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DIGITALIZATION OF ARCHITECTURAL AND CONSTRUCTION CONTROL: THEORETICAL ASPECT

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Digital transformation is the process of using digital technologies in order to change the business model and provide new opportunities to increase the efficiency of the company's activities in order to obtain profit. Digital transformation can give an enterprise a competitive advantage due to better, faster and cheaper organization of processes compared to its competitors.

A feature of digital transformation processes is their strengthening due to the emergence of a combinatorial effect or the effect of accelerated development due to the possibility of simultaneous application of a significant number of new technologies. Thus, the concept of digital transformation implies the maximum possible use of high-tech solutions and their combination in order to automate simplify and simultaneously increase the efficiency of absolutely all processes inherent in digitalization objects. That is, digital transformation covers not only projects for the implementation of breakthrough technologies in the processes of operational and production activities, such as Smart-factory technologies (smart production, digital modernization of operational and business processes) and its logical continuation as the concept of Industry 4.0 (updating business processes

with the use of the latest cyber systems), but also a complete review of the existing management model, value creation chains and methods and channels of interaction with customers, suppliers, and other stakeholders (ICT, 2022).

In the field of architectural and construction control services, breakthrough technologies have led to the emergence of higher quality and client-oriented products and services, improvement of the system of interaction with clients and availability of financial services, modernization of electronic banking processes. It is clear that under the influence of the COVID19 pandemic, the structure of this list has undergone significant changes, intensifying the course of transformations in those industries that were on the outer circles of the digital funnel. Thus, for objective reasons, the health care market has become more active, the use of digital technologies in which allows expanding the range of opportunities for providing medical services, forming medical networks, and achieving a personalized approach to service.

Given the need to urgently limit the level of staff presence at workplaces, the manufacturing sector is forced to accelerate the synchronization of business processes and make the transition to the use of smart production and operational technologies in order to maximally satisfy the needs of consumers and at the same time reduce costs, and companies providing transport services have focused on the implementation of technologies for the optimization of logistic movements in real time, and therefore received additional guarantees of their effective activity.

Digitalization involves the use of electronic and digital devices, tools, systems, as well as the establishment of electronic communication exchange between them, which actually enables the integrated interaction of the virtual and physical, i.e., creates a cyber-physical space (Kolomiiets et al., 2017).

Digitization refers to the process of using, transferring and converting information into a digital format; system of data collection, storage, analysis, application of artificial intelligence; transformation of the penetration of digital technologies to optimize business processes. That is, digitalization is the process of systematization, use, and processing of information in a digital format, with the aim of improving customer service in the business environment (Lihonenko et al., 2018).

Specialists offer many approaches to understanding the essence and content of the concept of "digitalization". In a general sense, digitalization can be understood as certain uses of digital technologies to optimize and automate public administration, business, and the social sphere to increase the level of labor productivity and improve the quality of communication with recipients of products and services. On the other hand, digitalization is considered as a process of using digital technologies, improving the quality of customer service.

Digitalization also means the process of creating a specialized system for collecting, storing and analyzing information, optimizing its search, including

using the Internet, processing large volumes of data, using artificial intelligence and online services in the production process. This category should take into account the transition of the organization to new ways of thinking and working, based on the use of social, mobile and other digital technologies; change of management style, use of motivation systems and new business models. Digitization in the field of public administration is a continuous process. It is necessary to understand that the software that will be used by the enterprise must be renewed and improved in accordance with new trends in the market of technological developments.

It should be noted that digitalization in the field of architectural and construction control is of crucial importance in the era of digital technologies. The implementation of automated software in many subsystems of the architectural and construction control system is the first step towards the digitization of this subsystem of the construction industry and a complete digital transformation. Important steps in this direction are:

- choosing a digital management strategy;
- implementation of digital management of individual processes;
- implementation of digital management of all processes;
- creation of a digital platform.

Therefore, in modern conditions, the process of digitalization of the field of architectural and construction control can be considered an effective direction of development of the construction industry only under the condition of the additional spread of digital development to other areas of this industry, as well as the possibility of real use of its results. This means that the final results of the digitalization of the provision of public services in the field of architectural and construction control should be simultaneously available to end users who have the skills to work with the latest digital technologies. Increasing the level of digitization in this area also means the opening of new opportunities for enterprises and citizens, since stored digital information can be used not only in the field of architectural and construction control, but also in other areas of public life. In addition, digitalization will improve the quality of service provision in the construction industry and labor productivity, while reducing the level of costs of the economic entity.

The implementation of these measures significantly accelerates the digitization of both the construction industry as a whole and the sphere of state architectural and construction control. This opens up significant prospects for increasing the sustainability of the domestic construction industry, and significantly increases the opportunities of our state to join the "Digital Europe" program. Preparation of the regulatory and legal environment for relevant changes will contribute to the attraction of investment resources from international donor countries to restore the construction industry of Ukraine.

Despite the fact that Ukraine is currently in a state of war, the digitalization process in the field of architectural and construction control will continue to develop thanks to the deepening of close cooperation between public authorities and IT companies. Yes, there are new digital reserves and methods that allow improving such cooperation. Therefore, digitalization in domestic conditions is an integral element of the administrative reform of the field of architectural and construction control, its separate stage, and at the same time an important lever for changes within the country, which confirms its importance.

Therefore, the problem of legalization of state institutions and management processes in the field of architectural and construction control leads to the need to transform these institutions, and also presents society and the state with new tasks, the solution of which is no longer possible with proven and well-known methods and tools. The success of digitalization in the field of architectural and construction control will depend on how quickly such a transformation will be carried out and on what scale it will reach.

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