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**COVID-19**

**CONTEMPORARY WORLD ECONOMY DIGITALIZATION TRENDS IN TERMS  
OF GREEN ECONOMY DEVELOPMENT IN THE CONDITIONS  
OF THE COVID-19 PANDEMIC**

2020

Deloitte., KPMG;

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Massive and accelerated economy digitalization took place in early 2020 as a consequence of the coronavirus pandemic due to the job distancing of the majority of the world's population. However, at the same time, one cannot fail to mention such a trend in the world economy as the development of a «green» economy, since the aforementioned seems to be one of the key conditions for preserving the environment. Consideration of these two trends in interrelation will help to solve the problems that the modern world economy is facing at the moment, since they lead to large-scale changes in all spheres of society.

The article is written on the basis of: OECD documents, the UN Report «On Global Trends 2030», the UN Conference on Climate Change, etc.; analytical studies on digitalization and the «green» economy, carried out by Deloitte., KPMG; factual data given in periodicals in terms of the research topic. The work used empirical research methods: observation and comparison; theoretical: analysis and synthesis, formal-logical — induction.

The study deals with the main vectors for the development of digitalization of the economy, trends in the «green» economy, presents the structure of companies by industry sector that introduced modern digital technologies into their work before the COVID-19 pandemic. A list of questions has been formulated for companies in a situation of introducing digital technologies, as well as transforming existing business models in this regard to maintain competitiveness and investment attractiveness in the long term. Particular emphasis is placed on the fact that the «green» economy is an alternative to the relatively dominant economic model today. Conclusions are made on the formulated tasks and objectives of the study.

*Keywords:* digitalization of the economy, coronacrisis, green economy, global economic activity, COVID-19 pandemic

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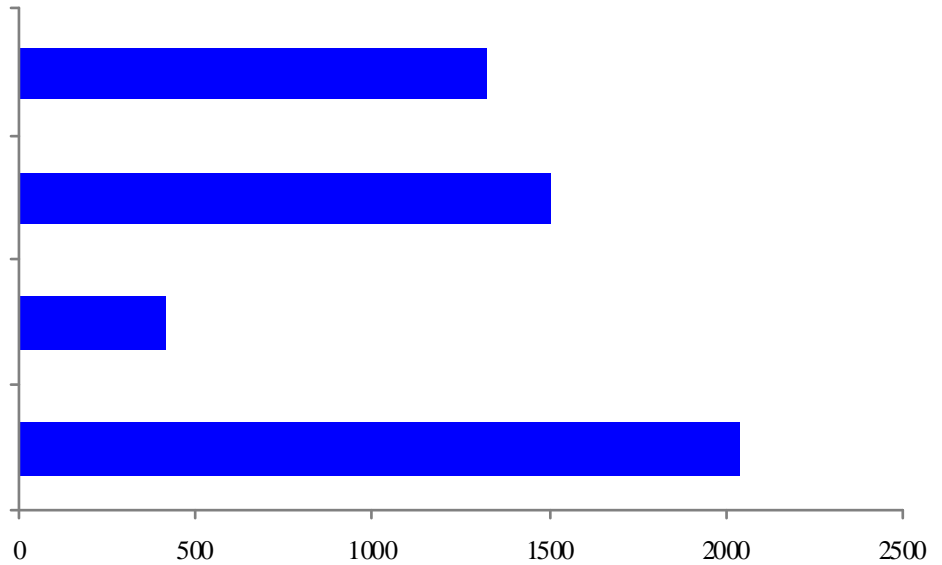
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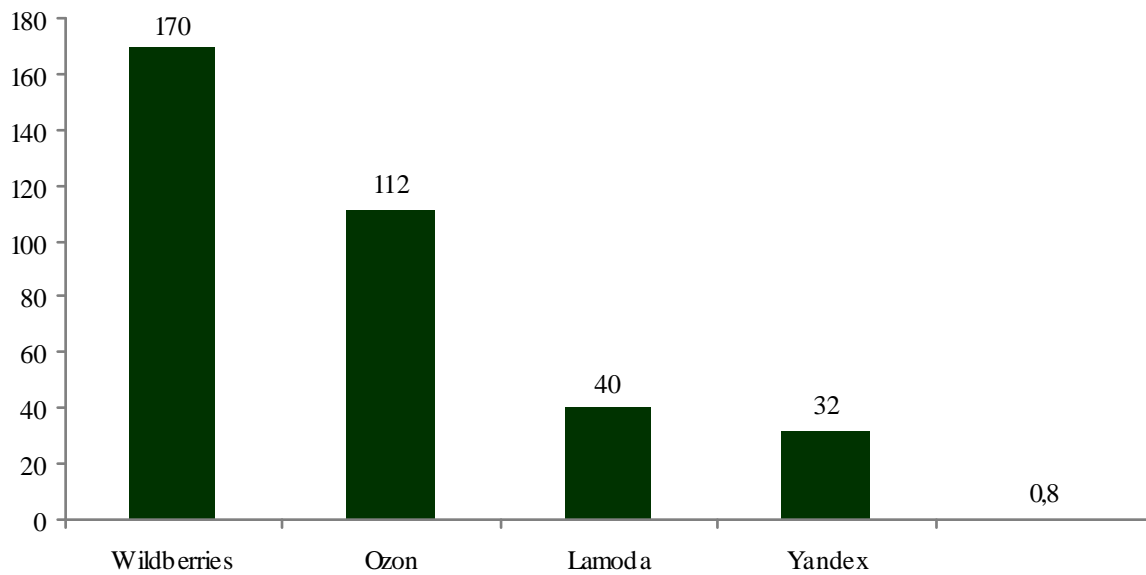
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