



 Research Article

## THE PLATFORM AND ECOSYSTEM OF THE DIGITAL ECONOMY, THE CONCEPT, THE CRITERIA AND CHARACTERISTICS OF PLATFORMS

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### ABSTRACT

In the present era, when digitization processes are rapidly progressing in all areas of our life, the most important and decisive technology of the digital economy is the digital platform. Currently, digital business ecosystems are functioning as an integral part of the digital economy. It is no secret that digital business ecosystems are being actively used in every sphere of our life and are facilitating the way of life of mankind. Nowadays, every person who can use electronic devices and the Internet can use an ecosystem in his work or personal life, which will create a number of reliefs for him. Based on this approach, this article describes digital platforms, digital business ecosystems, their capabilities and role in our lives today, and the purpose of creating digital ecosystems.

### KEYWORDS

Digital economy, technology, software, platform, information and communication technologies, ecosystem, digital platform, digital platform infrastructure, instrumental digital platform, practical digital platform.

### INTRODUCTION

In the era of the digital economy of every industry, new infrastructure is necessary. The most important and decisive technology of the digital economy is the digital platform. A digital economy platform is a digital environment (software and hardware complex) with a set of functions and services that meet the needs of consumers and producers, as well as the possibility of direct communication between them. As a software product, the platform collects all the necessary technologies, which provide a large number of users with access to information, high-quality planning, analysis services and, most importantly, to the market (customers, manufacturers, service organizations, etc.) gives access. The value of the platform is to provide direct communication and facilitate the interaction between participants. In recent years, qualitative shifts associated with the development of information and communication technologies (ICT) have been observed in four cases:

- digital technologies are constantly expanding their scope of application;
- the costs of introducing and using relevant tools are constantly decreasing;
- the degree of digitization of economic activity is constantly increasing (including due to the influence of the first two factors);
- the presence and spread of digital devices (computers, phones, smart devices and devices connected to the Internet) is constantly growing.

This set of circumstances led to the formation of qualitatively new conditions for the economic feasibility of new business models based on the development of digital ecosystems supported by digital platforms.

The ecosystem of the digital economy is the cooperation of related technological platforms, practical Internet services, analytical systems, information systems of state authorities, organizations and organizations that ensure continuous cooperation of citizens. Digital platforms are an important tool of the digital economy, combining many new technologies and giving users (both producers, consumers and intermediaries) access to the best digital tools and a free competitive market, which will change the rules of the game in the relevant segment. causes a change in quality.

We will also pay special attention to the criteria of digital platforms. Criteria for classifying an enterprise as a “digital platform”:

1. Algorithmization of the interaction of the platform participants: the interaction of the participants is carried out within the framework of a clearly defined algorithm.
2. Mutually beneficial relations of platform participants.
3. Importance (scale) of the number of participants using the platform for cooperation. It is important for all potential participants of the platform: society, economy, country, world.

4. Availability of a single information environment and relevant information-technological infrastructure in which mutual cooperation of participants is carried out.

5. The existence of an effect in the form of a reduction of transaction costs under the interaction of various participants of the platform - compared to the same interaction without platforms. At the same time, such an effect should be achieved by using certain technologies of working with information or by reorganizing business processes. Distinctive features of digital platforms include:

➤ The purpose of the platform is the main activity carried out using the digital platform.

➤ Existence and use of the platform in which groups of participants or parties using the digital platform, as well as the main beneficiary (a person who entrusts his property or finances to a trust for income) contribute to the digital economy with the results of activities through the use of the platform. Its purpose and such beneficiary's requirements for the platform.

➤ Level of data processing on the platform. to perform a certain technological process of information processing (combining a number of technical operations specific to a certain information processing technology) to achieve the level of efficiency of processing the data entered by the participants on the platform;

➤ Obtaining information for decision-making (collecting the use of a number of technologies

within the framework of automating the business process of a certain economic entity);

➤ Obtaining business benefits from providing a product, service to the consumer (combining the use of a number of separate automated business processes within the framework of an economic transaction between economic entities).

➤ Infrastructure of digital platform. What does the "unified information environment" in which the activities of digital economy subjects are carried out mean and what it consists of. The definition of digital platform given above and the distinguishing features of digital platforms allow us to type digital platforms.

We will also consider the main types of digital platforms and their classification:

1. Instrumental digital platform. The digital platform provides software and hardware solutions for software or software-based software or complex (product) software for production. Accelerate the development of software or hardware solutions by providing pre-defined model data, functions and interfaces for end-to-end information processing based on data processing technologies, as well as software or hardware development and debugging tools.

2. Infrastructure digital platform. A digital platform based on an ecosystem of information market participants, the purpose of which is to accelerate the market and provide customers in the economic sector with solutions (IT - services) for automating their activities using the latest technologies of digital information and access to



information sources. provide; implemented in the infrastructure of this ecosystem.

3. Practical digital platform. A business model that provides an algorithmic exchange of certain values between a large number of independent market participants by conducting transactions in a unified information environment that reduces transaction costs due to the use of digital technologies and changes in the division of labor.

Based on the characteristic features of digital platforms, a comparison of the types of digital platforms is presented, which allows for a more systematic approach to their classification and subsequent use in determining the type of the recommended platform. The types of digital platforms actually exist and are very general in that the digital platforms created may not exactly match one or the other of the above characteristics. In addition, it is often difficult to understand the essence of a particular digital platform, because one market participant can implement different digital platforms at the same time, but from a marketing point of view, it can be difficult to do this under one brand.

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