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TRENDS IN THE DEVELOPMENT OF DIGITAL TRANSFORMATION IN THE FIELD OF TELECOMMUNICATIONS AND TRUST SERVICES IN UKRAINE

Digital transformation in Ukraine relies on the development of trust services, such as electronic signatures, website authentication, and electronic seals. The study aimed to analyze the development of trust services and telecommunications, as well as harmonize digital legislation with the EU. The current state of trust services and telecommunications, development prospects, consumer protection mechanisms, and directions for aligning legislation with European standards were identified. The foundation of this development is the laws «On Electronic Trust Services» and «On Electronic Documents and Electronic Document Flow». The integration of the «Diia» platform with new services improves the provision of public services. From 2024 to 2026, the expansion of broadband internet in villages, the development of 5G infrastructure, the enhancement of digital literacy, and support for small and medium-sized businesses through «Diia. Business» are planned. These initiatives will promote harmonization with EU legislation and the implementation of innovations.

Keywords: digital transformation, telecommunications, trusted services, economic harmonization, e-commerce, timeline.

JEL classification: G18, G28, H10, L50, L51, L86

ТЕНДЕНЦІЇ РОЗВИТКУ ЦИФРОВОЇ ТРАНСФОРМАЦІЇ У СФЕРІ ТЕЛЕКОМУНІКАЦІЙ ТА ДОВІРЧИХ ПОСЛУГ В УКРАЇНІ

Цифрова трансформація в Україні залежить від розвитку телекомунікацій та довірчих послуг, які забезпечують безпеку та довіру в електронному середовищі. Основними елементами цих послуг є електронні підписи, автентифікація веб-сайтів, електронні печатки. Метою дослідження став аналіз розвитку довірчих послуг, телекомунікацій та гармонізація цифрового законодавства ЄС в Україні, визначення факторів впливу на цей процес та окреслення перспектив та бар'єрів, які потребують вирішення для подальшого вдосконалення цієї сфери. В результаті проведеного дослідження було визначено: поточний стан розвитку довірчих послуг та телекомунікацій в Україні, наведені перспективи їх подальшого розвитку, розглянуті механізми, що працюють на захист законних прав споживачів в сфері електронної комерції, напрями подальшого наближення національного законодавства України до права ЄС в сфері електронної комерції, структура та перелік поточних довірчих послуг в Україні, фактори які впливають на розвиток довірчих послуг в Україні. Визначені основні сервіси надання довірчих послуг таких, як: портал «Дія» – державний веб-портал електронних послуг (мобільний додаток «Дія»); «єМалютко»; «Дія. Цифрова освіта»; «Дія. Бізнес»; Електронний кабінет розробника; «Смарт Дія». Визначено таймлайн розвитку та перспективи цифрової трансформації у сфері телекомунікацій та довірчих послуг в Україні. Додатково визначено, що законодавча база, зокрема Закони України «Про електронні довірчі послуги» та «Про електронні документи та електронний документообіг», є основою для розвитку довірчих послуг в Україні. Інтеграція платформи «Дія» з новими сервісами та покращення електронної ідентифікації сприяють ефективності надання державних послуг онлайн. Підводячи підсумок, з 2024 по 2026 р. передбачається розширення широкопasmового інтернету в сільських місцевостях, розвиток телекомунікаційної інфраструктури з фокусом на 5G, підвищення цифрової грамотності та підтримка малого і середнього бізнесу через «Дія. Бізнес». Визначені ініціативи сприятимуть стійкому розвитку у напрямку гармонізації з законодавством ЄС та майбутніми інноваціями.

Ключові слова: цифрова трансформація, телекомунікація, довірчі послуги, гармонізація економіки, електронна комерція, тайм лайн.

Statement of the problem. The study of development trends in digital transformation in the telecommunications and trust services sectors in Ukraine is crucial in light of rapid technological progress, the growing importance of digital trust services, the need to improve the regulatory environment, economic development, social accessibility, and national security. This research will help identify key challenges and opportunities, promote the formation of effective policies, stimulate economic growth, ensure equal access to digital services, and strengthen national security.

Analysis of recent research and publications. The issues of digital transformation development in the telecommunications and trust services sectors have been studied by scholars such as Taptunova I., Kazatska M. [1] considered overview of the current policy and its effectiveness of the EU digital market: electronic commerce and determined the directions of further approach of national legislation of Ukraine to Eu law in the field of electronic commerce. Mallon L. [2] Considered the key tasks of Ukraine in the sphere of telecommunications (electronic communications) on the way to integration

into one digital one the EU market and their correspondence to current EU legislation and initiatives in this field, carried out a review of the progress achieved by Ukraine in implementation of the association agreement in the sphere of telecommunications (electronic communications) and in the context of the integration initiative UE's single digital market, has identified key directions for further approach national legislation of Ukraine to EU law in the field of telecommunications (electronic communications) for the purpose of integration to the EU ECR and discovered gaps, carried out a review of possible paths (tracks) of integration Ukraine to the single EU digital market sphere of electronic communications. Dresvyannikov A. [3] performed a review of the current policy of field of trust services, examined the changes in the environment which occur and affect development of trust services in Ukraine, performed analysis of available alternative, defined the further vision for the development of trust services, defined expected long-term impact. Kostenko O.V. [4] analyzed the legislation of Ukraine, which regulates the legal relations that arise during the use of an electronic signature and regulates the functioning of the national public key infrastructure. Researched the problems that will arise after the entry into force of the Law of Ukraine «On electronic trust services» and provided recommendations and proposals for solving problems related to the use of electronic trust services. Pizhuk O.I. [5] formed the conceptual foundations of the digital transformation of Ukraine's economy and developed practical recommendations for directing the digitalization of business processes to the implementation of new economic models and management systems capable of ensuring inclusive economic growth. Nikitin Yu.O., Kulchytskyi O.I. [6] investigated the essence and constituent definitions of the terms «digital enterprise» and «digital transformation». Based on the study of definitions and terms of the digital paradigm, digital business, digital enterprise, digital transformation, a refined definition of the term digital transformation of the enterprise is proposed. I singled out the main characteristics of digital business; trends that distinguish digital from traditional processes are considered; aspects of digital transformation and signs of effective enterprise transformation are analyzed; the concept of digital strategy in the context of digital transformation is considered; gave examples of digital business. Dergacheva G.M., Koleshnia Y.O. [7] carried out a systematization of interpretation in domestic and foreign the literature of the concepts of «digitization», «digitalization», «digital transformation», their differences were revealed. The region is described and characterized of digital transformation, including functions, business processes, business models, business ecosystems, business assets, organizational culture, partnership, environment. Formed requirements for digital transformation, reflected it as a process of analysis the current state of the company's business processes; identifying problems or opportunities; goal setting, strategy formation; the choice of technologies that will respond existing problems, set goals and budget constraints. However, the development trends of digital transformation in the sphere of telecommunications and trust services in Ukraine, namely: mechanisms working to protect the legal rights of consumers in the field of electronic commerce; directions of further approximation of Ukrainian legislation to EU law in the field of electronic

commerce; structure of trust services in Ukraine; list of trust services in Ukraine; factors affecting the development of trust services in Ukraine; timeline of the development and prospects of digital transformation in the field of telecommunications and trust services in Ukraine have not been investigated by the listed specialists.

Objectives of the article. The purpose of this article is to analyze the current state and identify development trends of digital transformation in the telecommunications and trust services sectors in Ukraine.

Summary of the main results of the study. The beginning of the development of digital transformation in Ukraine should be considered from 2017, when the digital strategy «Digital Agenda – 2020» was developed. This strategy outlined the main principles for Ukraine's establishment in the digital space and served as the foundation for the development of legal regulation in the digital sphere.

In particular, the Ukrainian government identified the priorities of innovative state policy for 2017–2021 and approved the Concept for the Development of the Digital Economy and Society of Ukraine for 2018–2020 [8], along with an action plan for its implementation, which includes measures for cooperation to harmonize digital initiatives.

In 2019, the Ministry of Digital Transformation of Ukraine was established. It is responsible for the formation and implementation of state policy in the fields of digitalization, digital development, the digital economy, digital innovations, e-governance, and e-democracy, the development of the information society, informatization, the development of digital skills and digital rights of citizens, open data, the development of national electronic information resources and interoperability, the development of broadband internet and telecommunications infrastructure, e-commerce and business, electronic and administrative services, trust services, and electronic identification, as well as the development of the IT sector [9].

In all ministries and other central executive authorities, regional state administrations, the position of deputy for digital transformation was introduced to accelerate the digitalization process both at the national and regional levels [1–3].

In December 2020, the Law of Ukraine «On Electronic Communications» was adopted (which came into force on January 1, 2022), the basis for which was the provisions of the European Electronic Communications Code.

The NGO «Ukrainian Center for European Policy» conducted a policy study in the context of the implementation of Annex XVII-3 of the EU-Ukraine Association Agreement. According to the published results of the study [10–12], it can be concluded that the next important step is to adhere to digital transformation (digital development strategy of e-commerce, telecommunications, and trust services) in the context of implementing legislative requirements according to EU directives, which includes:

1. Legislative/regulatory support.
2. Policy development in the field of the digital economy and digital society.
3. Institutional capacity building.
4. Interaction with the EU and the Eastern Partnership.
5. Maintaining a continuous dialogue with the EU on integrating interaction with the EU and the Eastern Partnership.

By implementing EU legislation, Ukraine aims to integrate into the EU Digital Single Market to eliminate regulatory barriers in telecommunications, trust services, and e-commerce. Key components of this integration include building telecommunications infrastructure with the implementation of 5G technologies, expanding trust services and remote identification (eID), and developing cross-border e-commerce. Ukraine can become an important partner in the growth of the European digital market, as evidenced by the «Diia» electronic system and other digital initiatives. It is crucial to analyze Ukraine's performance in fulfilling its obligations under Annex XVII-3 of the Association Agreement, which includes the provisions of Directive No. 2000/31/EC regarding telecommunications, trust services, e-commerce, and data protection. Ukraine has already implemented these provisions by adopting the Law "On Electronic Commerce" in 2015 [11], which defined the legal framework for e-commerce, including personal data protection. Despite this, the Law does not cover all aspects of this activity, requiring further improvements. According to the results of the Ukrainian Center for European Policy study [10–12], the following conclusions can be drawn: according to legislative requirements, the government should actively promote the more efficient functioning of e-commerce. This involves implementing a series of strategic measures aimed at improving conditions for e-commerce participants and ensuring their protection.

One of the first steps is to create a specialized portal that will provide consultations and informational support on e-commerce issues. This will enable entrepreneurs and potential market participants to receive necessary expert assistance regarding the features and benefits of conducting e-commerce in Ukraine [10–12].

The second important step is to provide preferential tax conditions, including reducing the VAT rate for e-commerce participants. This will stimulate the sector's development and reduce the financial burden on businesses.

The third step in improving conditions for e-commerce is easing administrative pressure. This involves simplifying procedures and regulatory requirements for e-commerce participants, including appropriate changes in legislation and administrative practices.

Additionally, important measures include creating mechanisms for resolving disputes arising from electronic transactions, including judicial procedures. It is also necessary to develop international logistics systems and mechanisms for returning and exchanging goods and services purchased online [10–12].

At the level of state policy in the field of e-commerce, it is important to address issues such as consumer protection, electronic taxation, stimulating various e-commerce models (including B2B, B2G, B2C, C2C, and others). It is also necessary to develop a monitoring system and implement conceptual foundations for the sector's development [10–12].

These steps are critical for creating a favorable environment for the development of e-commerce in Ukraine and ensuring its sustainable growth in the future.

In addition to the Law of Ukraine "On Electronic Commerce," Ukrainian legislation in the field of e-commerce is based on:

1. The Constitution of Ukraine [14].
2. The Civil Code of Ukraine [15].
3. The Commercial Code of Ukraine [16].

4. The Tax Code of Ukraine [17].
5. The Criminal Code of Ukraine [18].
6. The Law of Ukraine «On Consumer Protection» [19].
7. The Law of Ukraine «On Electronic Documents and Electronic Document Management» [20].
8. The Law of Ukraine «On Advertising» [21].
9. The Law of Ukraine «On Information Protection in Information and Telecommunication Systems» [22].
10. The Law of Ukraine «On Payment Services» [23].
11. The Law of Ukraine «On Telecommunications» [24].
12. The Law of Ukraine «On Personal Data Protection» [25].
13. The Law of Ukraine «On Financial Services and State Regulation of Financial Services Markets» [26] and other regulatory legal acts adopted in accordance with the Law of Ukraine «On Electronic Commerce» [27].
14. The Law of Ukraine «On Electronic Trust Services» [28], which actually regulates commercial and non-commercial online relations between parties in the field of electronic contract conclusion in Ukraine.

Today, several digital initiatives and tools have been implemented aimed at providing administrative services online, ensuring digital literacy among the population, and increasing the share of IT and creative industries in GDP:

1. The «Diia» Portal – The State Web Portal of Electronic Services (the «Diia» mobile application).
2. eMalyatko.
3. Diia. Digital Education.
4. Diia. Business;
5. Electronic Developer's Cabinet.
6. Smart Diia.

Let's consider the mechanisms that work to protect the legal rights of consumers (see Figure 1).

According to the data in Figure 1, it can be concluded that consumer protection mechanisms in the field of e-commerce are crucial for ensuring consumer trust in this economic segment. The development of legislation contributes to the establishment of clear rules of the game.

Increasing consumer awareness empowers them to make informed decisions. Establishing liability for legal violations forces businesses to comply with norms and standards. Preventive measures, such as voluntary codes of ethics, help avoid consumer disputes and conflicts, while certification programs and monitoring of business practices ensure adherence to quality and safety standards.

International cooperation helps create favorable conditions for e-commerce and facilitates information exchange between countries, thereby enhancing trust and safety for consumers.

Let's identify the directions for further aligning Ukrainian legislation with EU law in the field of e-commerce (see Figure 2).

As shown in the data in Figure 2, further changes in the field of e-commerce are aimed at ensuring greater security and comfort for consumers. Expanding the list of information and setting additional requirements for contracts on online platforms will improve the transparency and accountability of concluded agreements. The introduction of a ban on geoblocking and geographic discrimination against consumers will promote greater accessibility to goods and services. Measures such as strengthening market surveillance and eliminating excessive fees will increase trust in e-commerce. These changes are aimed at creating a fairer and more competitive environment for all participants in the electronic market.



Figure 1. Mechanisms working to protect the legal rights of consumers in the field of electronic commerce

Source: formed on the basis of sources [1–7]

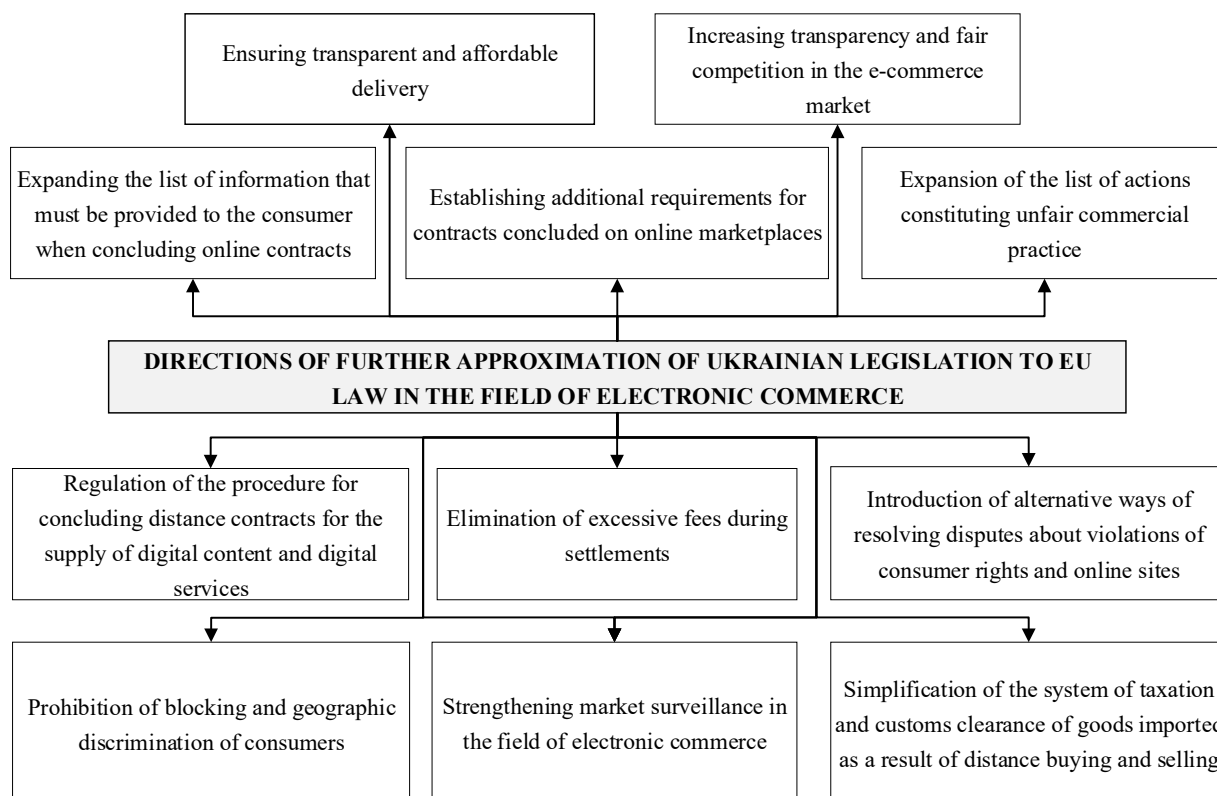


Figure 2. Directions of further approximation of Ukrainian legislation to EU law in the field of electronic commerce

Source: formed on the basis of sources [1–7]

Let's examine the current structure of trust services in Ukraine (see Figure 3).

As seen in the data in Figure 3, the structure of trust services in Ukraine reflects a comprehensive approach to developing the electronic environment and ensuring the security of electronic transactions. The policy aimed at this includes various aspects such as the development of public key infrastructure, oversight of trust services, and interoperability standards. Additionally, key elements include policies regarding electronic signatures and seals, as well as the archiving of electronic documents.

These measures contribute to increasing trust in electronic services and creating favorable conditions for the development of electronic business and e-government.

Let's identify the current list of trust services in Ukraine (see Figure 4).

According to the data in Figure 4, it can be concluded that the list of trust services in Ukraine is an important element of the digital infrastructure aimed at ensuring security and trust in the electronic environment. These services cover a wide range of functions, including electronic signatures, website authentication, electronic seals, and more.

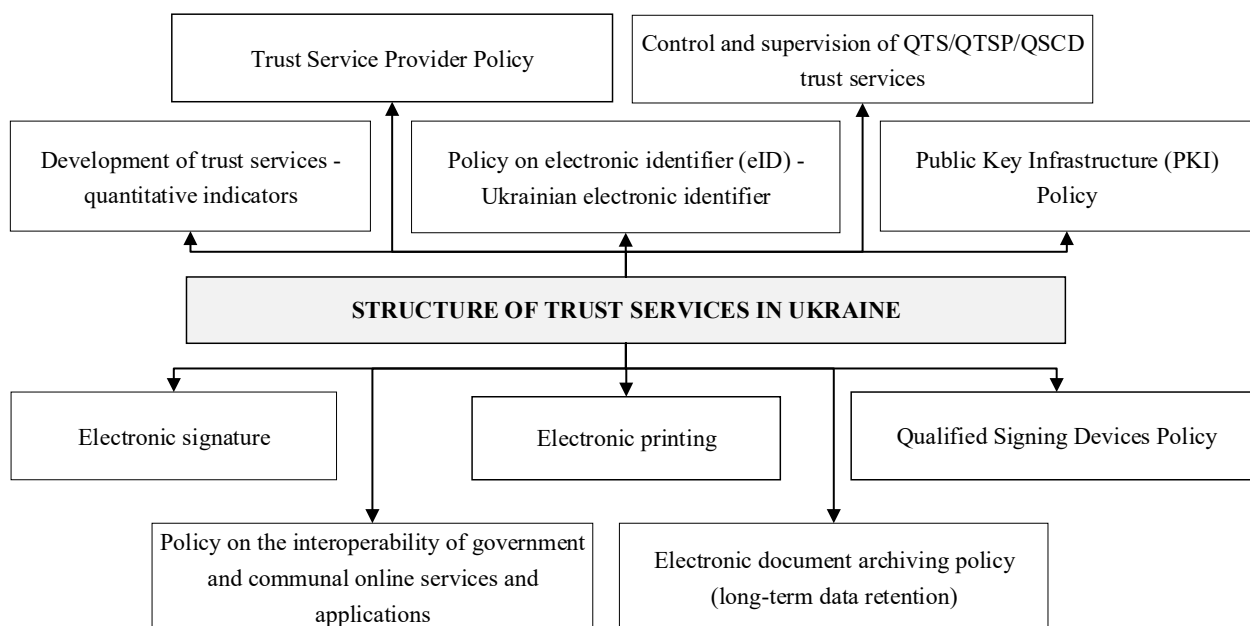


Figure 3. Structure of trust services in Ukraine

Source: formed on the basis of sources [1-7]

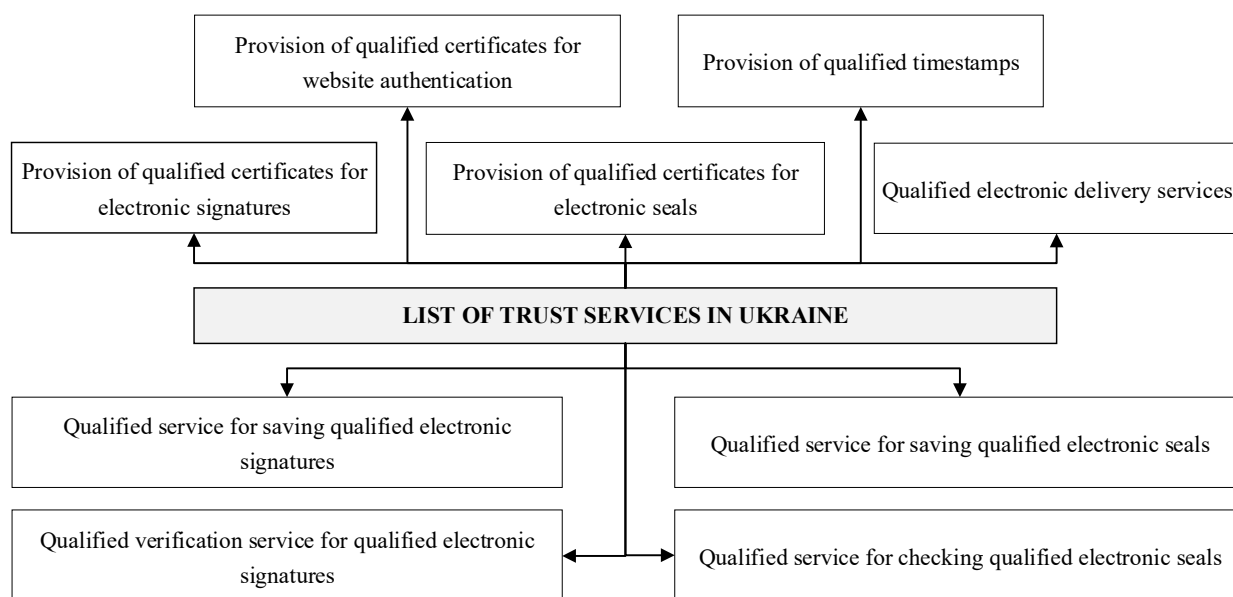


Figure 4. List of trust services in Ukraine

Source: formed on the basis of sources [1-7]

The expanded list indicates growing attention to protecting user rights in the digital sphere and increasing trust in electronic technologies.

Let's examine the factors influencing the development of trust services in Ukraine (see Figure 5).

As seen from the data in Figure 5, the factors influencing the development of trust services in Ukraine reflect not only technical aspects but also socio-economic and legal aspects. Alignment with European standards and regulations, particularly in the areas of personal data processing and conformity assessment, contributes not only to the unification of approaches but also to increasing trust in digital services among users.

The reform of legislation and the implementation of new conformity certification mechanisms indicate a commitment to ensuring a high level of quality and safety for digital services. Simultaneously, the increased focus on data privacy and information protection highlights the importance of developing effective control and regulation mechanisms in this area. Such a comprehensive approach allows for the consideration of various needs and expectations of users and contributes to creating favorable conditions for the development of the electronic environment in Ukraine.

Let's examine the timeline of development and future prospects of digital transformation in the field of telecommunications and trust services in Ukraine (see Figure 6).

According to the data in Figure 6, it can be concluded that Ukraine is making significant strides in the digital

transformation of telecommunications and trust services. Since 2022, the «digital visa-free» regime with the EU has been launched, and electronic signatures, certificates, and seals have been implemented. In 2023, the «Diia» platform expanded with new services such as business registration and social payments, and electronic identification was improved. From 2024 to 2026, plans include expanding broadband internet in rural areas, developing telecommunications infrastructure with a focus on 5G, enhancing digital literacy, and supporting small and medium-sized businesses through «Diia.Business».

These initiatives will contribute to sustainable development in the direction of harmonization with EU legislation and future innovations.

Conclusions. As a result of the conducted research, the main challenges and achievements of Ukraine in the field of digital transformation have been identified. The primary issues remain an underdeveloped legal framework and infrastructure, low levels of digital skills, and limited access to funding for small businesses. At the same time, the implementation of digital transformation initiatives, such as the «Diia» portal and harmonization with the EU, indicates significant progress towards digitalization. For further development, it is necessary to improve legislative measures, promote the development of digital infrastructure, and enhance digital literacy among the population and public sector employees. Thus, Ukraine has chosen the right path for development, but to fully integrate with the EU Digital Single Market and ensure the

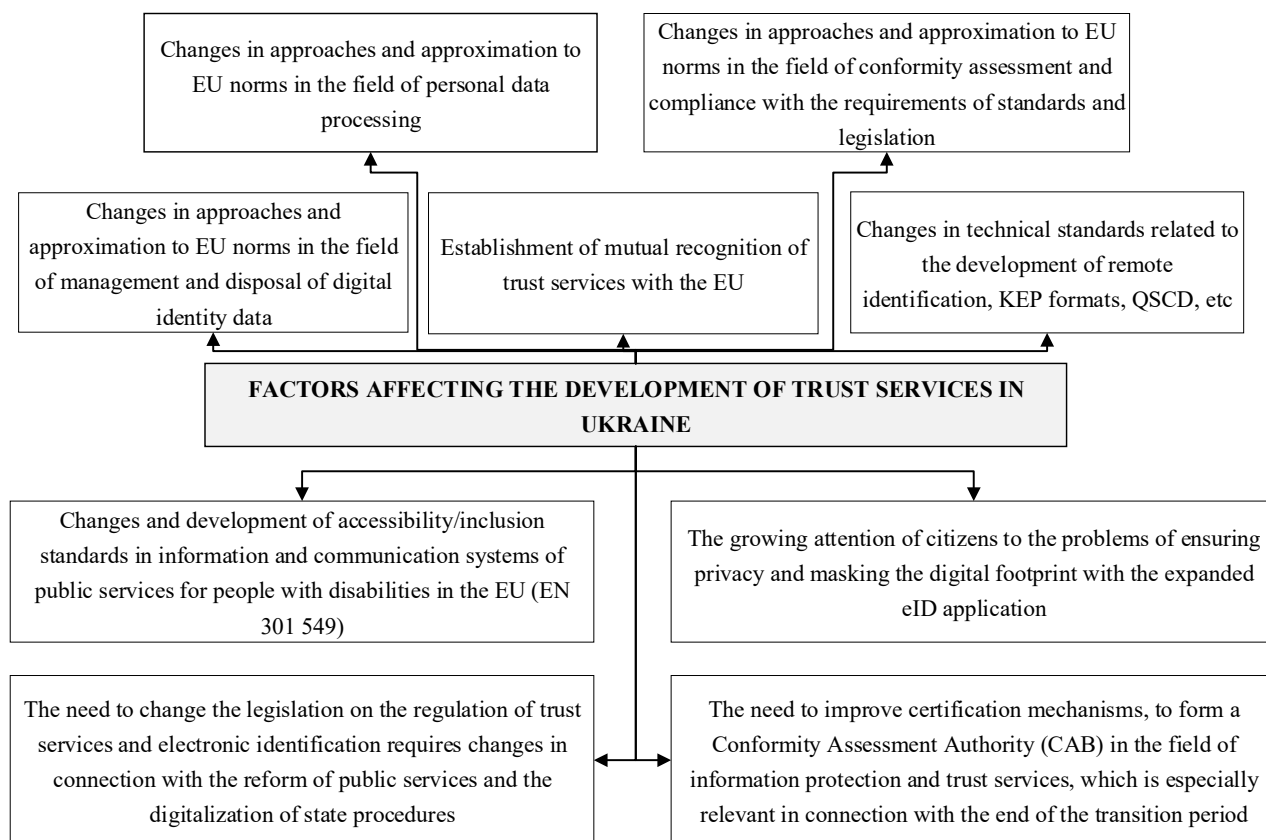


Figure 5. Factors affecting the development of trust services in Ukraine

Source: formed on the basis of sources [1–7]

TIMELINE OF THE DEVELOPMENT AND PROSPECTS OF DIGITAL TRANSFORMATION IN THE FIELD OF TELECOMMUNICATIONS AND TRUST SERVICES IN UKRAINE	
The first stage	
from 2022 to the present time	
Digital visa-free from the EU	Development and implementation of legislative acts to harmonize Ukrainian law with European standards in the fields of electronic identification and trust services
Electronic signatures	Electronic certificates
	Electronic seals
The second stage	
from 2023 to the present time	
Integration of «Diia» with new services	Provision of new public services online, including business registration, registration of social benefits, integration of registration documents
Continuous improvement of electronic identification	Introduction of new standards for electronic documents, which makes them full-fledged substitutes for paper counterparts that can be used in everyday life
The third stage	
from 2024 to 2026	
Expansion of mobile and broadband Internet	«Internet Subsidy» project to provide broadband Internet to rural settlements where there is no access to the network
Development of telecommunication infrastructure	Active construction of new base stations for mobile communication, including 4G technology and preparation for the introduction of 5G
Development of digital education and improvement of digital literacy	Development of educational programs to increase the level of digital literacy among the population, including courses for different age categories and specialties
Support of small and medium-sized businesses through digital platforms	Development of the platform «Diia. Business», which provides consultations, educational materials and electronic services for entrepreneurs

Figure 6. Timeline of the development and prospects of digital transformation in the field of telecommunications and trust services in Ukraine

Source: formed on the basis of sources [1–7]

effective functioning of digital services, it is essential to address issues related to expanding broadband internet in rural areas, developing telecommunications infrastructure

with a focus on 5G, increasing digital literacy, and supporting small and medium-sized businesses through «Diia. Business» in the next period from 2024 to 2026.

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