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SMALL BUSINESS IN THE POST-PANDEMIC PERIOD IN THE DIGITAL ECONOMY

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Abstract. The information technologies' introduction in various fields of activity has led to the creation and development of the digital economy. This article examines how the digital economy affects the modern small businesses development. IT creates proper functioning and competitiveness in the current economic environment. The digital strategy analysis has been done. Threats and adverse consequences of the digital economy for information security, both for business and for the state as a whole, are analyzed. Modern digital technologies support and improve the customer service quality, contribute to the many processes' optimization, improve financial performance, increase business transparency, as well as increase the management decisions efficiency. The authors raise the issue of the small businesses' readiness to use new technologies. This study makes it possible to determine what core entrepreneurs' competencies may be in demand in the digital economy. The key trends in

the transition to the digital economy are identified, a positive dynamics of the robotization level is established, and the small and medium-sized businesses' transition towards digital competencies is substantiated on the basis of foresight and regression-correlation analysis. A number of problems created by the digital economy have been identified: low control in the service sector, an increase in the number of fraudsters; job cuts; an increase in the threat of information and data leakage; the knowledge does not correspond to current realities.

Keywords: entrepreneurship; digital economy; strategy; analysis; innovation; finance.

JEL codes: D00; O10; K10.

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