A large number of businesses, regardless of the current events, are optimistic and continue their work. After all, business is an active participant in a fight against the aggressor. The country's economy largely depends on its development, taxes and job offers. 93.4% of businesses are encouraged to support the economy of Ukraine, about 70% do it voluntarily. Ukrainian companies make a big contribution to helping the army, in particular, by joining the volunteer activities. But, nevertheless, it would be more expedient to cover the damage caused by the war and the losses caused the restrictions at the expense of the international reserve funds, which have been significantly enriched during the pandemic [2, p. 2].

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APPLICATION OF DIGITAL TECHNOLOGIES IN CITY MANAGEMENT: PROS AND CONS

In recent decades, digital technologies have been used to effectively manage cities, which helps to reduce costs, improve the quality of life of the urban population, restore the environment, etc. Thus, the transformation of cities into "smart" ones is carried out, which benefits both the cities and their residents, as well as technological innovation companies that invest in the implementation of computer-innovative technologies to serve cities.

The projects of "smart" cities are supported by city residents, authorities at the local and state levels, international agencies, world banks, and private investors. At the same time, there are some contradictions in the use of these technologies, which requires state and public control in order to prevent negative consequences.

One of the problems is the loss of control at the local and state levels over the databases accumulated in private companies. Special sensors, video cameras, and electronic devices collect raw data and accumulate it. This data is still free, but can be used as objects of purchase and sale, because information in the market has a high value. In exchange for collecting data from their residents, information companies offer city governments the platforms and digital programs that are often free, the bundles of data collection services and storage, network infrastructure, etc.

To expand the market, marketing firms need information about the leisure time of the population, the time spent watching television and using computers, mobile phones, the formation of demand for new goods and services, etc., so they are ready to buy collected and systematized information.

Less economically developed countries of the world express fears about the emergence of a new colonial dependence on powerful technological companies: Google, Facebook, Microsoft, Apple, etc. The latter can change information about cities and their population, influence the conduct of their own research by reducing investments, urban planning, urban policy. The development models proposed by these agents may be detached from local reality, not taking into account national specifics, unified for any city [1].

It should be noted that the pace of digital evolution in Ukrainian cities lags significantly behind the global pace. Kyiv has become a developed "smart" city, in which the most innovative projects have been implemented ("Kyiv resident's card", online appointments with doctors, the ability to submit electronic petitions and voting, enrollment of children in preschool education institutions) [2]. Gradually, this concept actively spread in the pre-war period to other cities of our country.

Technological innovations in the functioning of cities and the state, in general, can lead not only to a comfortable existence for residents, but also to significant savings in state and local budgets. The best examples can be electronic document management, the single portal of public services online "Diya", which save time of the population and relevant institutions, saves their money and budget expenses.

We also note that not only private technology companies that accumulate and systematize them, but also state authorities, statistical services, universities, institutions, and the public should have access to databases.

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"SMART CITY": GLOBAL EXPERIENCE

Large cities and megacities have a complex infrastructure: transport system, communications, service systems for residential and administrative buildings, water supply, garbage and waste removal, etc. The life of the population and the functioning of cities require safety and environmental friendliness. Thanks to the traditional, "manual" management, it becomes difficult, and sometimes impossible, to ensure the efficient life of cities, which contributes to the introduction of information technologies and the creation of "smart cities".

The latter represent a thoughtful interaction between the cities themselves and their residents thanks to the innovative computer technologies, a coordinated relationship between the existing life support and security systems.

Deloitte, an international company specializing in providing services, notes that there are more than a thousand "smart cities" operating in the world. A significant part of them is located, first of all, in China (about 50%). There were quite a few of them in North America, Western Europe, Japan, South Korea, and India.

Governments of countries and local authorities are interested in investments for the implementation of various modern Internet technologies that contribute to