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ECONOMIC SECURITY OF ENTERPRISES IN THE CONTEXT OF DIGITAL TRANSFORMATION

In today's dynamic digital environment, businesses need to adapt to rapid digital changes to ensure successful operation and remain competitive in the market. However, the process of digital transformation poses new challenges for enterprises related to economic security. [1] This paper examines the key aspects of economic security of enterprises in the context of digital transformation, as well as strategies and measures to ensure it.

Digital transformation opens up new opportunities for businesses but also creates new challenges in ensuring economic security. The implementation of a comprehensive digital security strategy, balanced investments in digital technologies, development of digital competencies of personnel, effective risk management, and economic stability are key factors for successful adaptation of enterprises to the digital environment and maintaining their competitiveness.

The process of digital transformation poses a number of challenges to enterprises to ensure economic security. [2; 3]

1. The introduction of digital technologies increases the risk of cyber threats and cyber-attacks, which can lead to significant financial losses and data security breaches.

2. Digital transformation requires significant investment in new technologies, which creates additional financial pressure and requires careful budget planning.

3. Successful digital transformation requires the availability of specialists with new skills and competencies in the field of digital technologies, which leads to additional costs for staff training or search for qualified personnel. [4]

To overcome these challenges and ensure economic security in the context of digital transformation, businesses can take the following strategic steps:

1. Implementation of an information security management system. The development and implementation of a comprehensive information security management system that complies with international standards, such as ISO/IEC 27001, will allow companies to effectively protect their digital assets and minimize the risks associated with cyber threats.

2. Review and optimization of existing business processes with the use of digital technologies. This will improve the efficiency of the enterprise and strengthen its competitive position in the market, which in turn will contribute to economic security.

3. Formation of a digital culture at the enterprise and ensuring continuous development of digital competencies of personnel at all levels.

4. Search for alternative sources of financing (venture capital, crowdfunding) should help enterprises reduce financial pressure and ensure stability during digital transformations.

5. Establishment of partnership relations with scientific institutions and state bodies will stimulate knowledge exchange, innovation development and the use of the synergistic effect to improve the economic security of companies in the digital age.

This comprehensive approach allows not only to respond effectively to the challenges of digital transformation but also to develop a solid foundation for economic security and sustainable development in the long term.

Further research and exchange of best practices in this area will help businesses develop effective approaches to ensuring economic security in the context of digital transformation.

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THE IMPACT OF INTERNATIONAL TRADE ON THE ECONOMIC DEVELOPMENT OF COUNTRIES

International trade plays a key role in the economic development of countries, contributing to GDP growth, increased production, expansion of sales markets and technology exchange, which in turn helps reduce poverty and improve the standard of living of the population.

In details, the international trade is one of the main driving forces of economic development of countries. Involvement in global trade allows countries to use their comparative advantages and specialize in the production of goods and services with higher added value, which leads to increased production and exports.

In addition, international trade promotes the spread of new technologies and advanced production methods through international supply and cooperation. This helps to increase labor productivity and innovative development of the economy.

Also, international trade creates additional opportunities for entrepreneurs and companies, expanding access to new markets and sources of raw materials, which stimulates investment and production growth.

Ultimately, international trade contributes to the economic development of countries by helping to increase incomes, reduce poverty and improve the quality of life. However, it is important to consider that successful participation in global trade requires the development of competitiveness, infrastructure and effective economic management.

To study the thesis about the impact of international trade on the economic development of countries, the following scientific methods can be used:

1. Statistical Analysis: Analysis of foreign trade data of various countries, including import and export volumes, trade balance, world market share, etc. This makes it possible to identify trends and relationships between international trade and economic development.