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**DIGITAL ECONOMY DEVELOPMENT ISSUES IN THE SOCIO-ECONOMIC ENVIRONMENT**

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**Abstract**

The article deals with the analysis of the digital economy development issues in the socio-economic environment. It is established that the digital economy is a new type of economic relations, which is already present in all sectors of the global market and is actively developing. It is revealed that the digital economy can soon become a leading segment, a growth and development driver of the socio-economic system in general. This is because the digital economy has some advantages over material commodity-money exchange, such as the prompt delivery of goods, or almost instantaneous provision of services. Another advantage of the digital economy is the lower cost of producing and executing transactions. It is proved that one of the key advantages of the digital economy over the traditional one is that electronic goods exist in virtual form and are practically inexhaustible.

**Keywords**

Socio-economic environment – Digital economy – Transaction – Market – Price

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## Introduction

At present, new digital technologies and innovative business models are penetrating all sectors of the economic life of society, influencing the very essence of the economy, and forming qualitative structural changes in it. Therefore, due to digitalization and other technological changes, humanity has entered a new era of global change. In this case, the digital economy is perceived as a panacea, while its accelerated development is seen as a way to solve almost all existing problems.

All this is reflected in the explosive growth of interest in digital issues in socio-economic research, in public discourse, and public administration documents. But it should be understood that no single solution can be found to all the existing problems. And thus, the digital economy cannot be a panacea in contemporary Russia or the world in general. In the authors' opinion, digital economy development should be considered in the context and close interrelation with other transformations that contemporary society and the economy are experiencing. To do this, it is necessary to study its system properties in more detail, as well as the possibilities of practical use of its tools in the socio-economic environment.

The study of issues related to the development of the digital economy is reflected in the works of O.V. Erokhina<sup>1</sup>, I.A. Ivanova<sup>2</sup>, P.M. Klachek<sup>3</sup>, B.L. Kuznetsov<sup>4</sup>, E.L. Yakovlev<sup>5</sup> et al. At the same time, currently there are no well-defined determinants of the digital economy development issues in the socio-economic environment.

## Methods.

The theoretical and methodological basis of the research includes an abstract-logical method, methods of induction, deduction, analysis, synthesis, and systematization, used to justify approaches to the digital economy, as well as statistical-economic and graphic methods, applied to study the level and trends of the digital economy in the socio-economic environment.

The information base of the article includes statistical data of state bodies, legislative and regulatory documents governing the digital economy development issues in the socio-economic environment, as well as the results of scientific research<sup>6</sup>.

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<sup>1</sup> O. V. Erokhina, "Perspektivy sozdaniya «umnyh gorodov» v Rossii", T-comm: Telecommunications and Transport Vol:12 num 4 (2018): 17-22.

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<sup>5</sup> E. L. Yakovleva; N. S. Seliverstova and O. V. Grigorieva, "Konceptsiya elektronogo kochevnika: riski razvitiya cifrovoj ekonomiki", Urgent Problems of Economics and Law Vol : 11 num 4 (2017): 226-241.

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In the course of the research, it is planned to systematize the features of digital economic development and work out measures to coordinate activities among the main participants of the digital economy. The implementation of these measures will allow saving resources, mastering new products and technologies, reducing the cost and time of manufactured products.

## Results

The research shows that information technologies are becoming increasingly important in the economic development of many countries around the world. In this case, single information and economic space, whose formation became possible due to scientific and technical progress, contributes to economic growth and increases labor productivity, creates innovative jobs and digital assets, extends the empowerment and rights of citizens, improves access to global markets, enhances the competitiveness of enterprises, as well as the quality of public services.

The absence of physical weight of products, which is replaced by information volume, lower resource costs for the production of electronic goods, the much smaller area occupied by the products, and almost instantaneous movement of goods through the Internet make the digital economy more advantageous comparing to the material economy. Certainly, this concerns a case of specific digital goods (Table 1).

At the same time, the digitalization of business, starting with local intracompany and corporate projects, is gradually gaining a global scale, while major players in the digital business have reached the leading positions in the world. Besides, politics, legal norms, traditions, and culture, the achieved level of economic development, the advanced education, and its technological base, as well as many other factors play a significant role in the development of the digital economy.

Recently, Russia has also been discussing the creation of a kind of national Internet to protect the national digital space, which is becoming an element of critical infrastructure in the current context due to malicious external impact. At the same time, the digital economy is inherently international and transnational.

Therefore, despite the desire to protect the national digital space, which is demonstrated by many governments, an opposite trend is noted at the same time, which is associated with the unification of technical standards and regulatory rules in this area.

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Characteristics	Effect on the economic development in general
The economic activity focuses on the digital economy platforms	Interaction among economic entities is facilitated, costs (primarily transaction costs) are reduced, additional functionality for both suppliers and consumers is provided, their cooperation improves that reduces the cycle time for developing new products and bringing them to market, creation of innovative products and solutions is enhanced
Personalized service models are formed	Targeted Internet marketing, 3D printing, and other digital technologies allow personalizing the production and sale of goods and services, taking into account the requirements and needs of each customer, which ultimately contributes to saving resources (by coordinating the structure and volume of demand and supply) and increasing the population's quality and standard of living
Manufacturers and consumers interact directly	The conditions are created to reduce the chains of intermediaries between the producers and the end-users, building effective production and consumer cooperation
The sharing economy is spreading widely	Comprehensive digitalization and acceleration of communications create prerequisites for the blurring of traditional property relations, the development of legal practices using the theoretical institutional concept of the bundle of legal rights. The phenomenon of joint ownership of goods (especially technically complex and expensive, such as, for example, passenger cars) is developing, which can radically reduce the costs of end consumers
The role of individual participants ' contribution to economic activity increases	The development of small and medium-sized businesses, as more flexible and mobile, plays a significant role in business processes; the accelerated promotion of innovative startups is underway; the sector of the economy of individuals is expanding, and the tendency to automate the economy structure increases

Table 1  
Key characteristics of the digital economy

For example, the European Union's market is still fragmented. In this regard, the leaders of the EU countries are actively working to create a single digital market of this integration association. Similar problems may arise at the level of the individual, rather large, countries. For example, India has over 460 million Internet users. But the Indian digital economy is multilingual (financial transactions are carried out in several languages), which negatively affects the functioning of the digital market.

The explosive growth of social networks, the increase in the number of smartphones, the facilitation of broadband Internet access, the spread of machine learning, and artificial intelligence technologies are changing the contemporary world. The digital transformation of organizations, both commercial and noncommercial (including government), is a response to the development and active dissemination of new digital information technologies around the world. At the same time, based on the paradigm of progress prevailing in science, as believed by the authors, the main goal of the digital economy development is to improve the living standard of the population, and the quality of goods and services.

In this case, the effective development of markets in the digital economy is possible only based on developed technologies. Thus, the measures to develop the digital economy should be carried out in two directions. First direction concerns institutions. To create conditions for the digital economy development, it is necessary to carry out their restructuring

and modernization (normative regulation of digital markets and digital production, training of personnel with digital competencies). The second direction is related to the technical infrastructure (data transmission networks, data processing centers, software services, etc.), whose implementation requires not only considerable efforts but also investments.

It should be noted that, despite the existing obstacles and difficulties, the digital economy, in general, continues rapidly developing worldwide. The manufacturing sector of the digital economy is also growing. Automation of production, big data, and artificial intelligence became possible due to digital technologies.

All this allows opening up new ways of using human potential, but at the same time, it can create social problems associated with the disappearance of several traditional mass professions. Therefore, to advance the digital economy in Russia, a decree "On the Strategy for the Development of the Information Society in the Russian Federation for 2017-2030" was issued, which had defined a program of measures for economic development in Russia in the medium term, given the capabilities of its informatization and digitalization. To follow-up on this document, the Russian Government has issued a decree which approved the "Digital Economy of the Russian Federation" program.

The main goals of the program are creating conditions for the development of high-tech industries, and preventing the creation of restrictions in traditional economic sectors, as well as improving the competitiveness of national economic sectors, and strengthening it within the framework of the national concept for the development of digital platforms (Fig. 1).

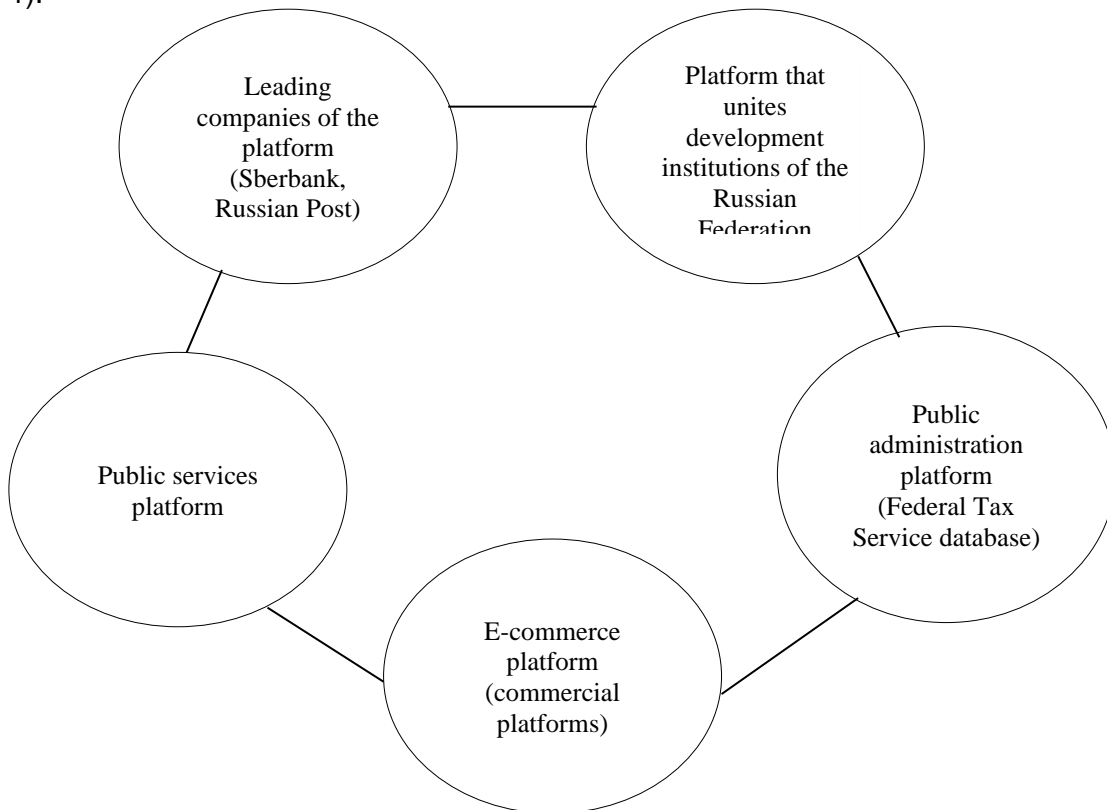


Figure 1  
The functioning of digital platforms in the Russian Federation

For the successful development of the digital economy in the Russian Federation, at least ten national leading companies (among ecosystem operators) able to compete must enter the global markets. The country should also have 10 functioning digital platforms for basic areas of the economy, operating in digital education, digital healthcare, and the creation of a smart city. Besides, in the field of digital services, at least 500 small and medium-sized businesses must successfully operate specializing in creating digital technologies and providing digital services.

One can point to a well-known indicator, such as the Networked Readiness Index, which is calculated by the World Economic Forum and published in the Global Information Technology Report. This index shows how effectively the economies of the world use digital technologies to improve competitiveness and assess the factors that affect the development of the digital economy. Russia's strengths when calculating this index are accessibility of information and communication technologies; the ability of the population to use information and communication technologies due to the availability of basic educational skills related to the quality of the educational system, adult literacy, and secondary education coverage; development of information technology infrastructure (mobile network coverage, Internet bandwidth, and availability of digital content); as well as penetration and dissemination of information technologies at the individual level.

At the same time, in recent years, Russia's digital economy has received a significant impetus. Certain successes have been achieved by private companies. The labor market is being transformed, and unprecedented infrastructure projects are being implemented at the government support that increases the level of availability of digital services for citizens and businesses. Internet, mobile, and broadband communication have become widespread.

This has already led to positive changes, such as the widespread coverage of the Internet, developing the banking sector, expanding the electronic services market, improving the infrastructure of cities, increasing the availability of educational materials, and implementing more and more modern computer equipment. It should be noted that, like any other large-scale phenomenon, the development of the digital economy is associated not only with positive consequences but also with various risks and threats.

In this case, two main factors are the sources of risk. First, it is the emergence of new types of risks and threats inherent in the digital economy and based on its technological features. Secondly, the transition to the digital economy is accompanied by an institutional transformation, which in itself, regardless of its causes and nature, is a powerful destabilizing factor for sustainable and successful socio-economic development.

## Discussion

The reliability of the presented approaches is confirmed by the fact that many risks, threats, and problems of digital economy development require taking measures to eliminate them. Unfortunately, it is impossible to do this quickly and solely at the expense of the state's resources<sup>7</sup>. A comprehensive effort is required, using both public and private resources.

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<sup>7</sup> Ek. V. Agamirova; El. V. Agamirova; O. Ye. Lebedeva; K. A. Lebedev and S. V. Ilkevich, "The methodology of estimation of the quality of tourist products. Quality: Access to Success, Vol: 18 num 157 (2017): 82-84; E. Yu. Nikolskaya; N. I. Kovaleva; M. E. Uspenskaya; N. I. Makshakova; E. N. Lysoivanenko y K. A. Lebedev, Innovative quality improvements in hotel services", European

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Among the priorities that determine the areas of activities, one can specify the promotion of the creation and development of businesses focused on the digital economy. The state can provide them targeted support, such as to furnish a guarantee for bank loans, including export loans, compensate for some of the patenting costs, create targeted investment funds, and provide support through the public procurement mechanism.

The additional support is also needed for small and medium-sized businesses in creating digital technologies, platforms, and providing digital services. This can be achieved, for example, by providing certain benefits to the relevant companies (for example, concerning insurance payments or tax contributions) which develop digital technologies, creating fair competition between such companies, providing them with orders and standards that the final product must meet.

The formation and scaling of digital platforms for the main sectors of the economy are also required. Today, in Russia and many other countries, there are portals for providing state and municipal services, and platforms for making payments. Tax authorities are switching to accepting electronic reporting, and plastic cards are increasingly used for social payments. It should be noted that the country has significant problems related to the implementation of information technologies in local government bodies. Taking into account the subsidized nature of the majority of municipalities, they are not able to solve these problems themselves. Thus, special support for their digital transformation is required from regional and federal authorities.

Besides, it is necessary to create industry, regional, and country-wide cybersecurity systems. In particular, it is necessary to finalize legislation on combating cybercrime, create protection units in law enforcement agencies, develop secure technological solutions, and ensure interaction among all participants in the global digital economy. At that, it should be remembered that security should not hinder the growth and development of technologies. Cross-country information exchange in the field of cybersecurity should be strengthened.

## Conclusion

Summing up, it can be noted that the digital economy is a new type of economic relations, which is already present in all sectors of the global market and is developing intensively. The digital economy may soon become a leading segment, growth and development driver of the economic system in general. This is because it has some advantages over material commodity-money exchanges, such as the quick delivery of goods, or almost instantaneous provision of services. Another advantage of the digital economy is the lower cost of producing and executing transactions.

One of the key advantages of the digital economy over the traditional one is that electronic goods are virtually inexhaustible and exist in virtual form, while material goods are almost always limited in quantity and it is much more difficult to access them. At present, the

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digital economy is already moving beyond purely economic processes. Digitalization is being implemented into social processes, and it increasingly influences the successful life of people. Besides, digital technologies greatly penetrate in the work of government structures.

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