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Research Article

IMPORTANT ISSUES OF IMPLEMENTATION OF DIGITAL ECONOMY AND INNOVATIVE INFORMATION AND COMMUNICATION TECHNOLOGIES

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ABSTRACT

Nowadays, the concept of digital economy has appeared in the economic theory and practice of a number of countries. It was characterized by the rapid development of digital technologies, the revolution in the information sector, and the acceleration of the globalization of the economy. The efficiency of their use has been translated into increasing knowledge, and socio-economic relations are expanding more and more.

KEYWORDS

Economic importance, digital economy, network resources, digitalization, information technology, competition, innovation, innovative management.

INTRODUCTION

Interest in the digital economy has grown significantly due to significant changes in society and the economy. Modern technologies and platforms have helped businesses and individuals to reduce costs by minimizing personal communication with customers, partners, and government organizations, as well as making communication faster and easier. The result is a digital or electronic economy based on network resources.

The word "digitalization" is actually a new term, which refers to the involvement of IT solutions in the process of innovative management and administration, and as a result, the use of information technologies in all systems, from

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Internet of Things to e-government. The main source of the digital segment of the economy is the growth of the transactional sector. In developed countries, this indicator makes up more than 70 percent of GDP and combines public administration, consulting and information services, finance, wholesale and retail trade, as well as services (utility, personal and social).

The higher the diversification and dynamics of the economy, the greater the circulation of unique information within and outside the country, and the greater the information traffic within national economies. Therefore, the digital economy develops rapidly in markets where the number of participants is large and IT services are widespread.

In particular, it creates unlimited convenience for transport, trade, logistics and similar industries that actively work with the Internet. According to some researchers, the share of the electronic segment in them is close to 10% of the GDP and provides employment for 4% of the population. Most importantly, these indicators will grow steadily.

Undoubtedly, the effectiveness of the digital economy is influenced not only by the coverage of information technologies and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital, and successful management instruments. Therefore, economic development relies on them, which means that these criteria are as important as before in the development of the digital economy.

Today, old and new companies that use IT tools to create new services and business models around the world are creating strong competition for companies that are leaders in most industries. According to forecasts, in the coming years, the macro-economy is expected to be strongly dependent on manufacturers relying on the criteria of "lean production", additive, nano and biotechnology. In this regard, the volume of information considered necessary for rational management will also increase, and the structure of production and civil communication, business and government bodies will undergo serious changes.

The following are indicated as the main conditions and factors for gradually entering the path of social and economic development:

- implementation of electronic government and digital city concepts due to informatization and integration of public administration bodies and municipal services;
- mass production of products of the new technological generation (such as driverless cars, etc.);
- implementation of ideas related to the construction of "smart" and ecological houses using unique decoration and building materials;
- wide promotion of alternative forms of employment through outsourcing, self-employment, etc.;
- creating professional networks that serve to search for workers-freelancers to perform certain tasks.

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All of the above allows businesses to reduce costs with the help of modern platforms that integrate goods and electronic services in production and management. First of all, this issue concerns the integration of service orders, joint use of resources, selection of counterparties, conduct of electronic trade, payments and others. Information technologies provide an opportunity for enterprises to adopt a completely new, faster pace of work and to diversify the form of services and products. In addition, researchers are also talking about the introduction of short life products into the market.

As a result, business can significantly reduce the prices set for services, and in the macroeconomic direction, individual production and false employment indicators will increase. Also, directions such as crowdfunding and crowdsourcing are now included among new economic technologies.

According to economists, at the same time, as a result of such changes, the economy based on the practice of extracting additional value is changing to the economy of cooperation and sharing of interests ("sharing-economy"). This gives rise to hope that market competition will actively give way to mutually beneficial cooperation and cooperation, and at the same time, it will move from vertical communication to equal relations and complementary services.

According to estimates, this will be reflected in the increase in the number of services and the growth of the volume of electronic trade in services. It is noted that digital technologies will dramatically change more than 50 percent of economy-related sectors. This vision is based on the fact that information technologies and digital platforms will dramatically change business models, eliminate intermediaries and optimize processes for their efficiency.

According to the calculations of the World Bank, a 10% increase in the number of high-speed Internet users can increase the annual GDP from 0.4% to 1.4%. Also, the share of the digital economy in the country's GDP is considered to be an indicator of its importance.

In 2010, the Boston Consulting Group estimated the scale of digitalization at $2.3 trillion (4.1 percent of GDP) for a group of 20 countries. If this trend continues, after 10-15 years the share of such an economy in the world GDP will approach 30-40%. In developing economies, about 1 percent of the population is employed in the IT sector, a sector that creates more jobs than others. However, the rise of the IT sector is driving the creation of jobs in other sectors that are adopting new technologies (for every 1 new job created in the IT sector, there are 4.9 jobs in related sectors).

The digital economy boldly opens new horizons for entrepreneurs and self-employed people. Often, the contribution to the development of the IT sector creates the basis for the development of the economy, the creation of new jobs, the emergence of new types of services for people and businesses, and the reduction of costs within the framework of e-government projects. At the same time, the overall effect resulting from the

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implementation of information technologies turns out to be less effective than expected and not distributed in the same order. Getting the most out of such investments requires a good understanding of how technology interacts with other factors, called "analog complements" in a World Bank report.

It is very difficult to enumerate the effects created by the digital economy, therefore, it is difficult to fully evaluate the connections that the access to electronic services and metadata provides to economic objects. Therefore, justifying the importance of investments in information, especially at the state level, is a difficult task. It is a self-evident phenomenon that it is impossible to always calculate gigabytes of information created in one or another field. The communication models that have emerged as a result of the integration of information platforms give impetus to the emergence of new economic technologies (YIT). IT is information that is integrated into a single technological platform to create, transfer, store and reflect information products (data, ideas and knowledge) that serve a purpose to organizational management systems and minimize transaction costs for communication between economic agents. is a collection of new "customizable" tools and methods in all aspects of processing.

The main principles of IT:

- creating radically new business models;
- rational integration of various IT services and application of methods of their use in organizational and technological processes in the real economy sector;
- minimizing transaction costs and material resources used in production.

YIT develops in the current economic realities on the basis of digital technologies. Earlier, technologies related to production, trade, and finance have gradually improved, but now emerging ITs are focused on horizontal relations (self-organization and singularity), innovative entrepreneurship (self-development), information engineering (self-improvement) and serves as a basis for auto-formalization (automatic structure) of economic processes.

Data centers modern IT platforms for information systematization and analytical processing form the true basis of IT. In this case, the development of the direction of providing services related to management consulting and business analysis is of great importance. New institutions, such as information and consulting services and state development agencies, serve as the organizational basis for improving the business environment.

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