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THE IMPACT OF DIGITAL TECHNOLOGIES ON ECONOMIC FORECASTING

In today's world, the economic environment is undergoing rapid and unpredictable changes, and traditional forecasting methods are proving to be less and less effective. They are often unable to take into account the new challenges posed by market dynamics, globalisation and the impact of digital technologies [1]. The main disadvantages of traditional approaches to economic forecasting, which is an integral part of company management, are the following: low ability to quickly adapt to changing conditions; insufficient accuracy of forecasts in situations of high uncertainty; limited ability to take into account the impact of digital technologies and modern economic trends.

Traditional models based on retrospective data often do not reflect current market realities. This leads to significant forecasting errors. Thus, there is an urgent need to develop new forecasting approaches that can take into account the complex interrelationships between economic indicators in the context of digitalisation and globalisation. High accuracy of forecasts is crucial for formulating effective development strategies for companies, as errors in forecasts can lead to inefficient use of resources or even business interruption.

Analysing large amounts of data, such as consumer habits and investment trends, allows us to identify new patterns that had previously gone unnoticed. The results of such research have the potential to address the challenges of improving the efficiency of company management, adapting to changes in the market environment, and strengthening resilience to external challenges. The introduction of digital models into management practice, including economic analysis, not only improves the accuracy of forecasts but also ensures the creation of flexible organisational and economic mechanisms for responding to changes in the economic environment. Digital technologies, such as artificial intelligence, big data, blockchain technologies, etc., contribute to increased production efficiency, improved environmental performance, economic modernisation, and the development of innovative infrastructure.

However, there are also problems associated with the introduction of digital technologies in the economy and governance: insufficient attention to specific factors that can significantly affect the results of forecasts, lack of sufficient research on the integration of data from new digital platforms into existing models.

Digital economy models serve as a theoretical basis for the transformation of economic processes. They take into account the growing role of information technology in all spheres of social life. The digital economy combines not only traditional market mechanisms, but also modern ways of interaction between economic actors in the online environment. The main characteristics of digital models are high adaptability and the ability to change rapidly in line with external conditions through the integration of advanced technologies. Digital transformations and information technology-oriented business models open up new opportunities for all sectors of the economy. At the same time, e-commerce, platform economy, digital finance, Internet of Things, artificial intelligence and blockchain models are transforming traditional approaches to business management and require the development of new, flexible methods.

References:

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СИНЕРГІЯ МАРКЕТИНГУ ТА ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ У ТРАНСФОРМАЦІЇ СОЦІАЛЬНО-ЕКОНОМІЧНИХ СИСТЕМ

У сучасному світі взаємодія маркетингу та інформаційних технологій стала не тільки актуальною, а й критично необхідною умовою ефективного розвитку соціально-економічних систем. Ця синергія формує нову реальність, де цифрова трансформація охоплює не лише бізнес-середовище, але й державне управління, освіту, охорону здоров'я та інші сфери суспільного життя.

Інформаційні технології (ІТ) відкривають безпрецедентні можливості для збору, обробки та аналізу даних про поведінку споживачів. Завдяки таким інструментам, як штучний інтелект, великі дані, хмарні обчислення, маркетинг стає точнішим й персоналізованим, що дозволяє краще розуміти потреби клієнтів, передбачати тенденції та адаптувати свої стратегії у реальному часі.