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Improvement of a town digital development management system

Scientific basement of economic development of the towns governing in the conditions of a transformation of digital policy of regional and local development are highlighted, features of economic development of the towns of Ukraine are defined. On this basis conceptual provisions of improving of a system of digital development of a town governing, the direction of organizational, economic and infrastructure support of digital development of a town are offered.

City economic complexes, a part of which is the system of digital provision of cities, are in the stage of formation. They currently operate in conditions of economic instability, lack of a scientifically based strategy and clear guidelines, uncertainty and contradictions in the current legislation, which actualizes the topic of our research and raises the question of the need to formulate an effective policy of digitalization of sustainable development of cities. Solving the problem of building a high-quality system of digital interaction of the population in cities also corresponds to generally recognized state guidelines. The development of the city's economic complex and the management systems of the city's digital transformation obeys the trends, priorities and factors that determine the state of the national economy as a whole. Since the market economy, as a type of economic development, is undoubtedly part of the strategic priority of the development of Ukraine, the development of tools for regulating the sustainable development of urban complexes and the system of digital interaction of cities is an urgent task.

Theoretical studies have shown that there is an inextricable connection between the solution of the entire set of problems of the digital development of the city's infrastructure and the state of the regional economy. First of all, this is related to the level of work productivity and the efficiency of the work of those enterprises and organizations that are located on the territory and create a sphere of digital interaction of people. The beginning of the new XXI century is characterized by a change in urban economic development. The national economic policy is no longer considered the only tool for the development of the economy of territorial entities. They create a practically independent economic system, using their labor, social, financial, organizational and all other possible resources for the production of competitive goods and services. In this way, the main goal of economic development is realized - the well-being of every inhabitant of the territory is ensured.

The strategic goal of sustainable digital development of the city is to establish a highly efficient socially, ecologically and territorially oriented market-type economic system based on a favorable investment climate. This will ensure the growth of the population's well-being and increase the quality of the territorial placement of objects and approved management decisions related to the process of digitalization of the national economy. The implementation of economic functions by the city is based on the use of the natural and socio-economic potential of the territory for its economic

interests. Strategic priority directions are the development of a competitive economic system, sustainable urban economy, social development (Fig. 1).

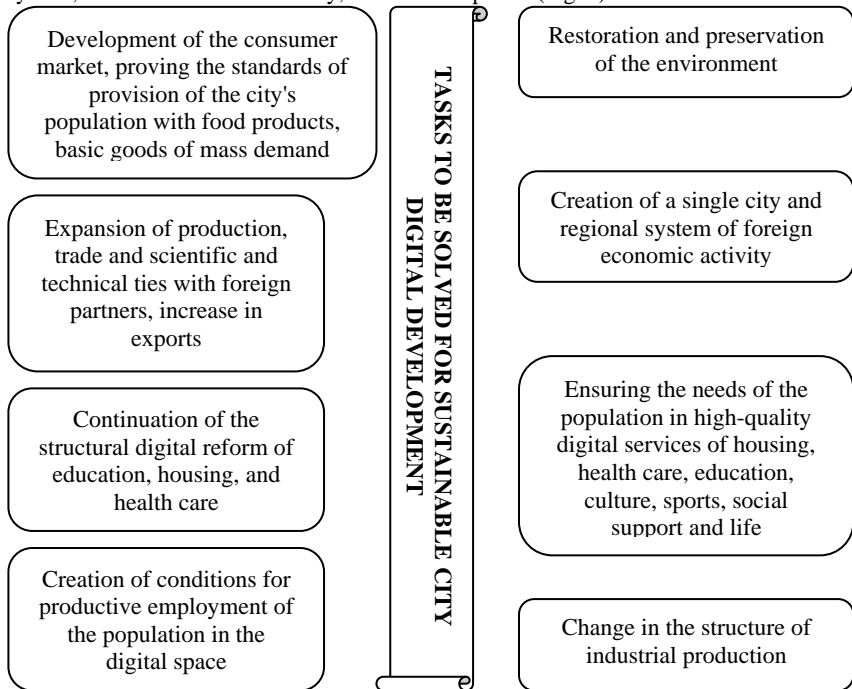


Fig. 1. Tasks for activating the sustainable digital development of cities

For a practical solution to the issues of sustainable development of the city's economic development management system, it is necessary to develop comprehensive strategic programs that include:

- deepening of specialization in urban economy;
- introduction of new economic technologies, machines, mechanisms, accounting and control factors, mechanization of manual processes at enterprises and organizations of the city economy.

Improving the mechanisms of digital management of the economic development of the cities of Ukraine is possible through the introduction of organizational and economic support for the management of urban economic development, which will contribute to the formation of an information base on the directions of the development of the city's economy, and will allow linking and coordinating the strategies of economic entities of the city and city authorities and direct them to increase the welfare of the population and the growth of city capital based on the effective use of available digital resources.

Within the framework of this approach, the organizational and economic management of the city's economic development is oriented towards balanced

development, enables local self-government bodies and executive bodies to independently draw up and implement plans for the revival and development of cities, to take into account the specific needs of these cities in regional development programs and strategies. In addition, it contributes to the active involvement of people of local executive bodies, the population, business entities and, above all, digital economy instruments in this work.

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