

SECTION 6. INTERNATIONAL RELATIONS

Volodymyr Serhiyovych Zmiivskiy

Student

National Aerospace University named after M.E. Zhukovsky

"Kharkiv Aviation Institute", Ukraine

DIGITALIZATION OF INTERNATIONAL ECONOMIC RELATIONS AS THE NEW REALITY OF INTERNATIONAL DIPLOMACY

In today's world, digitization (digital technologies) is becoming an increasingly decisive factor in the development of the world economy, affecting all spheres of people's lives, as well as international economic relations. In the context of diplomacy, digitalization is becoming a new reality that changes approaches to interaction between countries, and also requires new approaches to the development of international diplomacy.

Digitization of international economic relations includes the use of digital technologies to improve international cooperation between countries, increase the efficiency of international trade, develop and implement innovative projects, and more. Thanks to the use of digital technologies, countries can increase their competitive potential and take more advantageous positions in the international market.

Not only the use of digital technologies in economic relations, but also their use in diplomatic relations comes to the fore. Digitization of international diplomacy means the use of digital technologies to strengthen international relations between countries, ensure greater effectiveness of diplomatic efforts, and develop new approaches to solving international problems. One of the key aspects of our research is the impact of digitalization on the international economy [1]. With the help of digital technologies such as e-commerce and digital platforms, we are witnessing an expansion of international trade and an increase in the volume of international financial transactions. This creates new opportunities for the development of countries and contributes to increasing economic influence in international relations.

However, with new opportunities come challenges. Digital technologies help to facilitate communication between states, improve the ability to resolve international conflicts and contribute to the maintenance of international treaties. For example, the use of e-mail, social networks and video conferencing systems allows diplomats to quickly and efficiently exchange information, conduct consultations and negotiations without the need for physical presence. This reduces travel costs and helps save time, which is important in today's fast-changing world[2].

However, along with the benefits of digitalization, there are also challenges that must be taken into account. In particular, digital technologies create new risks in the field of cyber security, such as hacker attacks and data theft. Diplomatic services must be prepared for these threats and take measures to protect the confidentiality and integrity of information.

In addition, it is important to consider the problem of digital inequality. Not all countries have equal access to digital technologies and the Internet, which can create inequalities in international economic relations and limit development opportunities. The use of artificial intelligence (AI) in diplomatic processes also requires careful discussion and regulation. On the

one hand, AI can facilitate the process of decision-making and analysis of large amounts of data. On the other hand, it is necessary to ensure the ethical use of AI and take into account the possible consequences of its application on international security and privacy. international economic relations affects all spheres of international diplomacy. It creates new opportunities for the development of economic ties between countries, facilitates communication and promotes the rapid resolution of international conflicts. However,

To achieve successful digitalization of international economic relations and international diplomacy, it is important to consider the need to ensure cyber security and protect data privacy. It is necessary to improve cyber protection systems and promote the exchange of best practices of international cooperation in this area. It is necessary to pay attention to digital inequality and ensure access to digital technologies for all countries, regardless of their level of development. This will help prevent the emergence of new types of inequality and contribute to the creation of fair conditions for the development of international economic relations.

It is also important to consider ethical issues related to the use of artificial intelligence. Diplomatic services must establish ethical standards and norms for the use of AI to ensure fairness, transparency and conformity with the values of the international community. In a world where digital technologies are becoming increasingly important and integral parts of our lives, we must focus on how to use them potential for strengthening and development of international diplomacy.

To achieve success in the digitization of international economic relations and international diplomacy, it is necessary to establish international standards and rules governing the use of digital technologies. This will contribute to the creation of a favorable environment for cooperation and interaction between states. The development and implementation of such standards should be carried out through extensive dialogue and cooperation between all stakeholders, including government bodies, civil society organizations and the private sector[4]. Education and training on digital technologies and their impact on international diplomacy must be provided. Digital literacy and critical thinking skills will become essential for diplomats who must work in a digital environment. Ensuring access to quality education and training is an important aspect of reducing the digital divide and supporting the development of all countries.

In general, digitalization of international economic relations is becoming a new reality of international diplomacy. Digital technologies open new horizons and opportunities for cooperation and interaction between states, but at the same time they present us with challenges. The goal of further research is the development of a detailed plan for the implementation and implementation of system tools for the digitization of international economic relations.

References:

1. Choudhury, MA, & Higgins, JM (2020). Digitalization and international business. *Journal of International Business Studies*, 51(4), 567-590.
2. Yevtukh, V. V. (2020). Digitalization of the economy in the context of the development of Ukraine. *Economy and State*, 1(1), 57-63.
3. Kichinsky, I. V. (2019). Digitalization of the economy: theory, methodology, practice. *Scientific works of DonNTU*, 1(65), 41-52.
4. Lytvyn, O. O., & Melnyk, I. O. (2021). Digital transformation of the economy: challenges and prospects for Ukraine. *Economic bulletin of NTUU "KPI"*, 1(85), 46-54.