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### **Socio-economic environment of city in digital economy development: conceptual grounds of transformation**

*The article deals with scientific approaches to the interpretation of the concept «digital economy». It defines digital economy, meaning economy based upon digital technology and provides inclusive socio-economic development and prosperity. The article identifies the specifics, contradictions and transition issues of state policy in the sphere of informatization towards intensive development of digital economy. Under the study the realization of the Concept for the Development of Digital Economy and Society of Ukraine for 2018-2020 and the plan of measures for its implementation are determined to be in a state of stagnation. The issue of the Development of Digital Economy and Society of Ukraine is not properly transformed into corresponding obligatory functions, tasks and powers of central executive authorities and local self-government bodies yet. It is provided rationale for modern city as a priority object and self-sufficient subject of development of digital economy and society in Ukraine. The cities of Ukraine ought to be observed like local centers of potential dynamic shifts in socio-economic environment of the region and deployment of economic prosperity based on digital development. The perspectives of the concept «smart-city» in the context of modern policy of digital development are performed. The author claims that the determinant of the effective digital development policy in the administrative-territorial units of Ukraine is the adequacy of the system legislative regulation of the institutional and legal mechanisms for its implementation in accordance with the norms of the Information and Digital Codes of Ukraine, the State Strategy for Regional Development for the period until 2020. The consensual basis for synchronous development of the Information and Digital Codes of Ukraine are defined by the government approved principles for implementing the modern state policy of digital development in Ukraine, in particular openness; transparency; multiple usage; technological neutrality and portability of data; citizens-orientated; inclusiveness and accessibility; safety and confidentiality; multilingualism; support decision-making; administrative simplification; information storage; evaluation of efficiency and effectiveness. The article suggests the following: indicating the development of the digital economy and society in Ukraine among the priorities of the State Strategy for Regional Development for the period up to 2020; ensuring the priority of accelerated transformation of the socio-economic environment of cities under the approval of strategic plans, programs and actions within the state regional policy.*

*Keywords: digital economy, city, development, transformation, socio-economic environment.*

**Problem statement.** The classical economy can no longer serve all the needs of the society whereas information technologies come to the aid; the accompanying economy is called «digital economy» which rapidly conquers the worldwide Internet with its features and conditions [1]. Among global trends of economic development, namely significant increase of knowledge industries, widespread of new technologies and innovative processes as well as dominance of the fifth technological structure in the economically developed countries of the world, the situation in Ukraine's economy appears to be critical [2]. The breakthrough in economic growth of Ukraine is recognized as an alternative to the further technological lag behind developed countries in terms of available irrational usage of raw material resources and production potential of the regions.

Therefore, further pace of economic and social development is possible only under total digitalization of all branches of economy and basic life spheres. Most scientists and government officials convince that an additional 5% of Ukraine's GDP can be provided owing to the development of the digital economy until 2021. The digital economy itself is an accelerator of social and economic life in the modern world and may swiftly increase the GDP of the country [3]. According to A Ventures Capital, venture fund, the total investment in Ukrainian IT companies amounted to \$265 million in 2017, which is 3.3 times higher than in 2016 [4].

**Analysis of recent research.** The problem of the concept «digital economy», the study of trends in the development of digital entrepreneurship and the specifics of digital economy transformation were analyzed by both domestic and foreign researchers, in particular I. Ansoff, R. Acoff, V. Appalkova, S. Veretyuk, M. Voinarenko,

A. Glushenkova, A. Guseva, P. Doyle, P. Drucker, S. Kolyadenko, I. Karcheva, L. Kit, B. King, I. Kovshova, N. Kraus, R. Lipsi, L. Lyamin, T. Mesenbourg, I. Malik, V. Pilinsky, K. Skinner, P. Steciuk, D. Tapscott, A. Tugui, A. Thompson, A. Toffler, T. Khalimon, V. Fischuk, K. Schwab and others.

At the stage of decentralization in Ukraine, particular attention should be paid to the improvement of the theoretical and institutional principles of identification and implementation of digital economy mechanism aimed at functioning of systemic transformation of the socio-economic environment in administrative-territorial units and its impact on local development.

**The purpose of the paper** is to highlight the theoretical and legal principles of digital economy in Ukraine and to justify its implementation in socio-economic environment of cities as the centers of economic prosperity.

**Major research findings.** The states with developed economy manage to use new technologies which gradually replace, complete or update old ones. Developing countries, mainly, use out-dated technologies, meantime have potential for rapid development through the transition to the latest masters omitting several generations of technologies. Such states can overcome several stages of technological transition fast and increase the level of their socio-economic development [5].

Large and medium cities as centers of local, regional and interregional levels, are in the role of «growth poles» due to the higher concentration of economic, innovative, scientific, infrastructural, cultural and information development. The competitiveness of the regions in a whole depends precisely on the level and vector of urban development, the effectiveness of structural transformations of their economy, the location of perspective and creative types of economic activity [6, p. 37]. Implementation of information and communication technologies is a priority in city planning – cities are considered as hubs of technological innovation or as so-called smart cities [7].

Generally the necessity for usage of digital technology to increase competitiveness, entrepreneurship and innovation activity is emphasized in «Entrepreneurship 2020 Action Plan» [8]. The European Commission encourages digital revolution by establishing innovative business transformations and supporting digital enterprises in Europe [9]. According to DESI (The Digital Economy and Society Index), top 10 leaders in Digital Technologies Development for 2017 in the European Union became Denmark, Finland, Swiss, Netherlands, Luxembourg, Belgium, Great Britain, Ireland, Estonia, Austria.

Under the study of methodological principles and the main stages of digital economy, S. V. Kolyadenko states that digital economy refers to an economy based on digital computing technology. Digital Economy is also sometimes called the Internet Economy, New Economy, or Web Economy. Increasingly, digital economy is intertwined with the traditional economy, making a clear delineation harder although we perceive it as conducting business through markets based on the Internet and the World Wide Web. However, the author argues that the term digital economy is not dominant, and many researchers in the world and in Ukraine distinguish various names of new types of economic concepts, in particular «information society», «knowledge economy», «network economy», reating them to synonyms or compounds, and so on [1, p. 106-108].

According to V. Appalkova, the digital economy is an important engine of innovation, competitiveness and economic development [10, p. 13].

L. Kit considers digital economy as an element of «network economy», and notes that the digital economy is a transformation of all spheres of the economy by transferring information resources and knowledge to a computer platform with the aim of their further usage (just by possibility) on this platform. Thus under analysis of «network economy» the author outlines a synthesis of interconnected and complementary components, namely information economy, knowledge economy, high-tech economy and digital economy. In researcher's book, this notion is demonstrated by current trends of socio-economic development because information and communication technologies have embraced all spheres of human activity [11, p. 190].

S. Veretyuk, V. Pilinsky are convinced that the digital economy is an integral part of the economy with dominating subject knowledge and intangible production as the main indicator of information society. The concept of «digital economy», «knowledge economy», «information society» form a new economic system that replaces the industrial paradigm. This economic model implements competitive high value added products, creates jobs, and effectively solves social, cultural and environmental challenges. Developed countries draw critical attention to harmonious development of digital economy system elements, the information society and knowledge economy [12, p. 52].

Concerning the term «digital economy», S. V. Kolyadenko's approach justifies that economically developed countries do not change the classical definition applied by scientists, is acceptable in a whole. Thus scientists worldwide follow Don (Donald) Tapscott, one of the leaders specializing in business strategy, who defines the concept of «digital economy», meaning economy based upon digital technology [1, p. 107].

The European Union focuses on Digital agenda for Europe (DAE), a key pillar in digital development initiated by The European Commission [13].

It is stressed that basic principles of development of informative society in Ukraine on 2007-2015: Law of Ukraine adopted on 2007, January 9, № 537-V have already predicted preparation and approval of the Information Code of Ukraine with the respective sections, specifically on basis of electronic commerce, legal protection the rights on computer programs, intellectual property, including copyright on works in the Internet, database, distance learning, telemedicine, trade secret etc. While scientific technological and innovative development of Ukraine the law determines:

- implementation of information and computer technologies (ICT) in all spheres of life and state;
- improvement of coordination of state authorities and local self-government bodies with regard to create the elements of information infrastructure, in particular for corporate information and analytical systems;
- creation of electronic resources for information interchange;
- governmental support and implementation of ICT into education, science, business, production, securities market, exchanges (commodity, agricultural and others), etc. [14].

It has to be stated that by now digital economy is not mentioned at all in the law whereas the term «knowledge economy» meaning industrial economy. The Information Code of Ukraine has not been adopted yet, which would consider from economic, social, national, cultural and linguistic aspects, the correspondence of national scientific and technical, management and legal terminology to international standards.

Hence, the bylaw for terms regulation under the Law of Ukraine adopted on 2007, January 9, № 537-V is The Development Strategy of Informative Society in Ukraine from 2013 [15], interpreting electronic economy (e-economy), electronic commerce (e-commerce), electronic service (e-service), electronic democracy (e-democracy), electronic culture (e-culture), electronic education (e-education), electronic medicine (e-medicine). E-governance is determined as the main Strategy trend, particularly *e-economy* is based on economic relations in the area of production, distribution, interchange and consumption of goods and services by extensive use of information technology; *e-commerce* is the activity of buying or selling goods and services by means of information technology, and transaction processing in electronic business. However, the Law of Ukraine «On Commerce», adopted on 2015, September 3, 675-VIII [16] interprets «*electronic commerce*» slightly different, standing for income-oriented relations that deal with acquisition, change or termination of civil rights and obligations carried out remotely with the use of information and telecommunication technologies, resulting in property rights and obligations by the parties of such relations; «*electronic trade*» focuses on business activity in electronic buying and selling, product realization by distance manner with the use of information and telecommunication technologies.

The up-to-date principles of digital development in Ukraine is outlined by the Concept for the Development of the Digital Economy and Society of Ukraine for 2018-2020 and

the plan of measures for its implementation elaborated by the government together with the Hi-Tech Office Ukraine as well as market experts and approved by the Order of the Cabinet of Ministers of Ukraine adopted on 2018, January 17, 67-r [17]. In general, the Concept is the temporary instrument for pilot economy transformation from traditional (analogue) to effective digital based on inner markets development and stimulation of consumption, implementation and production of digital technology. It reveals the challenges and the development instruments of digital infrastructures; studies urgent steps towards implementation of proper motivations and conditions for digitalization in the most prospective fields and obtaining digital competence by citizens. The main concept aim is the initiative realization of the Digital Agenda of Ukraine 2020 (Digital Strategy) for removing barriers to creating new sectors of Ukrainian economy and the digital transformation of existing ones as well as transformation of life spheres, in particular within cities, into new more efficient and modern, etc.

The significance of the document is in its role to provide for short-term:

- technological adaptation and engagement of Ukraine in the programs and projects of the EU concerning interoperability of state information and electronic identification (eID), including trans-border;
- solution the problem of «digital gap», advance citizen-oriented digital technology, more specifically access to the broadband Internet;
- new opportunities for human capital realization, the development of innovative, creative and «digital» industries and businesses;
- forming basis of domestic productions under their «digitalization» in competitive and effective (new digital jobs, STEM-education and digital education services, digital infrastructures for social (IoT) and industrial (IIoT) – Internet of Things, blockchain, eHealth and e-security, etc.);
- export of «digital» production and IT outsourcing services, as applying digital technology the economy sectors grow faster, cheaper and more qualitative, digitalization is accepted mechanism of economic prosperity owing to positive technological impact on effectiveness, efficiency, cost and quality of economic, social and personal activities.

The special significance of the Concept is shown from the perspective of socio-economic environment of individual city, for instance to official implementation of «smart-city» concept, modeling the city with digital technology for current problems solution, its sustainable development and comfort living. Therefore, the most important issues related to the implementation of the concept of «smart city» are the modernization of city infrastructure and the implementation of effective resource management (applying the Internet of Things, «green» technologies, «smart grids» etc.); the transformation of the city management based on the integration of systems and data; the need in identifying economic models of urban development, taking into account not only the natural, industrial but also human potential (cities as centers of innovation and development of human potential).

Actually, to keep implementing of the «smart-city» concept it is necessary to take the following fundamental measures:

- to build national «roadmap» for digital transformation of cities as a basis for respective city «roadmaps» and support city projects of digitalization;
- to create a national platform – a solution catalogue of «smart-city» concept in accordance with experience of the European platform of «smart» cities for equalizing the chances of various cities within the country in project making, developing and implementing certain projects;
- harmonization of policies and legislation with the requirements of the EU, concerning development of digital economy, innovations, local administration;
- implementation of international smart city management standards (ISO-37120, ISO-37101 etc.);
- support for innovative ecosystems in Ukrainian cities and the engagement of citizens in the development of smart city solutions.

In fact, within the framework of accelerated scenario the Concept for the Development of the Digital Economy and Society of Ukraine for 2018-2020 and the plan of measures for its implementation [17] only called for the draft act of the Cabinet of Ministers of Ukraine in the second quarter of 2018 on digital transformation projects in such spheres as public security, education, health care, tourism, transport infrastructure, electronic democracy, ecology and environmental protection, habitability of cities, non-cash transactions. However, even such act is still not approved.

Judging from mentioned above, the plan of measures for individual priority directions of digital economy [17] is mainly in a state of stagnation, for instance development and modernization of industry and industries based on Industry 4.0 technologies; development of digital exports; digital development of priority spheres of life; development of digital competences and skills of citizens; development of digital infrastructures.

In our opinion, the cities of Ukraine should be defined the primary centers of the indicated directions of digital economy and society in the future, taking into account their integrative role as centers of digital innovations in various spheres of life and keys of digital modernization of the national economic system. Judging from the unblocking of internal reserves of administrative-territorial units while decentralization, the effective realization of human potential in the benefits of the digital economy, as well as the extension of SMART-settlements, the role of the city as an open self-organized socio-industrial-economic system on the one hand, and the territorial-economic subsystem of regional development on the other, is unique. In the function of territorial and municipal governance, which is carried out by the local authorities of the city in coordination and partnership with non-governmental organizations and economic entities, the role of the city as the subject of the digital transformation of the socio-economic environment is indispensable.

It is our strong belief that digital transformation of socio-economic environment of administrative-territorial units must be simultaneously an inclusive model of economic development and growth. According to some scientists, the inclusive model of economic development involves creating maximum opportunities for the individuals, participation in all spheres of country life, employment and equal access to the results of labour. The priority of inclusive development is the life quality increase forming high employment economy and minimal bundle society [18, p. 21].

It is obvious that the modern city as a complex territorial-functional object should be defined both as a priority object and a self-sufficient subject of digital economy in Ukraine, which will ensure inclusive socio-economic development and growth. The digital economy must be a foundation instead of alternative to inclusive development and growth. Therefore, it is expedient to interpret the term «digital economy» standing for economy based upon dominant application of digital technology and provides inclusive socio-economic development and prosperity.

In this context, it should be noticed the Concept [17] methodologically states that in the classical interpretation, the term «digital economy» conveys activities in which the main means (factors) of production are digital (electronic, virtual) data both numeric and text.

At the same time, the concept determines the basis of digital economy is «digital infrastructure», a complex of technologies, products and processes providing digital calculation, telecommunication and network capacity. The concept does not regulate the notion of «digital infrastructure» with the content of previously established by the law of Ukraine «On the national program of informatization» legal terms, particularly «*means of informatization are electronic computers, software, mathematical, linguistic and other programs, information systems or their individual elements, information networks and communication networks used for information technologies*»; «*information technology is an aim-organized set of information processes using computer facilities that provide high speed data processing, rapid information search, dispersal of data, access to information sources, regardless of their location*».

However, in accordance with the Basic Provisions of the Concept [17], the «digitalization» lies in imbuing of the physical world with electronic-digital devices, means, systems and debugging of the electronic communication exchange among them, which actually enables the virtual and physical integral interaction, creating cyber-physics space; «digital technology» is both a huge market and industry as well as a platform for the efficiency and competitiveness of all other markets and industries. In turn the term «public service infrastructure» is equated with e-government, which contradicts the provisions of the recent «Concept of e-Government Development in Ukraine» approved by the Cabinet of Ministers of Ukraine from September 20, 2017 No. 649-r [19]; it defines «e-government» is a form of public administration that promotes the efficiency, openness and transparency of the activities of state authorities and local self-government bodies with the use of information and telecommunication technologies to form a new citizen-oriented type of state. There is also no definition of the category «digital document» and its application because since 2003 the Article 5 of the Law of Ukraine No. 851-IV «On electronic documents and electronic document circulation» has implemented the term «electronic document» in the national legal field, which is still officially interpreted as a document recording information in form of electronic data with the mandatory details of the document.

From the legal principle, which is an integral part of law principle enshrined in the Article 8 of the Constitution of Ukraine, legal norms should be clear, understandable and unambiguous as the other cannot ensure their uniform application, does not exclude unlimited interpretation in the law practice of and the Constitutional Court of Ukraine has repeatedly drawn attention to their necessity.

Significant institutional and legal shifts were approved by the Government in January 2019, the principles of state policy of digital development by the executive authorities and implementation of the digital expertise institute for draft legal acts on information, e-governance, the formation and usage of national electronic information resources, development of information society, e-democracy, administrative services or digital development [20].

In our view, government-approved principles of the implementation of the current state policy of digital development in Ukraine (see Table 1) may be a consensus platform for simultaneous development and approval by Parliament Information and Digital Codes of Ukraine.

It is noteworthy that in accordance with the paragraph 4 of the Government decree [20], the Cabinet of Ministers Regulation approved by Government resolution dated July 18, 2007 No. 900, is supplemented: a new paragraph – «§ 37<sup>-1</sup> Digital Expertise», Appendix 2<sup>-1</sup> to paragraph 2 of § 37<sup>-1</sup> «Statement on conducting a digital expertise of the project»; New Section 2<sup>-2</sup> «Digital Expertise» in Appendix 8 of the Regulation.

According to these innovations towards the Cabinet of Ministers of Ukraine, digital expertise will be subject to draft government acts in order to identify their provisions, which are not consistent with the principles of implementation by the executive authorities, the principles of state policy of digital development, in particular preventing the creation of modern electronic forms of interaction and accessibility for citizens and businesses the benefits and capabilities of digital technologies.

On the other hand, the paragraph 5 of the government resolution [20] focuses on its recommendatory nature, in particular for state bodies and local self-government bodies. It is generally not consistent with the accelerated scenario of implementation of the Concept for the Development of the Digital Economy and Society of Ukraine for 2018-2020 [17], thus excluding the systematicity and universality of its application at various levels and areas of public governance.

Besides, a significant obstacle to the implementation of the Concept [17] is the lack of formal legislative interpretation of new terms content used in its text, in particular: «digital economy development»; «digital development»; «digital systems»; «digital business»; «digital industry»; «digital IT-industry»; «digital agriculture»; «digital state»; «digital world»; «digital sphere»; «digital platforms»; «digital manufacturing

Table 1

## Principles of modern state policy of digital development in Ukraine

No	Name of the principle	Main point
1	Openness	It is intended to provide open access to departmental data (information) unless otherwise specified by law
2	Transparency	It is intended to provide the possibility of using open external interfaces to departmental information systems, including applied programming interfaces
3	Multiple usage	It is intended to ensure open inter-agency decision-making and reuse of solutions
4	Technological neutrality and portability of data	It is intended to provide access to departmental services and data and reuse regardless of technology or their products
5	Citizens-orientated	It is intended to ensure the priority of citizens needs and expectations when making decisions on the forms or methods of state functions
6	Inclusiveness and accessibility evaluation of efficiency and effectiveness	It is intended to provide the opportunity for all citizens to use the latest advances in information technology access to services
7	Safety and confidentiality	It is intended to provide for citizens and business entities the safe and secure environment where electronic interaction with the state takes place, including its full compliance with the rules and requirements established by the laws of Ukraine on the protection of personal data and information belonging to the state, electronic identification and trust services
8	Multilingualism	It is intended to provide the citizens and business entities with administrative, informational and other services, including transborder, using language of their choice
9	Support decision-making	It is to ensure the use of the latest information technologies for the development of software products that support decision-making by executive authorities during the exercise of authority
10	Administrative simplification	It is intended to ensure acceleration and simplification of administrative processes through their digital development
11	Information storage	It is intended to ensure the storage of solutions, information, records and data, reliability and integrity as well as availability in accordance with security policy and confidentiality for a certain time
12	Evaluation of efficiency and effectiveness	It is intended to carry out a comprehensive evaluation and comparison of at least two alternative solutions to ensure the effectiveness and efficiency of the exercise of authority.

Based on [20].

platforms»; «digital society»; «digital medicine»; «digital education»; «digital skills»; «digital competences»; «digital possibilities»; «digital solutions»; «digital transformations»; «digital transformation projects»; «urban digitalization projects» as the current Concept cannot be socially acceptable non-alternative legal basis for the direct practical implementation of its provisions.

It has to be noted that the regulation of applying modern terminology in the digital sphere by a separate law in accordance with European practices, charted in 2018 by the Plan of measures on the implementation of the Concept [17], remains unrealized as well as a number of other regulatory conceptual regulations, in particular:

- elimination of legislative, institutional and other barriers to the development of digital economy, forming of appropriate conditions, incentives, motivations, demand and needs for digital technology by business and citizens;
- determination and implementation of citizens digital rights in accordance with the obligations of Ukraine in the European integration and other international obligations, following from Ukrainian membership in international organizations, and submission proposals for their implementation;

- definition of indices, indicators and methods of evaluation of digital development and maturity in Ukraine in accordance with international practices;
- determination and implementation of statistical methodology and statistical observations to obtain statistical data on Ukraine's digital development considering international experience;
- conducting regular evaluations of digital development and determination of forecast indicators of Ukraine's digital development till 2020;
- implementation of basic digital services for citizens in education, health care, transport, telecommunications, tourism, ecology;
- development of «roadmaps» of digital transformations and models of digital development for basic and prospective sectors in the state economy, industrial and manufacturing digital platforms;
- introduction of the «digital default» principle under new or amending existing legislative acts and the power exercise by state authorities and local self-government bodies.

It is noteworthy that instead of the announced Action Plan [17] due to 10 paragraph, the Coordinating Council under the Ministry of Economic Development and Trade of Ukraine by the First Deputy Prime Minister of Ukraine – Minister of Economic Development and Trade of Ukraine, has taken over the organization of the Government Committee for the Development of the Digital Economy and Society, as well as the implementation of measures for the economy and society digitalization for 2018 and the farther effective interaction within the area among the government, business, public organizations and society; moreover, High-Tech Office Ukraine performs the Secretariat Coordinating Council's function.

It is remarkable that in Poland, on December 7, 2015, a separate Ministry of Digitalization (Ministerstwo Cyfryzacji) was founded on the basis of resolution of the Council of Ministers. The analysis of the current Regulations on the respective ministries of Ukraine, approved by the Cabinet of Ministers of Ukraine, testifies that the issue of the development of the digital economy and society of Ukraine has not been properly transformed into the corresponding functions, tasks and powers of these central executive authorities, yet. On February 7, 2019, the consideration of the draft Law of Ukraine «On Electronic Communications» was postponed again (for the fourth time); it was prepared in accordance with the Resolution of the Parliament of June 4, 2015, No. 509-VIII, of the Legislative Support of Reforms in Ukraine (paragraph 180) and determined as urgent by the President of Ukraine.

It is important to consider that in accordance with the provisions of Article 19 of the Constitution of Ukraine, the legal order in Ukraine is upon the principles: no one can be compelled to do what is not provided for by law, and state power bodies and local self-government bodies, their officials *are obliged to act only on the basis, within the limits of authority and in the manner provided by the Constitution and laws of Ukraine*. Thus evidently, it is important to adopt the Information and Digital Codes of Ukraine as a basis for European integration verification of national legislation in information and digital affairs, since no concept will serve as a relevant legal basis for the identification and direct practical implementation of the institutional and legal mechanisms of the digital economy by public authorities and local self-government bodies.

In our opinion, only the systemic adaptation of Ukraine's legislation to the legislation of the European Union in the context of achieving the goals, set by the European Union on the Digital Agenda will allow the Ukrainian digital market to be harmonized with the EU and eliminate the barriers, granting access to the European digital market.

**Conclusions.** In modern conditions, a dominant challenge is the need for structural, innovation and technological modernization of the national economy with the unblocking of the internal reserves of administrative and territorial units, in particular cities as local centers of potential dynamic changes in the socio-economic environment of the region and the deployment of economic growth processes based on digital development.



The determinant of the effective digital development policy is the adequacy of the system legislative regulations of the institutional and legal mechanisms, powers of state authorities and local self-government bodies for implementation of respective motivations and providing conditions for digitalization in real economy sector, social environment of the administrative-territorial units of Ukraine, education, medicine, ecology etc.

Legal principles of modern digital development policy in Ukraine have to be regulated within the framework of simultaneous development and adoption of the Information and Digital Codes of Ukraine. The development of the digital economy and society in Ukraine should be attributed to the priorities of the State Strategy for Regional Development for the period up to 2020. A modern city as complex territorial and functional object ought to be determined not only as priority object but also as a self-sufficient subject of digital economy development and society in Ukraine, which provides inclusive socio-economic development and growth in the state regions.

Therefore, initiatives, ideas and projects in digital development, generated by urban territorial communities in a single legal state, will be integrated into respective regional, sectorial and national programs. An invariant of any strategic plans, programs, acts developed within the state regional policy should be the priority implementation of modern digital development policy in the context of accelerated digital transformation of socio-economic environment of cities as potential participants in the European digital market.

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### **Залуцький І. Р. Концептуальні засади трансформації соціально-економічного середовища міста в контексті розвитку цифрової економіки.**

Здійснено аналіз наукових підходів до трактування дефініції «цифрова економіка». Обґрунтовано визначення поняття «цифрова економіка» як економіки, що заснована на домінуючому застосуванні цифрових технологій та забезпечує інклюзивний соціально-економічний розвиток і зростання. Розкрито специфіку, протиріччя та проблеми переходу державної політики в сфері інформатизації до інтенсивного розвитку цифрової економіки. Встановлено, що здійснення Концепції розвитку цифрової економіки та суспільства України на 2018–2020 роки, а також Плану заходів щодо її реалізації перебувають в стані стагнації. Доведено, що питання розвитку цифрової економіки та суспільства України досі належним чином не трансформовано у відповідні обов'язкові функції, завдання та повноваження центральних органів виконавчої влади, органів місцевого самоврядування. Обґрунтовано, що пріоритетним об'єктом та самодостатнім суб'єктом розвитку цифрової економіки та суспільства в Україні необхідно визначити сучасне місто. Міста України доцільно розглядати як локальні центри потенційних динамічних зрушень в соціально-економічному середовищі регіону та розгортання процесів економічного зростання на засадах цифрового розвитку. Висвітлено перспективи реалізації концепції «старт-сіті» в контексті сучасної політики цифрового розвитку. Аргументовано, що детермінантою результативності політики цифрового розвитку в адміністративно-територіальних одиницях України є адекватність системного законодавчого врегулювання інституційно-правового механізму її реалізації нормами Інформаційного та Цифрового кодексів України, Державної стратегії регіонального розвитку на період до 2020 року. Запропоновано: виокремлення розвитку цифрової економіки та суспільства в Україні в числі пріоритетів Державної стратегії регіонального розвитку на період до 2020 року; стале забезпечення пріоритетності форсованої трансформації соціально-економічного середовища міст при схваленні стратегічних планів, програм, заходів, що розроблятимуться у рамках державної регіональної політики.

*Ключові слова:* цифрова економіка, місто, розвиток, трансформація, соціально-економічне середовище.

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