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DIGITAL TRANSFORMATION OF ENTREPRENEURSHIP THROUGH THE PRISM OF INCLUSION AND SOCIAL INNOVATION

Management of digitalization of business processes at enterprises, and technological innovations at them requires constant improvement, taking into account inclusion, and barrier-free principles. Currently, the digital transformation of the enterprise lies in the coordinate system of adaptive management of digitalization of business processes [1].

The existing experience of advanced practices of digital entrepreneurship, virtual business, and sociocentric reality will play an important role in the post-war recovery of Ukraine's economy. This reality will build a sociocentric economy for a sociocentric society, which will eventually form a sociocentric civilization based on inclusion and barrier-free. We believe that a sociocentric economy will function with the help of reflexive mechanisms of self-organization of the economic process.

Self-identification and self-affirmation of a person's individuality, the accumulation of his intellectual potential, and the realization of the creative beginning of a "reasonable person" are characteristic of a sociocentric economy. The social capital of a sociocentric economy takes over the function of a moral and psychological resource of economic dynamics. A sociocentric society is characterized by the dominance of post-material needs. With the help of digital transformation, the socio-centric economy is moving from a "win-lose" economic system to a "win-win" coordinate system for every member of society.

Accelerated post-war recovery, from the standpoint of social and economic innovations, can be achieved at the expense of:

- supporting compositions of existing types of entrepreneurships that is, a successful combination of them in practice (women's, veteran, family, youth, social);
- changes in the structure of global supply chains;
- economic and technological complexity of production, strengthening of economic reality and a clear understanding of the economic specialization of the country and regions;
- comprehensive tax reform (unification and minimization of taxes, simplification of tax administration, access to instant checks, consensus between tax and monetary policy).

Reconstruction of Ukraine's economy in the post-war period should be done by:

- expansion of the innovative component of industrial production on the basis of digitalization of business processes [2];
- reduction of the share of corruption at different levels of economic aggregation;
- expanding transnational experience in improving skills and competencies for the development of inclusive entrepreneurship, virtual business and social innovation;
- regulation of disproportions of complex innovative and digital development;
- enhanced development of the sharing economy in conditions of social and behavioral restrictions;
- the development of the circular economy and the development of tools for its strengthening;
- strengthening the quality of accounting and financial support for sustainable development in business and the public sector;
- reorientation to the innovativeness of the process, and not only to the result of digital entrepreneurship;
- purposefully direct reparations to the development of critical infrastructure facilities of the country;

- development of mechanisms to overcome economic espionage, information wars and digital attacks on critical infrastructure objects;
- development of effective standards and rules for cyber security in various fields and development of national cyber armed forces;
- systematic implementation of reforms in the country;
- formation of high-quality design of digital transformation of entrepreneurship [3];
- socialization of taxation and development of quality mechanisms for taxation of digital entrepreneurship;
- “cultivation” of a new variation of digital consciousness and the formation of a “healthy” digital worldview [4];
- development of an innovative and technological model of entrepreneurship for veterans, youth and women in business;
- development of social entrepreneurship on the basis of mental-intellectual artificial hybrid and using biometric technologies;
- institutionalization of digital and inclusive entrepreneurship with a clear demarcation of boundaries between virtual and real spaces;
- development of the digital ecosystem of academic entrepreneurship, business acceleration and women’s entrepreneurship in Ukraine [5];
- understanding where industry and production should be territorially most concentrated, in the post-war period, for the purpose of its safe functioning.

In conclusion, it is worth noting that it makes sense to change existing mental models and irrelevant economic policies. The quality of the institute of digital entrepreneurship should be manifested in its activity, efficiency and effectiveness. There is a ripe need for the establishment of a new quality of intellectual property management as a component of commercialization of developments, novelties, and innovations.

It is worth pursuing the support of the interests of economic innovative and digital agents, and strong strategies of victory. Currently, there is a need to create new economic spaces, change economic policy in part of the country’s cross-border partnership with the countries of Eastern Europe. The reconstruction of Ukraine’s economy should be in the “framework” of creating great prospects and forming new innovative and digital horizons of economic growth in the conditions of augmented reality.

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