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INNOVATIVE MODELS OF INTERNATIONAL BUSINESS DEVELOPMENT: CHALLENGES OF DIGITALIZATION AND GLOBALIZATION

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Challenges Driving Innovation



Rapid spread of digital technologies transforms business models



Globalization → opportunities & risks



Companies must adapt:

Flexibility

Competitiveness

Resilience

Research Goal & Sources

Goal: Identify innovative models of international business development in digital era

Focus:

- Digital ecosystems
- Platform-based organizations
- Sustainable strategies

Key References:

- Digital Agenda for Europe
- World Bank Data
- Recent academic research

Key Results



Digitalization = driver of modernization

Opportunities:

- Cost reduction
- Higher productivity
- Market expansion

Challenges:

- Cybersecurity risks
- Investments required
- Cultural & structural change

Conclusions



**Digitalization shapes
competitiveness &
growth**



**New business models
→ innovation &
sustainability**



**Highly developed
countries lead in
adoption**



Practical value:
Optimizing processes
Strengthening global positions



**Future research:
deeper study of digital
transformation impact**