

when stopping its activities of the university, schools, various offices, businesses and move to remote training on different platforms and communicate using digital technology.

Nowadays, the digital economy is an effective basis for the development of public administration, economy, business, and social and cultural spheres of society. The development of the digital economy is also a matter of national security and defense of Ukraine, competition of domestic companies in world markets, the country's position on the world stage in the long run. For the successful development of the digital economy in Ukraine, an effective state policy is needed to bridge the digital divide and stimulate the development of digitalization. The country cannot be successful in the development of the digital economy without a proper legal framework, economic development strategy based on digital technologies. However, it is equally important to develop professional skills, basic ICT literacy, prepare for a professional career, and promote lifelong learning through digital products.

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SUSTAINABILITY OF CHINA'S AUTOMOTIVE SECTOR

Cars have revolutionized the concept of mobility, making it easier for goods and people to move around geographical regions than ever before. For decades, developed countries have witnessed how increased vehicle ownership and improved transport infrastructure have led to countering urbanization – the migration of people,

businesses and industry from cities to the recently underdeveloped suburbs. This trend extends to developing economies, but also has a negative impact in the form of environmental change. China's automotive industry is recovering rapidly in 2021 and is directly affecting the economies of many countries, and the electric car market is competing with the world's largest car companies and is the most promising for investment.

Data from Chinese cities show an average annual growth rate of vehicle ownership per capita of 10% to 25%. And according to the China Statistical Yearbook, the number of cars increased almost 56 times from 1990 to 2011. There is one car for every five people worldwide; in the US there is one car for 1.25 citizens. Cars can improve the quality of life by increasing mobility, comfort, and safety. For the Chinese society, the automotive industry has always been an attractive topic. On the one hand, this industry has long remained outside the system of state planning. Due to the emphasis on industrial capital goods rather than consumer goods, the passenger vehicle sector (including car manufacturing) has not been a key industry for decades, a typical Gerschenkron industrialization strategy. However, it was only after China introduced the Automotive Policy of 1994 that car production was recognized as a national industry, along with the entire automotive sector. This, in turn, has led not only to an increase in the number of car factories, but also to a deterioration of the air in the country. Which undoubtedly had an additional negative impact on people's lives, forcing them to leave the city to live in more environmentally friendly areas.

Chinese consumers are expected to play an increasing role in economic development as China's market shifts from exports to domestic consumption. As sales of new passenger cars slow to slow, China remains the world's largest carmaker and consumer. In the medium term, it will surpass the European and American markets in terms of projected high unambiguous growth. Expansion of production capacity continues at an unstoppable pace, and when overcapacity is already apparent, majority-threatened producers will increase competitive pressure in the industry by entering new segments with low prices and market penetration strategies. On the other hand, the secondary market is still at a very early stage of development and provides many opportunities for component manufacturers and service providers who can develop and implement the right strategies to take advantage of significant growing market demand as the existing passenger car base ages. As China's car market enters its next stage of development, both challenges and opportunities await. Companies that develop the right strategies and unforeseen plans will ensure continued success in this dynamic market.

Currently, foreign investors are optimistic about the future of the Chinese automotive industry. German carmakers have invested 2.1 billion euros in China to develop the country's electric car business. However, despite the positive growth of China's automotive market, it is increasingly affecting the entire world economy, which allows it to partially change the trends of the entire automotive industry, to the detriment of the nature of his country.