impact.

The COVID-19 pandemic and the ongoing war in Ukraine have acted as powerful catalysts for digital transformation. As of 2024, the average digitalization index of Ukrainian companies stands at 55.7 out of 100, with 99% of companies integrating digitalization into their long-term business goals [24].

The level of enterprise robotization is rapidly increasing worldwide, and Ukraine is no exception. Statistical data on the proportion of enterprises using industrial and service robots, as well as robotics technology, relative to the total number of enterprises in Ukraine in 2021 and 2023, are presented in Table 3.

As observed, although the level of robotization among Ukrainian enterprises is increasing, it remains very low. The primary reasons for this include, first and foremost, lack of funding, the ongoing war, economic instability, entrenched stereotypes resisting change, insufficient numbers of qualified personnel, and the absence of systemic approaches to enterprise modernization. These factors are interdependent and create a vicious cycle that slows down the digitalization of business processes. This negative feedback loop is further exacerbated by uncertainty caused by the war and economic crises, which prompt enterprises to reduce costs,

particularly those related to modernization and employee training.

Addressing these challenges requires a systemic approach and comprehensive support from the state (through financial programs, tax incentives, and infrastructure development), investors (through investments in technological startups, concessional lending, and consulting), and scientific institutions (through research and development, collaboration with business, and training of qualified specialists).

The war exerts significant and multifaceted pressure on the digitalization processes of business in Ukraine; however, it has also served as a catalyst for certain innovative solutions:

- To adapt to workforce migration and the risks associated with human labour, there has been an increased implementation of robots in production and logistics processes, as well as software solutions for remote work and distance learning;

— To ensure data security, new digital platforms for resource management, administration, and communication are being developed and implemented;

— Alternative energy sources and energy-efficient technologies are being utilized to restore the damaged energy infrastructure;

— Developments aimed at enhancing the country's defence capabilities may also have potential applications in civilian sectors;

— The need to adapt healthcare to the new realities of war is driving the development of rehabilitation robots, innovative solutions for remote diagnostics, and mobile hospitals;

— New startups are being launched to provide social support for vulnerable populations, including digital aid platforms, mobile applications for social interaction and psychological support, and technologies promoting inclusivity.

Therefore, the following processes can be identified as key drivers for advancing digitalization in Ukraine during the post-war recovery period:

— attracting international donors and investors;

— implementing support programs for small and medium-sized enterprises aimed at recovery and automation;

— modernizing production through the adoption of robotic solutions and business process automation;

— developing and expanding the IT sector by leveraging crisis management experience;

— improving legislative regulation of business digitalization to ensure transparency and protect enterprises;

— designing and implementing state strategic programs to foster innovation-driven industries;

— restoring and modernizing educational and scientific institutions to train highly qualified specialists necessary for digitalization;

— creating retraining programs for individuals who lost jobs due to the war or health reasons;

— integrating Ukraine into international projects focused on the adoption of new technologies;

— restoring and strengthening trade relations and facilitating Ukrainian businesses' access to global markets;

— embedding anti-corruption standards within government and private sector activities, as well as integrating into global monitoring systems;

— developing state cybersecurity programs and ensuring investment in advanced cyber defence technologies.

All diverse areas of development must ensure the protection of national interests — such as economic independence, regulation of external influences, data security, and cybersecurity — while simultaneously fostering deep integration with the global business environment. This includes participation in international markets, attracting investments, and technology transfer, all within the framework of adapting domestic standards to international norms and legal regulations.

CONCLUSIONS FROM THIS STUDY AND PROSPECTS FOR FURTHER RESEARCH IN THIS FIELD

The digitalization of enterprise business processes involves the comprehensive integration of digital technologies and tools across all aspects of activity,

aiming to automate, optimize, and enhance management efficiency. This represents a critical foundation for modern business operations. Advancements in this domain facilitate enterprise adaptation to new operating conditions, ensure high operational efficiency, and strengthen both competitiveness and business security.

Like any process, digitalization has its strengths and weaknesses. Identifying these allows for the implementation of preventive measures and the leveraging of opportunities for improvement. The primary challenges of digitalizing business processes include:

1. A direct correlation between the extent of digitalization and increased risks of cyberattacks and data breaches;

2. The technical complexity involved in integrating new digital systems into existing business processes;

3. The necessity for significant upfront investments in technical and digital infrastructure, as well as personnel training;

4. Psychological, organizational, and educational barriers arising from lack of experience, fear of change, and individual resistance among employees;

5. The challenge of achieving compatibility among various platforms, software, and digital transformation systems within the enterprise's business processes.

Key Potential Risks of Digitalizing Enterprise Business Processes:

1. The possibility of losses due to technical failures;

2. Loss of personalized approaches resulting from excessive replacement of the human factor by technological solutions;

3. The need for additional unplanned expenses caused by miscalculations in planning the implementation of digital technologies; penalties and sanctions arising from data breaches, information loss, or cyberattacks; hidden annual costs for platform and software maintenance and updates;

4. Violations (or disregard) of regulatory requirements, standards, and procedures during the digitalization process;

5. Weakening of competitive positions due to delays in digitalization implementation and the emergence of new competitors with more advanced digital solutions.

Successful digital transformation of business processes requires a comprehensive approach that ensures improved operational efficiency and business security across all its dimensions. In the current context, business security in Ukraine is a complex and multifaceted issue, encompassing the impact of war, cybersecurity, anti-corruption measures, investment policies, and international cooperation.

Analysis of the State and Dynamics of Business Process Digitalization in Domestic Enterprises Allowed the Following Conclusions:

— The digitalization process in Ukraine is gradual but uneven;

— The highest levels of digitalization are observed in the IT, telecommunications, finance, logistics, and e-commerce sectors, while digitalization in industry and agriculture progresses slowly and only partially;

— The pace of digitalization in large enterprises significantly outstrips that of medium and small businesses;

— Quarantine restrictions due to the COVID-19 pandemic and the war in Ukraine have considerably accelerated digitalization processes in domestic enterprises;

— The development of digitalization is driven by process automation, artificial intelligence, the Internet of Things (IoT), 5G, cloud technologies, and Big Data.

Business Security in the Context of Digitalization of Business Processes Requires a Comprehensive Approach Based on the Following Key Aspects:

- Cybersecurity;
- Staff training;
- Access control;
- Software updates;
- Data backup;
- Legal and regulatory compliance;
- Integration of protective tools.

Digitalization of business processes enables enterprises to enhance operational efficiency and successfully adapt to modern challenges. At the same time, ensuring business security requires the implementation of advanced cybersecurity technologies, effective data management, and reliable access control to mitigate risks.

Directions for Further Research on This Topic. The following directions are essential for further research in this area:

- Analysis of modern automation technologies and their impact on the efficiency of specific businesses;
- Assessment of the impact of digitalization on employees, particularly their adaptation to new realities;
- Development of mechanisms for adapting Ukrainian business processes to international requirements, including quality standards and environmental protection;
- Examination of potential threats associated with the implementation of digital tools and the development of risk minimization strategies within specific business processes;
- Study of ways to attract foreign technologies and integrate them into national business processes.

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