

**Vasyly Luchyk**, Doctor of Economic Sciences, Professor,  
<http://orcid.org/0000-0002-1997-0272>  
**Yurii Korolik**, Doctor of Sciences in Public Administration, Professor,  
<http://orcid.org/0000-0001-8732-3731>  
Chernivtsi Institute of Trade and Economics of KNTEU, Chernivtsi  
**Margaryta Luchyk**, Candidate of Economic Sciences,  
<http://orcid.org/0000-0002-4822-5407>  
Kyiv Cooperative Institute of Business and Law, Kyiv

## **TRANSFORMATION OF THE ECONOMY OF INFORMATION TO THE SMARTPHONE ECONOMY**

### *Summary*

The article investigates digital transformation of the economy, reveals its basic regularities and features. There are discovered the main components of digital transformation of the economy. It is suggested, at the initial stage, to supplement a detailed study of best practices, mutually profitable partnerships and to appoint senior level staff that will take over the organization of work throughout the transformation process.

It has been proven that digital transformation is a continuous process, accompanied by innovations and breakthrough technologies, creation of new composite durable and ultra-light materials, aimed at improving labor productivity and competitiveness. It is noted that the digitization has to take place not only in the economy, but, first of all, in education and science, public administration, lawmaking and in all other processes in a society.

It is substantiated that digital transformation should result in an individual offer and its fast delivery to the client on the basis of cloud technologies, artificial intelligence, platforms for working with big data and mobile technologies. The key point in a new business model is its consumer orientation: the sharing model; the models of marketplace and aggregator; fintech.

It is predicted that in the future the development of the digital economy will take place in all countries with a simultaneous outstripping pace of countries lagging behind. The digital economy can be transformed to a higher development level, for example, into the so-called quantum economy, which will lead to the globalization of the whole economy into a cohesive unit. It is assumed that whoever possesses the appropriate technologies will rule the whole world. It is concluded that the development of the digital economy based on the knowledge economy will inevitably lead to the creation of artificial intelligence.

**Keywords:** digital economy transformation, digital economy, innovation economics, business processes, business model, quantum economy.

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