

Clusters can convey the voice of companies as they are in the unique position to share the success stories of companies and inspire other organisations to venture in circularity. Clusters can act as agents of change in favour of the circular economy. There is a lot to do to turn our economies and industries fully sustainable, but there are solutions, and step by step, all companies can make a significant change. The local level plays a crucial role in promoting circular economy and circularity should be integrated into regional ecosystems. Policymakers should not be trapped in over-regulation but instead should create simply the right framework conditions for companies to jump on the circularity train. Circular economy will transform financial markets, industries and our society. Companies will have to embrace circular business models sooner or later, otherwise they will be out of business.

### **References:**

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## **DIGITAL TRANSFORMATION IN BUSINESS STRATEGY DEVELOPMENT**

Digital transformation is an evolutionary process that leverages digital technologies and capabilities to enable business models, operational processes and customer experiences to create value. This compels organizations to leverage these technologies to keep up with changing competitive playing field and evolving requirements of today's digitally savvy customer argues that digital transformation affects all organizations across all industries, warning organizations that wish to remain relevant in their market sectors to leverage the digital opportunities and transform [3].

Therefore, digital transformation as the integration of digital technology into all areas of a business resulting in fundamental changes to how businesses operate and how they deliver value to customers. Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers [4].

The digitalizing business process has provided many enterprise businesses to cooperate with customers, boost staff experience and improved business efficiency. Companies need to start thinking about a strategic approach, as digital transformation projects require many stakeholders and resources and implementation can take up to two years to complete. Business need to implement digital transformation in an enterprise must consider the potential impact on employee productivity, customer loyalty and what technology is required to bring about the best ROI [2].

Consider further Ionology's 7 Principles of Digital Business Strategy on the case study of how in 1997, Apple was able to change their fortunes and transform their business all by having the right strategy. This is data-driven digital transformation system to assess capabilities, develop evidence-based evidence, and create an effective action plan [1]:

- use data to diagnose the best opportunity for business growth – creating a vision and a clear plan, which is crucial when delivering change;
- calculate exactly what the customer wants – calculating the volume of customers in the market you wish to grow in, identifies the tasks the customer is trying to achieve and tests if the customer would buy your proposition over that of your competitors;
- evaluate competitors – understanding competitors' propositions, calculating their online force and finding new niche;
- make real plans that are achievable with the resources at hand – the organization's available resources are important in digital transformation. Time, innovation and cash availability are a big advantage;
- define baseline – all transformations have a starting place, where the digital marketplace is now. Using data to define the position in the Ionology strategy quadrant and giving organization common understanding for ultimate clarity in communication;
- select your play – there are set plays for moving around the quadrant. Calculate implications of any given play on your top-line growth, cost of investment and use of resources before you pivot your business;
- create a clear plan of action for managers to implement – turning transformation strategy into actionable projects and tasks, distribute responsibility, unify people to implement the transformation strategy plans.

Thus, the digital strategy focuses on using technology to improve business performance, it specifies the direction an organization will take to create new competitive advantages with technology, as well as the tactics it will use to achieve these changes.

### **References:**

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**IMPLEMENTATION OF ICT FOR THE EXPORT  
OF THE ETERNAL ROSE, WITH THE OBJECTIVE  
OF CULTURAL DIVERSIFICATION  
AND ECONOMIC GROWTH OF ECUADOR AND UKRAINE**

The eternal rose is nothing more than a preserved rose, this means that it is a 100% natural rose that has undergone a freeze-drying procedure (fig. 1). This process lengthens its life and keeps it in perfect condition for several years.

Although it may seem strange, it is totally true, preserved flowers last in perfect condition for a long time, and this makes them an excellent gift especially at times such as Birthdays, Valentine's Day or Mother's Day.

Ecuador is in third place, with 9%, in the participation of the world flower market and that the United States is the main export destination. During the pandemic all markets closed, which generated a drop in exports, in cultivated hectares, jobs and transportation. Between March and June, floriculture losses reached \$ 130 million.



*Fig. 1. Preserved rose from Ecuador*