



Co-funded by the
Erasmus+ Programme
of the European Union



SHEI "Pryazovskyi State Technical University"

International scientific-practical conference
"DIGITALIZATION OF THE ECONOMY
AS A FACTOR OF
SUSTAINABLE DEVELOPMENT"

Mariupol, May 25-26, 2021

Conference proceedings

This project has been funded with support from the European Commission. This presentation reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained there in.

DigEco



Co-funded by the
Erasmus+ Programme
of the European Union



SHEI "Pryazovskyi State Technical University"

DIGITALIZATION OF THE ECONOMY AS A FACTOR OF SUSTAINABLE DEVELOPMENT

**Materials of International
scientific-practical conference**

Mariupol, May 25-26, 2021

Mariupol, 2021

This project has been funded with support from the European Commission. This presentation reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained there in.

DigEco 

Editorial board:

- Vyacheslav Voloshyn** Doctor of Technical Sciences, Professor, Rector of SHEI "PSTU", Academician of the International Academy of Ecology and Life Safety, Academician of the International Personnel Academy, Full Member of the New York Academy of Sciences, Honored Worker of Science and Technology of Ukraine
- Olena Khadzhynova** Doctor of Economic Sciences, professor, Director of Educational and Scientific Institute of Economics and Management of SHEI "PSTU" (Ukraine)
- Viktoriya Gonchar** Doctor of Economic Sciences, professor, Head of Marketing and Business-administration Department, SHEI "PSTU" (Ukraine)
- Žaneta Simanavičienė** Doctor of Social Sciences, Professor at Academy of Public Security, Mykolas Romeris University (Lithuania)
- Aurelija Puraite** Vice dean of Public Security Academy, Mykolas Romeris University (Lithuania)
- Mamadamon Abdulloev** Vice-rector for Science and Innovation of the Tajik Technical University named after Academician M.S. Osimi (Tajikistan)
- Firuz Kodirov** PhD, Associated professor, Vice-Rector for International Affairs, Tajik State University of Finance and Economics (Tajikistan)
- Sulhiya Bahodurova** Candidate of economic sciences, Head of International Relations and Project Management Office, Khujand Polytechnic Institute of Tajik Technical University (Tajikistan)
- Boštjan Brumen** Dr., Professor for Technologies in Tourism, Faculty of Tourism, University of Maribor (Slovenia)
- Marina Tropmann-Frick** Dr., Professor for Data Science, Department of Computer Science, University of Applied Sciences Hamburg (Germany)
- Liliya Filipishyna** Doctor of Economic Sciences, Professor of Economics in the organization of production, Head of the Innovation Center, Pervomaisk branch of the Admiral Makarov National University of Shipbuilding (Ukraine)
- Oksana Oliinyk** Doctor of Science, professor, First Vice Rector, Zhytomyr Polytechnic State University (Ukraine)
- Nataliia Mazur** Doctor of Science, professor, Head of the Department of Economics of Enterprise, Kamianets-Podilskyi Ivan Ohienko National University (Ukraine)
- Tetiana Kulish** Candidate of economic sciences, Assoc. prof. of Marketing Department, Dmytro Motorniy Tavria Satte Agrotechnological University
- Dariusz Mierzwiński** PhD, Vice Dean of Faculty of Materials Engineering and Physics, Cracow University of Technology

Preparing for printing:

Burak Pavlo, specialist of Educational and Scientific Institute of Economics and Management

References:

1. Jagdeep Singh, Gyaneshwar S. Kushwaha, Mamta Kumari Role of KPIs and Metrics in Digital Marketing // *Research Review International Journal of Multidisciplinary*. 2019. N 4. P. 1053–1058.
2. Lehkyy O. A., Sohatskaya, O. M. The effectiveness of digital marketing communications: from setting goal to result assessment // *Marketing and digital technologies*. – 2017. – № 2. – P. 4–31.
3. Sokil Ya. The problem of the modern consumer's choice forming the Internet space. *Problems and prospects of agro-industrial complex sustainable development // Proceedings of the International scientific-practical conference*. (Melitopol', April 14, 2015). Melitopol'. – Melitopol, 2015. – P. 128–129.

IT IMPLEMENTATION IN MODERN TRANSPORT SYSTEMS

*Ukrainskyi Y.*⁸

The active growth of transport systems and the problems associated with this process (traffic congestion, reduced road safety, an increase in the negative impact of transport on the environment) require new approaches in developing solutions. The experience of integrating information management systems into technological processes and transport systems allows us to conclude that it is advisable to introduce them into the urban logistics system.

The main task of information systems in transport is the collecting and processing of information in accordance with the goals and objectives of the transport management system.

A promising direction for the development of information transport systems in large industrial areas is the construction of a road traffic coordination center, with the help of which it is possible to reduce the number of traffic jams and create an opportunity for planning travel routes by public transport and a private car, taking into account transport corridors connecting links of one technological supply chain of industrial cargo flows from producer to consumer.

The main advantages of the introduction of information systems in transport are an increase in throughput, a decrease in the level of accidents and toxic emissions, a decrease in energy consumption, an increase in the quality of the network's functioning is realized by providing each participant in the movement with information on the optimal routes.

The rapid growth of motorization, in addition to negative aspects for transport systems, has a number of negative consequences for human health and the environment. Many cities are already suffering from the effects of climate change, and data indicates that road transport, which is still heavily dependent on oil, generates 14 % of global greenhouse gas emissions. These emissions have a direct impact on human health through air pollution and respiratory effects.

⁸ Senior lecturer, SHEI "Pryazovskyi State Technical University" (Ukraine)

It should be noted that the development and implementation of information systems are associated with significant costs, but given their strategic importance for the development of transport systems in large industrial regions, it is extremely important to create elements of these systems and develop the latter, taking into account the inevitable need to build an integrated information system in transport, one of the tasks of which will be monitoring the concentration of harmful emissions from vehicles in the most dangerous areas.

In accordance with the general, general concept for the development of transport systems, concepts and specific plans for the development of road, cargo and passenger transport subsystems are selected, coordinated by a common information system in each large industrial region.

It is assumed that the collection of information about traffic flows is carried out at certain points in the road network using traffic detectors. When processing information, the macroscopic parameters of the traffic flow are taken into account: traffic intensity, speed of traffic flow and its density.

The expediency of the early implementation of intelligent systems in transport is also determined by the fact that in the city-logistics environment, transport managers and municipal administrative bodies for the first time acquire the opportunity to receive operational and most objective data on the work of both passenger and other types of transport, as well as a fundamentally new opportunity operatively control and, therefore, manage the safety of the operation of transport systems, in the first place - transport systems of industrial areas.

Thus, the construction of information systems in transport is a natural stage in meeting the modern high demands of the population for transport services in large industrial areas and brings, in addition to economic benefits, a significant social effect.

References:

1. Börjesson, M., J. Eliasson, M. B. Hugosson, and K. Brundell-Freij (2012). The Stockholm Congestion Charges—5 Years *Effects, Acceptability and Lessons Learnt*. *Transport Policy* 20: pp. 1–12. doi:10.1016/j.tranpol.2011.11.001
2. Brown, T., Schlachtberger, D., Kies, A., Schramm, S., & Greiner, M. (2018). Synergies of sector coupling and transmission reinforcement in a cost-optimised, highly renewable European energy system. *Energy*, 160, pp. 720–739.
3. Dimitrios Rizopoulos, Domokos Esztergár-Kiss. (2020). A Method for the Optimization of Daily Activity Chains Including Electric Vehicles. *Energies* 13:4, 906 p.
4. Gössling, S. *The Psychology of the Car: Automobile Admiration, Attachment, and Addiction*. Amsterdam, Netherland : Elsevier, 2017.
5. Hedenus, F., Karlsson, S., Azar, C., & Sprei, F. (2010). Cost-effective energy carriers for transport – The role of the energy supply system in a carbon-constrained world. *International Journal of Hydrogen Energy*, 35(10), pp. 4638–4651.
6. Nello-Deakin, S. (2019). Is There Such a Thing as a ‘Fair’ Distribution of Road Space? *Journal of Urban Design*, 24 (5), pp. 698–714.

7. Rogelj, J., Luderer, G., Pietzcker, R. C., Kriegler, E., Schaeffer, M., Krey, V., & Riahi, K. (2015). Energy system transformations for limiting end-of-century warming to below 1.5 C. *Nature Climate Change*, 5(6), pp. 519–527.

8. Xiong, Z., Sheng, H., Rong, W. et al. (2012). Intelligent transportation systems for smart cities: a progress review. *Sci. China Inf. Sci.* 55, pp. 2908–2914. <https://doi.org/10.1007/s11432-012-4725-1>

ЗНАЧЕНИЕ УСТАНОВКИ СИСТЕМЫ GPS/ГЛОНАСС В ПАССАЖИРСКИХ АВТОТРАНСПОРТНЫХ СРЕДСТВАХ И СОВЕРШЕНСТВОВАНИЯ ИНТЕРНЕТ-УСЛУГ

*Атанепесов Б.⁹
Чарыев А.¹⁰*

На состоявшемся 30 ноября 2018 года расширенном заседании Правительства Туркменистана была утверждена Концепция развития цифровой экономики в Туркменистане в 2019-2025 годах, которая нацелена на интенсификацию темпа экономического роста и повышение уровня жизни населения за счёт использования цифровых технологий, а также на формирование факторов, обуславливающих поступательное развитие национальной экономики.

Одним из приоритетов государственной политики выступает создание вбирающей в себя различные виды транспорта профильной инфраструктуры как важного условия обеспечения успешного социально-экономического развития Туркменистана. С осуществлением ряда крупных проектов в этой области удалось образовать цифровую систему управления транспортного сектора народнохозяйственного комплекса страны, что является приоритетной целью вышеупомянутой Концепции.

Предпринимаемые практические меры по развитию цифровой системы в транспортном сегменте, разработке и распространению технологических инноваций в этой сфере также нацелены на ускорение процесса технологической модернизации транспортных агентств Туркменистана, создание и обеспечение доступности электронной базы данных для физических и юридических лиц, которые пользуются транспортными услугами.

Внедрение в пассажирские автотранспортные средства страны систем GPS/ГЛОНАСС и налаживание интернет-услуг в этой области будет иметь огромное значение не только в ускорении процесса цифровизации, но и в деле оптимизации обслуживания пассажиров и эксплуатации автотранспорта.

Установка спутниковых навигационных систем позволит минимизировать дорожно-транспортные происшествия, расходы на страхование, экстренную медицинскую помощь, топливо и других затратные материалы, а также пробки на дорогах. Налаживание системы по обслуживанию клиентов через интернет также положительно сказывается на показателях транспортного сектора. Об этом

⁹ Институт телекоммуникаций и информатики Туркменистана (Туркменистан, г. Ашгабад)

¹⁰ Институт телекоммуникаций и информатики Туркменистана (Туркменистан, г. Ашгабад)

TABLE OF CONTENTS

SECTION 1 RESEARCH OF MECHANISMS OF STRATEGIES REALIZATION OF DIGITAL DEVELOPMENT OF ECONOMY	4
<i>Ivata V. V.</i> ADVANTAGES OF MECHANISMS FOR IMPLEMENTATION OF DIGITAL ECONOMIC DEVELOPMENT	4
<i>Komilova M. A., Yusupova G. A.</i> IMPLEMENTATION OF FINANCIAL TECHNOLOGIES AS A FACTOR IN THE DEVELOPMENT OF THE BANKING SYSTEM OF TAJKISTAN	6
<i>Meredova M. M., Kakayeva O. M.</i> MODERN DIGITAL MARKETING TECHNOLOGIES DIGITAL ECONOMY IN TURKMENISTAN	13
<i>Sokil Ya. S., Sokil O. H.</i> DIGITAL COMMUNICATION TOOLS FOR ONLINE BUSINESS.....	15
<i>Ukrainskyi Y.</i> IT IMPLEMENTATION IN MODERN TRANSPORT SYSTEMS.....	17
<i>Аманенесов Б., Чарыев А.</i> ЗНАЧЕНИЕ УСТАНОВКИ СИСТЕМЫ GPS/ГЛОНАСС В ПАССАЖИРСКИХ АВТОТРАНСПОРТНЫХ СРЕДСТВАХ И СОВЕРШЕНСТВОВАНИЯ ИНТЕРНЕТ-УСЛУГ	19
<i>Беркут А. А., Камишишникова Е. В.</i> ВПЛИВ ЦИФРОВІЗАЦІЇ НА РОЗВИТОК ЕКОНОМІЧНОЇ СИСТЕМИ УКРАЇНИ	21
<i>Бессонова Г. П.</i> ТЕОРЕТИЧНІ АСПЕКТИ СТРАТЕГІЧНОГО УПРАВЛІНСЬКОГО ОБЛІКУ В УМОВАХ ДІДЖИТАЛІЗАЦІЇ.....	23
<i>Білоус-Сергеева С. О.</i> СПРЯМОВАНІСТЬ БІЗНЕСУ ЯК ІНСТРУМЕНТ ВИБОРУ МАРКЕТИНГУ	26
<i>Боднарчук О. В.</i> РОЛЬ ЦИФРОВОГО МАРКЕТИНГУ В ПРОСУВАННІ ТОВАРІВ ТА ПОСЛУГ В ТУРИЗМІ	27
<i>Бондарчук В. В.</i> ВИКОРИСТАННЯ МАРКЕТИНГ ВПЛИВУ В INSTAGRAM.....	29
<i>Бугайко Д. О., Шевченко О. Р.</i> ВПРОВАДЖЕННЯ КОНЦЕПЦІЇ ПРИЙНЯТТЯ УПРАВЛІНСЬКИХ РІШЕНЬ НА ОСНОВІ ПРЕДСТАВЛЕНИХ ДАНИХ (DATA-DRIVEN DECISION MAKING ДЗМ) У СИСТЕМІ УПРАВЛІННЯ ІНФОРМАЦІЄЮ СВІТОВОЇ ЦИВІЛЬНОЇ АВІАЦІЇ	31
<i>Буторіна В. Б.</i> ЦИФРОВІЗАЦІЯ РИНКУ МАРКЕТИНГОВИХ СЕРВІСІВ УКРАЇНИ.....	33
<i>Гончар В. В.</i> УДОСКОНАЛЕННЯ МАРКЕТИНГОВИХ ПІДХОДІВ ДО КРАУДФАНДИНГУ В УМОВАХ ЦИФРОВІЗАЦІЇ ЕКОНОМІКИ.....	36
<i>Горохова Т. В., Горбань Д. В.</i> ТРЕНДИ ТА ПРОГНОЗ РОЗВИТКУ E-COMMERCE В УКРАЇНІ ТА СВІТІ	39
<i>Гришина Н. В., Ставцов Р. В.</i> РОЗВИТОК ЦИФРОВОЇ ЕКОНОМІКИ, ЯК ПЕРЕДУМОВА ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТНИХ ПЕРЕВАГ УКРАЇНИ	41
<i>Давлатзода К. К., Кодиров Н.</i> ТЕХНОЛОГИЧЕСКИЕ ИННОВАЦИИ КАК ФАКТОР УСТОЙЧИВОГО РАЗВИТИЯ ПРОМЫШЛЕННОСТИ РЕСПУБЛИКИ ТАДЖИКИСТАН.....	43
<i>Далиук Н. Я.</i> ПРОБЛЕМИ ЦИФРОВОЇ ГРАМОТНОСТІ ГРОМАД.....	45
<i>Єнакієва К. І.</i> БІЗНЕС-МОДЕЛІ У ЦИФРОВІЙ ЕКОНОМІЦІ УКРАЇНИ.....	48