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Lypchanskyi V.O.

Candidate of Pedagogical Sciences, Associate Professor

Androshchuk I.O.

Candidate of Economic Sciences, Associate Professor

Central Ukrainian National Technical University

Kropyvnytskyi, Ukraine

OMNICHANNEL COMMUNICATION STRATEGIES OF BUSINESS: CHALLENGES OR NEW POSSIBILITIES

In the contemporary business environment, which are characterized by heightened turbulence and pervasive digitalization, enterprises operate amid rapid technological change that reconfigures not only instrumental toolkits but also the underlying logics of consumer engagement. The siloed communication architectures are being supplanted by integrated configurations, foremost among them the omnichannel paradigm. Before considering its operational specificities, a definitional clarification is warranted: omnichannel denotes not the simple coexistence of multiple channels but their coordinated integration within a unified socio-technical system that delivers a seamless, personalized, and coherent brand experience at every touchpoint. Such an environment constitutes an integrated communication ecosystem in which online and offline interactions are bound by a common information-technology platform that aggregates and synchronizes data, standardizes messaging, and preserves context; unlike multichannel approaches, it enables real-time transmission of customer data, cross-touchpoint alignment of content and offers, and the continuation of interactions initiated in one channel and completed in another without loss of history. Against this backdrop, systematic inquiry into omnichannel communication is both timely and consequential.

The objectives of an omnichannel strategy include a unified brand identity across channels, a seamless customer experience, personalized messages and offers, an optimized journey with reduced decision time, and strengthened loyalty and retention. Its effectiveness rests on four interdependent design principles with both strategic and operational dimensions: firstly, personalization - the use of first-/zero-party and behavioral data to calibrate content, tone, timing, and channel while minimizing broadcast effects and testing optimal send windows; secondly, contextuality alignment with journey stage, micro-moments, location, and technical conditions, operationalized through dynamic landing pages, adaptive creatives, AR try-ons, and triggers such as cart-return reminders; thirdly, consistency - maintenance of unified prices, messages, and statuses across channels, supported by a single source of truth, exposure controls (frequency capping), centralized campaign orchestration, and continuous discrepancy monitoring; and, finally, interactivity - rapid two-way dialogue via chats, social media, messengers, and live shopping, with seamless handoffs and systematic feedback capture. Performance is commonly assessed using response time, first-contact resolution, conversions originating from dialogues, and indicators of community quality.

Collectively, these principles constitute the foundation of “intelligent” communication: personalization secures relevance, contextuality ensures situational appropriateness, consistency sustains trust, and interactivity accelerates organizational learning through dialogue. Consequently, enterprises establish communication mechanisms suited to the contemporary environment, enabling efficiency gains and revenue growth. The strategic reconfiguration of the enterprises’s communication strategy thus mitigates crisis vulnerability and supports market-share expansion by elevating customer satisfaction and strengthening corporate reputation in general.

Литвиненко Є.,
здобувач вищої освіти на першому (бакалаврському) рівні
Орлова А.А.,
кандидат економічних наук, доцент кафедри
економіки, менеджменту та комерційної діяльності
Центральноукраїнський національний технічний університет
м. Кропивницький, Україна

TRANSFORMATION OF ENTREPRENEURIAL ACTIVITY UNDER THE INFLUENCE OF BUSINESS ENVIRONMENT DIGITALIZATION

The modern global economy is developing under the influence of active implementation of digital technologies in all spheres of life, including entrepreneurship. Digital business transformation changes approaches to business operations and requires new strategies to remain competitive. It involves the integration of information technologies into all aspects of enterprise functioning—management, communication, accounting, and interaction with consumers. The main goal is to enhance efficiency and the innovative potential of business [3; 135]. Key areas of digitalization include cloud services, e-commerce, HR automation, digital marketing, and social media, which form a new business model where data, information, and technology become core resources.

The COVID-19 pandemic significantly accelerated digitalization. Lockdown restrictions forced companies to quickly adapt to new conditions by implementing remote work formats, online commerce, and digital tools for personnel and customer relationship management [2]. The transition was accompanied by several challenges: lack of technical resources, insufficient digital literacy of employees, low cybersecurity levels, and difficulties in adapting to new work conditions [1; 166]. Although these factors slowed down the digital transformation of business, they did not stop its development.

Digitalization has become a key driver of the global economy: companies actively implement digital technologies, increasing their market resilience [2]. This process covers all sectors—from manufacturing and trade to finance, education, healthcare, and governance.

One of the leading modern trends is the use of artificial intelligence and data analytics to support effective managerial decision-making. For example, **Amazon** applies AI algorithms to analyze user behavior, personalize recommendations, and optimize logistics, which increases sales and reduces costs. Netflix uses viewing analytics to shape recommendations and create content, demonstrating the successful use of digital technologies for customer retention and business expansion.

The COVID-19 pandemic significantly accelerated the development of digital services in education. Platforms such as Zoom, Moodle, and Google Meet enabled the transition of the learning process to an online format, expanding access to education for millions of people [2]. Thus, the future development of digital business is associated with the further spread of technologies such as artificial intelligence, blockchain, cloud computing, and 5G communication [3; 139]. These technologies create conditions for new business models, enhance communication efficiency, and reduce operational costs. Digitalization is already transforming business practices by opening new opportunities for process automation, demand forecasting, and productivity growth.