

POST-WAR RECOVERY OF THE NATIONAL ECONOMY: THE INSTITUTIONAL ENVIRONMENT OF DIGITAL BUSINESS

ПОВОЄННЕ ВІДНОВЛЕННЯ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ: ІНСТИТУЦІОНАЛЬНЕ СЕРЕДОВИЩЕ ЦИФРОВОГО БІЗНЕСУ

The article considered the essence of the institutional environment for the post-war recovery and development of digital business, analyzed the main formal and informal institutions that will influence the implementation of entrepreneurial activity in this direction after the Victory of Ukraine. It is noted that for a better understanding of the specifics of the functioning of the specified system in the modern conditions of digitization of all social systems, the issues of conducting additional research on the processes of forming a new post-war space for the implementation of economic activities by economic entities, the emergence of digital business and its role in the post-war recovery of the national economy are becoming relevant. It is emphasized that the specificity of the functioning of institutes and institutions in the public space is that their formation and development is possible through already functioning institutes and institutions, but quite often they arise on the basis of the same systems, for example, political, social, and exert a powerful influence on development of other systems (economic, for example). This is exactly the situation that arose in Ukraine during the war. New informal institutions were formed, and even faster than the formal ones were changing. It was determined that the prerequisites for the formation and development of institutions, the birth of institutions are extremely complex, and this determines the complexity of the formation of the institutional environment, which is necessary for the post-war recovery of the national economy. However, the ability to transform and develop such an environment contributes to the potential possibility of its change, affecting individual factors, factors that determine it. It was concluded that an important role in this process is played by formal institutions, which are called upon through transformational processes to ensure the systematic and harmonious development of all social systems without exception, to promote their effective interaction with each other, which will become the basis for the post-war recovery of the national economy. In general, it has been established that institutes and institutions influence the development primarily not of the digital business system itself, but of the behavior of economic entities involved in the functioning of such a system. The study shows that it is the purposeful influence on their behavior regarding the provision and use of services that are provided within such a system, and forms the foundation for the post-war restoration of the specified system, determines the peculiarities of its functioning in a stochastic post-war environment. Acting either as producers of relevant services or as their consumers, business entities produce a significant number of different types of models of their own economic behavior, which are formed within the institutional environment. It was concluded that influencing the process of building such models is a possible way to determine the post-war development of the digital business system. At the same time, measures of influence on the activities of various economic entities should be different, depending on the degree of post-war digitization of the national economy.

Key words: post-war recovery of the national economy, state regulation of the economy, institutional environment, national economy, development of the national economy, digital business.

У статті було розглянуто сутність інституціонального середовища для повоєнного відновлення й розвитку цифрового бізнесу, проаналізовано основні формальні й неформальні інститути, які впливатимуть на здійснення підприємницької діяльності в цьому напрямку після Перемоги України. Зазначено, що для кращого розуміння особливостей функціонування зазначеної системи в сучасних умовах цифровізації всіх суспільних систем, актуальними стають питання щодо проведення додаткових досліджень процесів формування нового післявоєнного простору для здійснення господарської діяльності економічними суб'єктами, виникнення цифрового бізнесу і його ролі в повоєнному відновленні національної економіки. Акцентовано, що специфіка функціонування інститутів та інституцій у суспільному просторі полягає в тому, що їх формування і розвиток можливий через окремо вже функціонуючі інститути, інституції, але досить часто вони виникають на основі одних систем, наприклад, політичних, соціальних, а потужний вплив здійснюють на розвиток інших систем (господарських, наприклад). Саме така ситуація виникла в Україні під час війни. Були сформовані нові неформальні інститути, при чому навіть швидше, ніж змінювались формальні. Визначено, що передумови формування і розвитку інститутів, зародження інституцій є надзвичайно складними, і це обумовлює складність формування інституціонального середовища, яке необхідне для повоєнного відновлення національної економіки. Проте властивість до трансформації, розвитку такого середовища сприяє потенційній можливості його зміни, впливаючи на окремі чинники, фактори, що його детермінують. Зроблено висновок про те, що важливу роль у цьому процесі відіграють формальні інститути, які покликані через трансформаційні процеси забезпечувати системність та гармонійний розвиток усіх без винятку суспільних систем, сприяти їх ефективній взаємодії між собою, що і стане основою для повоєнного відновлення національної економіки. Загалом встановлено, що інститути та інституції впливають на розвиток насамперед не самої системи цифрового бізнесу, а на поведінку економічних суб'єктів, які причетні до функціонування такої системи. Дослідження свідчить, що саме цілеспрямований вплив на їхню поведінку щодо надання і використання послуг, які здійснюються в межах такої системи, і формує фундамент для повоєнного відновлення зазначеної системи, визначає особливості її функціонування у стохастичному повоєнному середовищі. Виступаючи або виробниками відповідних послуг, їхніми споживачами, господарюючі суб'єкти продукують значну кількість різних типів моделей власної економічної поведінки, які формуються в межах інституціонального середовища. Зроблено висновок про те, що здійснення впливу на процес побудови таких моделей є можливим способом визначати й повоєнний розвиток системи цифрового бізнесу. При цьому заходи впливу на діяльність різних економічних суб'єктів повинні бути різними, в залежності від ступеня повоєнної цифровізації галузей національної економіки.

Ключові слова: повоєнне відновлення національної економіки, державне регулювання економіки, інституціональне середовище, національна економіка, розвиток національної економіки, цифровий бізнес.

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Formulation of the problem. In the post-war recovery of the national economy, the institutional environment plays one of the key roles. This is true not only for the national economy in general, but also for digital business in particular. The quality of such an environment, favorable conditions for its improvement and transformation in the post-war period will determine the basic conditions in which digital business functions and develops. That is why it is important to understand not only the fragmentary components of the formed institutional environment, but also the problem of implementing a comprehensive approach to its consideration, especially taking into account the challenges that appeared during the war.

Analysis of recent research and publications. Studies of the institutional environment of the development of the national economy in general and individual industries in particular, studies of the development of digital business are carried out in modern domestic and foreign scientific literature, interest in this field of scientific knowledge does not fade. The following researchers showed scientific interest in the mentioned questions: L. Verbivska [1–3], H. Pochenchuk [4; 12], D. Nort [5], N. Savvytska [6], V. Hubyn [7], N. Lytvynenko [8], V. Shapkin [9], O. Stryzhak [10], V. Savchenko [11], O. Moiseienko [13], K. Shaposhnykov [14], A. Zhavoronok [15].

However, taking into account the specifics of the post-war period, as well as the high degree of dependence of the recovery of the national economy on the development of digital business, we consider it expedient to continue their research.

Formulation of the goals of the article. The purpose of the article is to consider the essence of the institutional environment for the development of the digital business system, the analysis of the main formal and informal institutions that will influence the post-war recovery of the national economy through the development of digital business.

Presenting main material. The environment in the general sense is a set of conditions for the existence of a person and society, and the social environment is the surrounding external social world (society) – norms, laws, rules, traditions that affect a person or a social group [4, p. 27].

Let's consider several scientific approaches to the consideration of the category "institutional environment", which were formed without taking into account military challenges:

1) the institutional environment is a set of basic political, social and legal rules that form the basis for production, exchange and distribution [5, p. 5–6];

2) institutional environment – a subordinate and complementary system of institutions as norms and rules of the material and spiritual spheres of social production in which they are formed [6, p. 161];

3) institutional environment – a set of formal (constitutions, laws, administrative acts, court

precedents) and informal norms (traditions, customs, habits and various social and socio-psychological conventions), as well as a mechanism that ensures compliance with these norms (courts, police and similar institutions) [7];

4) institutional environment - a set of interconnected and mutually conditioned socio-cultural, political and legal institutions that influence the nature of economic activity of people and the formation of stable structures of their interaction within the socio-economic system [8];

5) institutional environment – a set of institutions operating in society" that "forms a restrictive social framework for making individual decisions, sets a system of positive and negative incentives, directing people's activities in a certain direction" [9];

6) the institutional environment is a set of formal and informal social, economic, political and technological institutions that collectively ensure the functioning of the socio-economic system [10];

7) the institutional environment is a clear, ordered set of institutions that determine the framework conditions for the functioning and development of economic entities [11].

Taking into account the presented scientific concepts of consideration of the essence of the institutional environment, we will determine its specific meaningful features precisely from the point of view of the post-war recovery of the national economy. Among them are the following:

1) the institutional environment is a complex, a collection of certain institutes and institutions;

2) the institutional environment consists of components of different nature, among which not only economic institutes and institutions are distinguished, but also political, social, psychological, etc.;

3) the institutional environment is at the same time a universal space in which economic and other social systems will be restored, function and develop in the post-war period;

4) the institutional environment from the point of view of the post-war recovery of the national economy is a complex of heterogeneous and quite often incomparable in their specific features of the functioning of institutes and institutions that form a single space for the recovery of economic objects;

5) the institutional environment of any social system, including the economic one, is very difficult to understand, given the large number of its components, their constant transformation and change as a result of the influence of military actions;

6) institutional environment – an environment in which there are certain, not always clearly formalized, boundaries determined by the components of such an environment and their interaction among themselves;

7) the institutional environment is a complex of formal and informal institutions, which will form its

core during the post-war recovery of the national economy.

The strategic vision of an innovative model of economic development in the period of post-war recovery should focus on the comprehensive development and unity of such processes as: potential opportunities of regions and their unique resources, primarily intellectual and informational and communication; the formed experience of management systems and the innovative culture of industries that have accumulated experience of working in war conditions have determined their market position on the national and world markets; experience and practical management technologies of authorities that have studied and systematized the world experience of innovative clustering.

Taking into account the presented scientific conceptual provisions regarding the essence and peculiarities of the functioning of the institutional environment as a universal space for the post-war recovery of the national economy, it can be stated that the institutional environment of digital business is a space in which institutes, institutions, the nature of which determines the features of such institutions, function, develop and interact with each other space and conditions in which entrepreneurial activity is carried out based on the use of information and communication technologies. The recruitment and number of such institutes and institutions may be different and depends on the level of economic development at the time of the Victory of Ukraine.

In the post-war period, the digital business system in its functioning will be surrounded by objectively different institutes and institutions, the quality of existence and development of which will directly affect the existence of such a system. The institutional development of any economic system is determined by economic development. The purpose of institutions is to reduce uncertainty [12, p. 25]. In total, institutes and institutions also form an institutional system. Therefore, in the post-war period, an important role will be played by which new institutions will be formed, which institutions will be transformed and how this will collectively affect the post-war recovery of the national economy.

The institutional system of digital business development is a set of formal and informal institutions that interact with each other, forming the conditions for the functioning of entrepreneurial activities based on the use of information and communication technologies. Let's consider the structure of such a system in more detail, taking into account possible features of the post-war period. The institutional structure is a system of certain formal and informal institutions and mechanisms of interaction in society, which also include formal and informal institutions of economic power that influence the formation of an effective economic system [13].

Consider the essence of formal institutions. We note that such institutions are an integral part of the functioning of any institutional system and play one of the key roles in the development of various types of social systems, and therefore they are important for the post-war recovery of the national economy. Thanks to formal institutions, such systems acquire an orderly, harmonious and balanced character. However, given the possible peculiarities of the post-war period, such harmonization and balancing may have a long-term nature.

It can be considered that formal institutions represent norms formed in society, rules that are fixed and not subject to violation. In case of their non-compliance, the violator is already liable in accordance with the established norms. Accordingly, formal institutions represent a set of regulatory, legal norms that regulate the implementation of entrepreneurial activities in the field of digital business. These institutions are formed quite often in a revolutionary way, adopting the relevant norms by the legislative authorities. The difficulty of researching formal institutions lies in the fact that, in general, their name is a collective name for a significant number of norms, rules, approaches, the essence and composition of which is revealed depending on the nature of the object being studied. Therefore, the formation of such institutions and their effectiveness in the conditions of the post-war recovery of the national economy will depend on the legislative power.

In contrast to formal institutions, informal institutions are not fixed by legal norms and develop spontaneously, evolutionarily and quite often chaotically. The war showed that Ukrainians can effectively influence the formation of such institutions (shelter, points of invincibility, volunteer activities, etc.). By their nature and the peculiarities of their emergence and formation in society, informal institutions are more complex objects of knowledge than formal ones, subject to difficult formalization and description [14; 15]. However, both formal and informal institutions and institutions are integral components of the post-war recovery and development of any social system, including every economic object of knowledge. These institutes play a significant role in the development of all economic subjects and actually determine the features and possibilities of their development. Taking into account the short historical period of development of the digital business system compared to other economic systems, as well as military realities, today the role of informal institutions is much more important in the development of such a system. The gradual growth of the role of formal factors in this process will contribute to the formation of exogenous potential for its development.

Conclusions and suggestions. Thus, it can be stated that:

1. The institutions and institutes that will participate in the post-war formation of the institutional environment for the operation of digital business are closely connected by complex, not always obvious connections. The digital business system is in the space of active functioning and development of formal and informal institutions even during war. Norms, rules and norms determine the conditions for entrepreneurial activity in this area, informal factors affect it heterogeneously, stimulating the development of such a system. Accordingly, the active development of formal institutions and the powerful influence of certain types of informal factors is an important condition for the formation of a favorable institutional environment for the post-war recovery of the national economy through the development of digital business.

2. The role of institutions and institutions in the formation of models of economic behavior is decisive and objectively determinative. That is why it is worth understanding that, despite the quality of institutions formed in society, the presence of specific institutions, the outlined models will necessarily be formed, and their essence will affect the post-war state of functioning not only of digital business, but also of the entire national economy.

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