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INDUSTRY 4.0 AS PART OF THE INNOVATIVE STRATEGY FOR THE DEVELOPMENT OF THE NATIONAL ECONOMY

In 2021, the issue of digitalization of the economy is quite acute among the key priorities of the country's strategic and economic development. Leading countries have chosen their own strategies for economic development and reform, for example, in the European Union there is "Digital Europe 2020», in China – "Internet Plus", in Germany – "Industry 4.0», in Poland – "From Paper Poland to Digital", which are constantly updated with the development of digital technologies. The issue of choosing and adhering to the strategy is a vector guide for strategic economic development, which allows solving a number of the most acute and problematic issues of implementing technologies to support the digitalization process in all sectors of the economy. The search for ways to accelerate the development of Industry X. 0 and Industry 4.0 in Ukraine in the context of digital transformation lies in finding out exactly the characteristic features and differences between them [1].

Active introduction of innovations in the economy forms a list of the main indicative indicators that determine the state of development of the national economy and the level of its digitalization. In addition to the development of the national economy in the domestic market, it remains necessary to form an integrated approach to ensure a high level of competitiveness of the economy in foreign markets among the economies of developed countries of the world. Therefore, for example, an important element of such development is the constant monitoring of basic indicators of economic innovation in order to analyze the complex economic situation in the economy and the possibility of rapid strategic planning and forecasting of relevant indicators. Today, under the constant influence of the latest trends in the economies, the deepening of globalization processes, transformational changes,

innovative solutions, it is necessary to respond as quickly as possible to all changes in the sphere of the Fourth Industrial Revolution and make balanced decisions [2].

Exploring the issues of Industry 4.0 in the context of digital transformation and an innovative strategy for the development of the national economy, it is impossible not to take into account the successful experience of European countries. Thus, the most popular strategy in Germany is “Industry 4.0», which is now used as a concept of widespread implementation. The main position of the strategy “Industry 4.0» is the use of automated digital production, which is managed and directed by artificial intelligent systems in online mode and fully interacts with the external environment both within one enterprise and outside it, creating a global industrial network.

Comparison of countries’ economies takes place thanks to a comprehensive rating mechanism consisting of a large number of different indicators. Comparison and the implemented mechanism of such analysis form opportunities for economies around the world to understand which innovation processes need to be updated, accelerated, changed in the course of development or the vector of strategic planning. One of the most common world rankings is the Global Innovation Index, which combines two interrelated elements: innovation costs and innovation results.

In the current conditions of transformational shifts, the implementation of the Fourth Industrial Revolution is the key to the formation of a competitive economy on the international market. The synergistic effect of integrated modernization of the economy forms priorities for the use of high-performance innovative technologies, modernization, and the introduction of a technological breakthrough [3].

References

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