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INFORMATION TECHNOLOGIES AND THE ROAD TO EUROPEAN INTEGRATION

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The role of information technologies in shaping global narratives is a multifaceted and significant aspect of the modern world. The media, as a primary vehicle for disseminating information, plays a crucial role in influencing political and socio-economic narratives. Information technologies have transformed the way narratives are constructed and distributed, impacting the identity and interests of global actors. This transformational impact has led to the emergence of a new digital economy, where businesses predominantly operate online, fostering new markets, collaboration, and communication. The growth of the digital economy has introduced fresh prospects for businesses and individuals, while also presenting new obstacles [1].

In the context of European integration processes, information technologies have had a profound impact on the region's development. To understand this impact, it is essential to provide an overview of the history of European integration, which began in the aftermath of World War II with the aim of promoting economic cooperation and preventing future conflicts. Key milestones in this process include the establishment of the European Coal and Steel Community in 1951, the signing of the Treaty of Rome in 1957, and the subsequent creation of the European Economic Community. The European Union (EU) has since evolved to encompass various policy areas, from a common currency to the free movement of goods, services, and people. However, the integration process has also faced challenges, such as the recent Brexit and the ongoing debates regarding the EU's future direction.

The specific focus on the impact of information technologies on European integration processes is crucial, as it has influenced the way in which the EU operates, communicates, and engages with its citizens and member states. From the digitalization of industries to the facilitation of cross-border communication and trade, information technologies have become integral to the functioning of the EU and have the potential to shape its future trajectory.

The current state of information technologies within European nations exhibits a remarkable difference between the levels of IT available in Eastern and Western European countries. This difference encompasses the digital infrastructure and readiness, reflecting varying degrees of technological advancement and integration within the two regions.

The impact of digital transformation on European countries has been a subject of significant research, particularly in the context of the digital revolution, the Internet, automation, and robotization. This research has provided insights into the dynamic interactions and new industrial relations fostered by digital transformation, shedding light on the technological infrastructure and digital readiness of European nations.

Furthermore, information technologies have been recognized as influential tools for shaping political and socio-economic narratives, with the media playing a significant role in pushing for specific narratives and messages in the modern world. The transformational impact of information technologies has been noted to change the dominant meanings of the identity and interests of global actors, highlighting their potential role in shaping diplomatic relations and fostering cooperation among European countries [2, 3].

While specific instances of digital diplomacy fostering cooperation among European countries were not directly available in the provided search results, the broader impact of information technologies on European nations and their potential as tools for diplomatic relations is evident from the existing research.

The integration of information technologies in the European context presents both challenges and opportunities. The impact of the information revolution, particularly the newest and highest forms of IT, including multimedia and computer networks, has been a subject of significant interest. The recent technological advancements have the potential to influence the digital readiness and technological infrastructure of European nations. The European Union (EU) has been utilizing information technologies to increase citizens' opportunities to influence Union policy. The EU has adopted various digital strategies and initiatives to enhance citizen engagement and participation in policy-making processes. These efforts aim to leverage information and communication technologies to create a more open, transparent, and inclusive governance framework. For instance, the EU has implemented digital platforms and tools that enable citizens to access information, express their views, and contribute to policy discussions. Additionally, the EU has sought to harness the potential of information technologies to facilitate co-production of services and improve communication between citizens and government authorities. Furthermore, the EU's digital transformation agenda is designed to strengthen digital sovereignty, set standards, and promote technological innovation to benefit people, companies, and the environment. The EU's Digital Decade policy program, along with the Digital Europe program, aims to invest in digital infrastructure and

strategic technologies, fostering a digital environment that empowers citizens and businesses while ensuring technological sovereignty. These initiatives and strategies demonstrate the EU's commitment to leveraging information technologies to enhance citizen engagement, promote digital democracy, and shape a more inclusive and participatory policy-making process. The development of Information and Communication Technologies is vital for Europe's growth, and over €20 billion from the European Regional Development Fund is available for ICT investments. However, the impact of digital transformation on European countries, including the digital revolution, the Internet, automation, and robotization, has also introduced new industrial relations and dynamic interactions, presenting challenges and opportunities for the integration of information technologies in the European context [4, 5].

While specific case studies highlighting successful instances of information technologies driving European integration were not directly available in the provided search results, the broader impact of digital transformation on European countries and the potential for information technologies to foster cooperation and integration are evident from the existing research.

Conclusions. The impact of the information revolution on Europe, particularly the newest and highest forms of IT, including multimedia and computer networks, has been a subject of significant interest. The recent technological advancements have the potential to influence the digital readiness and technological infrastructure of European nations. Furthermore, the emergence of digital democracy and the utilization of new technologies by EU institutions to increase citizens' opportunities to influence Union policy reflect the ongoing and future role of technology in shaping a united Europe.

In addition, a comparative analysis of technological development in EU countries, encompassing the digitalization of society and other dimensions, has provided insights into the impact of digital transformation on European countries, highlighting the potential influence of emerging technologies on European integration. This analysis identifies key emerging technologies and discusses their potential impact, emphasizing the importance of these solutions in helping businesses cope and thrive during a time of dramatic and sudden change.

While specific case studies highlighting successful instances of information technologies driving European integration were not directly available in the provided search results, the broader impact of digital transformation on European countries and the potential for information technologies to foster cooperation and integration are evident from the existing research.

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РОЛЬ ОНЛАЙН-МАГАЗИНІВ У ВПРОВАДЖЕННІ ЄВРОІНТЕГРАЦІЙНИХ СТАНДАРТІВ: ПЕРСПЕКТИВИ ТА ВИКЛИКИ

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ДТЕУ

У сучасному світі, де конкуренція на ринку стає все більш жорсткою, інтернет стає необхідним ринком для бізнесу, присутність в якому потрібна для того, щоб забезпечити своє існування та розвиток. В інтернеті існує багато магазинів (рис.1), які успішно функціонують навіть без потреби у відвідуванні покупцем фізичних точок продажу. Створення власного веб-сайту для офлайн магазинів стає стратегічно важливим кроком для підтримки конкурентоспроможності.

Присутність в онлайні дозволяє магазинам розширити свою аудиторію і рекламувати свої товари та послуги. Згідно з даними останніх досліджень, електронна комерція в Україні показує стабільний ріст, а кількість покупців, що користуються інтернетом для покупок, зростає[1]. Отже, інвестування у розробку та підтримку власного веб-сайту є важливим вектором розвитку для бізнесу.