

3. Tulchynska, S.O., Chornii, B.P., Saloid, S.V. (2018). *Mekhanizm otsiniuvannia zaluchennia investytsiinykh resursiv yak zasib zabezpechennia ekonomichnoi bezpeky promyslovykh pidpriemstv [The mechanism of evaluation of attracting investment resources as a means of ensuring the economic security of industrial enterprises]*. I. I. Kozhukovsky Publishing House.

**Protasenko O.**, *Cand. Sc. (Engineering), Assoc. Professor  
Simon Kuznets Kharkiv National University of Economics,*  
**Mygal G.**, *Doct. Sc. (Engineering), Professor  
The National Aerospace University  
“Kharkiv Aviation Institute” (KhAI)*

### **TRANSFORMATION OF THE APPROACH TO LABOUR SAFETY AT THE ENTERPRISE UNDER DIGITALIZATION**

Today, there is a rethinking of approaches to ensuring human occupational safety and health. The prerequisites for reforms in the safety area in Ukraine are obvious. It is a change in the attitude of the owners and the employees to issues of safety at workplaces. It appears in demand for a safe and high-quality working environment, an actual decrease in accidents, need to develop a safety culture. Also, the development of innovations in production and industrial technologies in the era of Industry 4.0: modern IT technologies, the accelerating digital transformation of management and production processes, and changes in the professional data and competencies of employees put forward new requirements for the management of safety and occupational health.

Currently, reforming occupational health and safety policy in Ukraine is taking place in two key directions – at the legislation level and the digital transformation one. The need to implement international occupational health and safety standards in Ukraine acquires practical significance due to Ukraine’s aspirations to join the European Community. By signing and ratifying the Association Agreement between Ukraine and the EU, Ukraine undertook to ensure the gradual adaptation of European legislation and its implementation.

The development of new technologies making it possible to automate work processes and production digitalization impacts reforming and rethinking labour safety issues in Ukraine. Ukrainian enterprises are interested in programs that will make it possible to find digital solutions for automating routine processes to reduce injuries and improve the safety culture. Digital technology, automation and robotics, application of nanotechnology, artificial intelligence, “The Internet of Things”, “Big data”, and sensor technologies are becoming significant for increasing safety and occupational health. Ukrainian enterprises have reached such a level of development, which helps to

implement the necessary technologies to increase the effectiveness of measures in industrial safety and occupational health.

Demographic, globalization processes and Industry 4.0 technologies fundamentally are changing the world of work, its institutions, organizational structures, the labour market parameters and safety requirements, and leading to the emergence of a new paradigm “Work 4.0”.

Work 4.0 is a concept that discusses the future of work in the EU. It describes how the world of work will gradually change in the coming decade in response to Industry 4.0 and digitalization. Conceptually, Work 4.0 reflects the current phase of labour relations and is characterized by a high degree of integration and cooperation, the use of digital technologies (for example, the Internet) and increased flexibility in the work organization. Its drivers include digitization, globalization, demographic changes (ageing, migration) and cultural changes. The concept involves the following points: the transformation of economic sectors and types of activity and their impact on employment; the creation of new markets and new forms of work through digital platforms; issues related to Big Data (e.g. data protection); the relationship between the use of human and machine labour (depreciation of experience, individual support); the possibility of flexible working conditions regarding time and location; significant changes in organizational structures.

A modern workplace concept was developed using the paradigm “Work 4.0”. It includes such policies as a transition from unemployment to employment insurance, facilitating flexible working hours, new ergonomic approaches to occupational safety and hygiene, data protection, joint definition and participation of social partners in labour relations, improvement of social welfare for self-employed persons, etc. Thus, “Work 4.0” is a new social and labour reality of the beginning of the 21st century formed under the influence of current realities.

*Oksamytna Lesia*  
*National Aviation University, Kyiv*

## **FORMATION OF THE THEORY OF INTELLECTUALISATION IN THE CREATIVE ECONOMY**

Economic theory is being transformed by the accelerating development of information and communication technologies. The emergence of a new form of capital, intellectual capital, based on the commercialisation of knowledge, the formation of information costs, and the development of artificial intelligence, also contributes to changes in economic sciences. This is how the new, post-industrial concept of the creative economy was formed. The creative economy is a system of relationships in the exchange and consumption of intellectual, educational, media, information and digital goods and