




**DIGITAL MATURITY OF RETAIL
ENTERPRISES IN UKRAINE:
TECHNOLOGY OF DEFINITION
AND DIRECTIONS OF
IMPROVEMENT**

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Digital transformation of retail covers
a huge number of processes,
interactions, transactions,
technological changes, internal and
external factors

STATEMENT #1



DIGITAL INNOVATIONS - FROM BIG DATA,
ADVANCED ANALYTICS, ARTIFICIAL
INTELLIGENCE, MACHINE LEARNING AND
MOBILITY TO THE INTERNET OF THINGS -
**INFLUENCE CONSUMER BEHAVIOUR AND
ACCELERATE OTHER INNOVATIONS AND
TRANSFORMATIONS.**

STATEMENT #2

The existence of digital gaps, such as unequal access of citizens to digital technologies and new opportunities, is a major barrier to the development of e-commerce in Ukraine.

The identified gaps between the importance and activity in the use of tools for digitization of marketing activities of retailers will identify the ways to overcome them.

STATEMENT #3

INDEXES	IMPORTANCE	ACTIVITY
1. DEVELOPMENT OF DIGITAL INFRASTRUCTURE:		
1.1. BASIC LEVEL		
X1 USE OF INTRANET COMPUTER NETWORK (INTERNAL CORPORATE WEB-PORTAL)	IMPORTANTLY	HIGH
X2 USING THE EXTRANET COMPUTER NETWORK	NOT SIGNIFICANTLY	LOW
X3 USE OF HIGH-SPEED FIXED BROADBAND INTERNET ACCESS (FROM 100 MBPS AND MORE)	VERY IMPORTANT	AVERAGE
1.2. ADVANCED LEVEL		
X4 USE OF CLOUD COMPUTING SERVICES	NOT SIGNIFICANTLY	AVERAGE
X5 USE OF ELECTRONIC DOCUMENT MANAGEMENT BY ENTERPRISES TO WORK WITH CLIENTS	IMPORTANTLY	HIGH
2. DEVELOPMENT OF DIGITAL SKILLS OF STAFF:		
X6 AVAILABILITY OF STAFF WITH USER SKILLS	IMPORTANTLY	HIGH
X7 AVAILABILITY AND QUALIFICATION OF SPECIALISTS IN THE FIELD OF ICT	NOT SIGNIFICANTLY	AVERAGE
X8 STAFF TRAINING IN THE FIELD OF ICT	NOT SIGNIFICANTLY	LOW
3. DEVELOPMENT OF DIGITAL ASSETS:		
X9 USING THE WEBSITE FOR CUSTOMER SERVICE	VERY IMPORTANT	AVERAGE
X10 USE OF SOCIAL MEDIA	VERY IMPORTANT	AVERAGE
X11 USING BIG DATA TECHNOLOGY	IMPORTANTLY	AVERAGE
X12 E-COMMERCE VIA THE INTERNET	VERY IMPORTANT	LOW



*Thank you for
your attention*