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## STATE POLICY OF DIGITALIZATION OF UKRAINIAN ECONOMY ABSTRACT

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**Abstract.** *The article is devoted to the study of necessity and role of the state in transformational processes of digitalization of Ukrainian economy and society. The main "failures" of the market on the way of digitization of the economy, such as the digital divide and the main directions of the state policy on the way of the formation of the digital economy are determined.*

**Keywords:** *digital economy, digital divide, digital agenda, Industry 4.0, cybersecurity, strategy of digitalization, state policy.*

The article is devoted to the study of necessity and role of the state in of digitalization of Ukrainian economy and society transformational processes. The purpose of the article is to clarify the necessity and directions of state intervention and the principles of state policy in the context of digitalization.

In addition to the well-known "failures" of the market, such as unemployment, monopolization, cyclicality, social inequality, there are the specific "failures" of the digital economy.

The main one is the digital divide. It is that not all members of society (as well as some regions) can equally use the capabilities of modern digital technologies to achieve their social and economic goals. The depth of the digital divide affects both access to information services (access to the Internet for example), the cost of such access, and the competence, education level, etc.

The digital divide in the 4th Industrial Revolution leads to another dimension of poverty — informative.

It enhances the division of the rich and the poor not only for people, but for regions and entire countries also.

Consequently, delay in overcoming the digital divide is a threat to the competitiveness of country

and a severe challenge for socio-economic development in digital era. Thus, in spite of global and objective process of digitization of economy, the priorities of state policy should not be limited to e-government formation sphere or e-education and medicine formation care only.

Instead, successful public policy in the context of digitization of economy should provide for dynamic development, such as the elimination of "digital divide" and development of digital economy infrastructure firstly, complex approach to integrate disparate ideas, initiatives and programs at national and regional development programs in order to overcome the "fragmentation" of digitalization of individual spheres and processes and achieve a synergistic effect from comprehensive digitization secondly; standardization and harmonization of electronic commerce, financial markets and payment systems at global level as a basis of competition and reducing costs thirdly, cyber security, privacy protection of personal information, the rights of information and communication technologies users in the fourth, transformation of state regulation of economy, it may focuses for digitalization barrier removing, correction of market failures, competition support, investment attraction, etc fifthly.

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