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DIGITAL TRANSFORMATIONS IN BUSINESS STRATEGIES AND INNOVATIONS

The article reveals the features of the manifestation of digitalization processes in the field of international business. In the context of globalization and rapid development of technologies, companies that strive to take a leading position in the international market are forced to adapt to new realities and digitalization opens up new opportunities for them.

The work systematically analyzes modern global trends in the digitalization of international business entities in the context of global informatization. The main aspects influencing the digitalization process are identified, in particular, technological innovations, economic and social changes. The dynamics of the increase in global nominal GDP due to the use of digital transformations by business entities over the past years is studied.

It has been established that the top enterprises by market capitalization are headed by high-tech companies producing digital products and services, and also actively using them in their business processes. The article summarizes and systematizes the main factors of digitalization, trends in their application by business entities. Modern threats and challenges associated with the development and implementation of modern digital solutions are characterized. The need to improve the policy for regulating digitalization processes both at the state and international levels is noted. It has been determined that the impact of digitalization on international business has several manifestations, in particular, it can be interpreted as a qualitative change in the technological

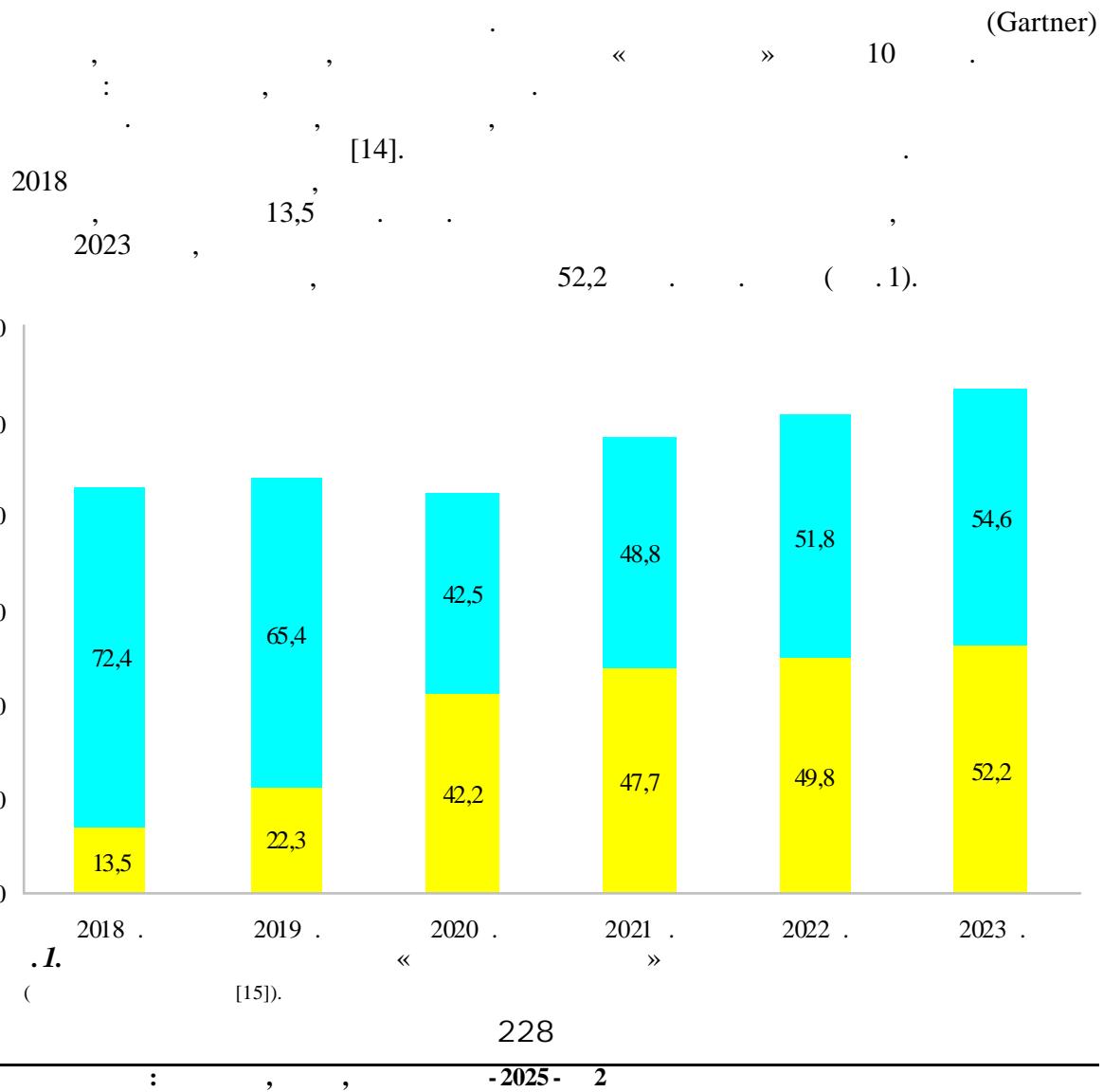
basis and organizational structure of international business and an increase in the share of economic sectors that use digital technologies. The main drivers of digitalization in international business have been identified. Strategic determinants of international business development in the context of digitalization and the main digital tools used for this purpose have been identified. This has made it possible to form a comprehensive understanding of how digital technologies are changing the landscape of international business and stimulating innovation in business models.

Keywords: digitalization, international business, digital economy, digitalization of business processes, artificial intelligence, Internet of things, digital transformation.

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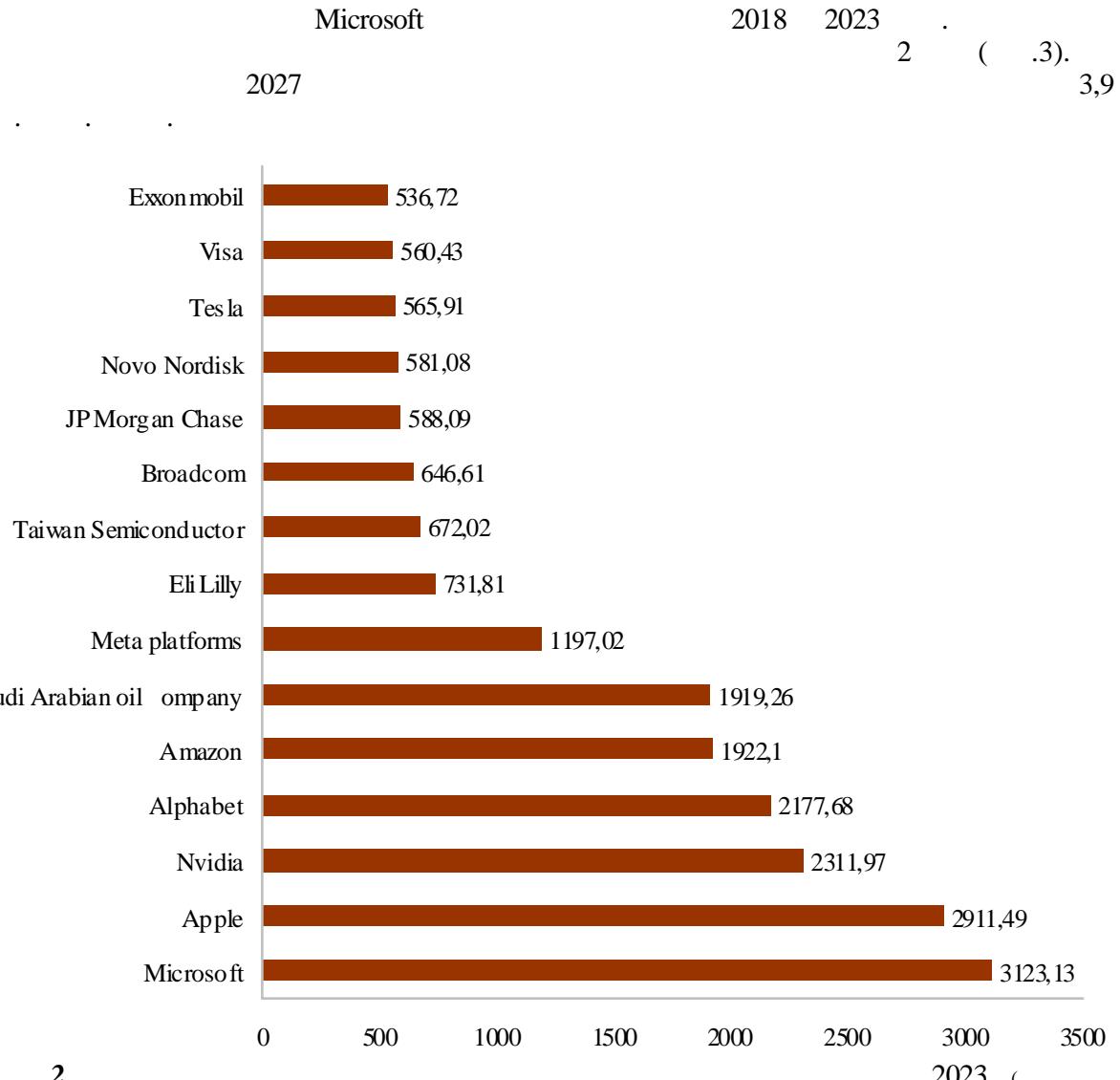


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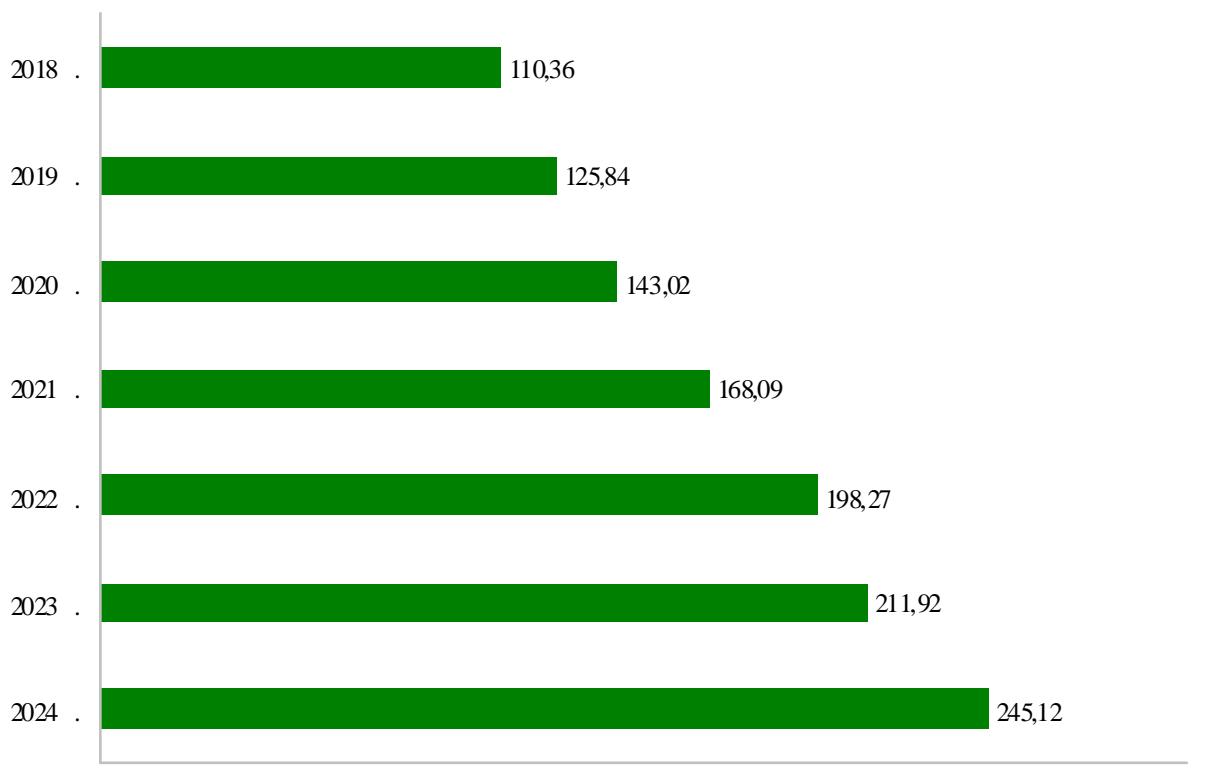
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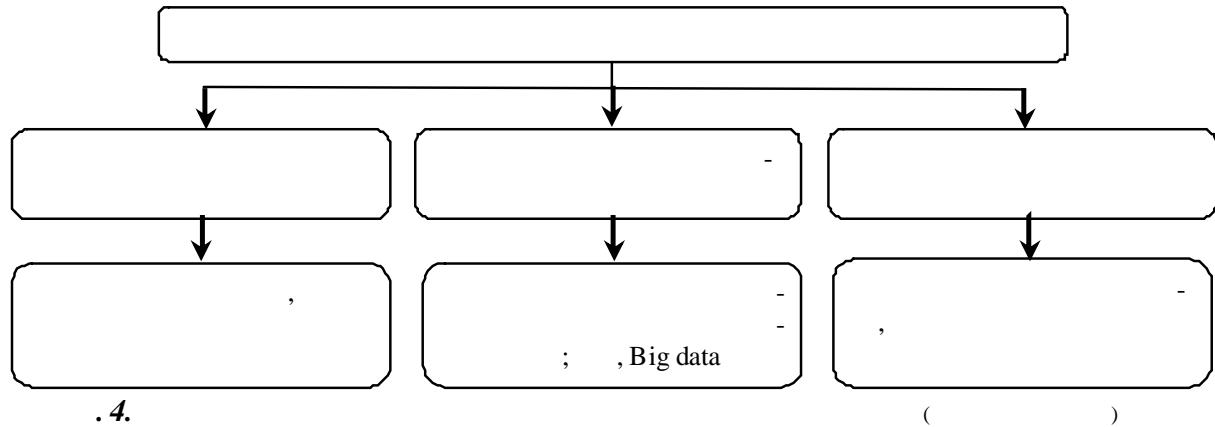
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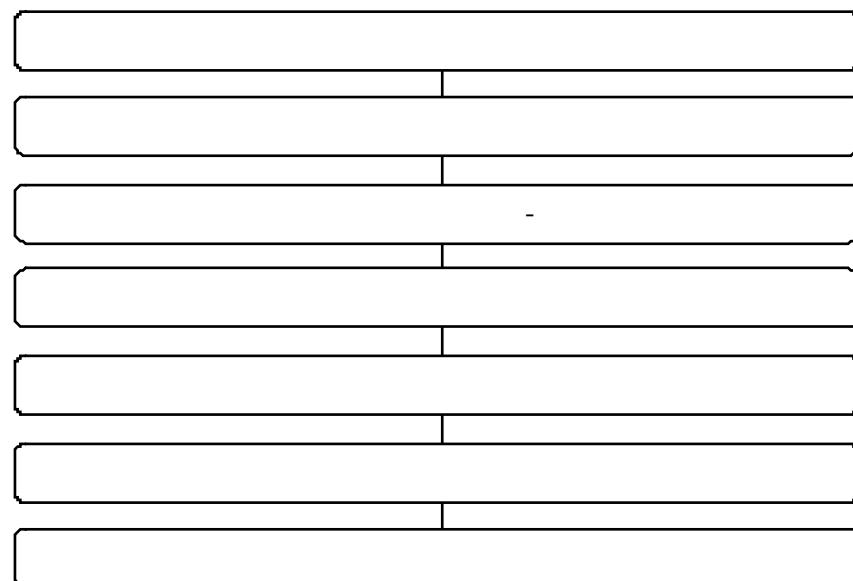
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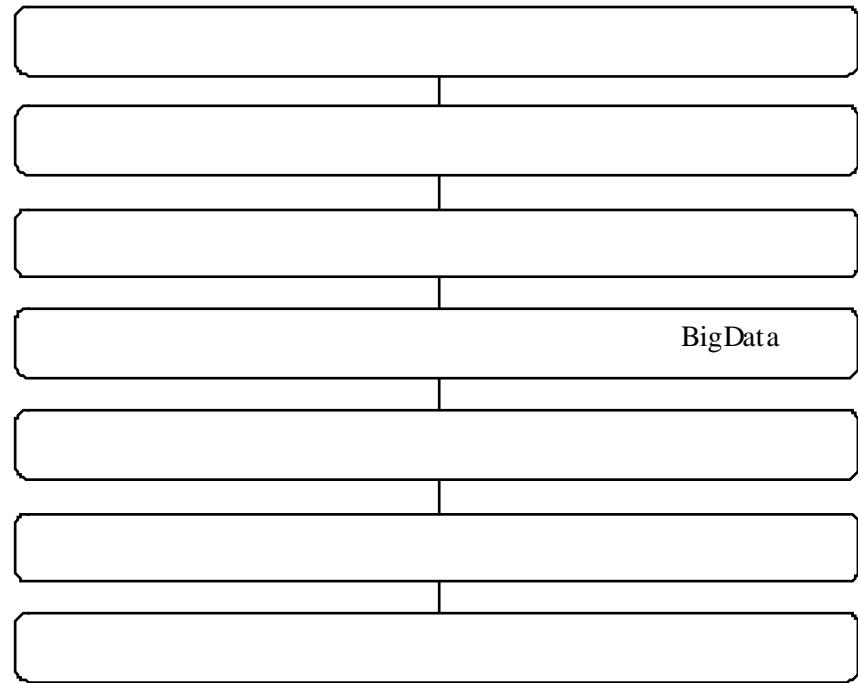
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Facebook., , , Amazon, Alibaba, Google, Microsoft, Apple,

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