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Abstract

The article is devoted to the analysis of the digital economy development problems in the socio-economic environment. It has been found that the digital economy is a new type of economic relations that is already present in all sectors of the world market and is rapidly developing. It has also been revealed that the digital economy could soon become the leading segment, a driver of growth and development of the socio-economic system as a whole. This is because the digital economy has some advantages over material commodity-money exchange, such as fast delivery of goods or almost instant 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 in comparison with the traditional one is that electronic goods exist in a virtual form and are almost limitless.

Keywords

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

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Introduction

Nowadays, new digital technologies and innovative business models penetrate all spheres of the economic life of society, affect the very essence of the economy and form 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, and its accelerated development is perceived as a way to solve almost all the existing problems.

All this is reflected in the increasing interest in digital problems in socio-economic studies, public discussions and government documents. However, it should be understood that there is no one single solution to all the existing problems. Thus, the digital economy cannot be a panacea in modern Russia as well as in the whole world. The development of the digital economy should be considered in the context of close interconnection with other transformations that both modern society and the economy are undergoing.

That is why it is necessary to study in more detail the properties of its system and the possibilities of the practical use of its tools in a socio-economic environment.

The study of issues related to the development of the digital economy is reflected in the works by M.N. Novikova¹, O.V. Glinkina², S. A. Ganina³ A.V. Maslennikova⁴, T. M. Regent⁵ and others. At the same time, nowadays, there are no clearly defined determinants of the digital economy development problems in the socio-economic environment.

Methods

The theoretical and methodological basis of the research includes the abstract logical method, the methods of induction, deduction, analysis, synthesis and systematization used to justify approaches to the digital economy. Statistical, economic and graphical methods are also used to study the level and trends of the digital economy in the socio-economic environment.

¹ S. D. Bodrunov y M. N. Novikova, "The future: the Fourth Industrial Revolution necessitates profound changes in economic and social life", *Russia's economic revival* Vol: 2 num 56 (2018): 5-13.

² O. V. Glinkina, *Global transformations of the digital economy. Current trends in the development of the digital economy: realities, problems and impact on finances: a collective monograph* (Moscow: RUSAINS, 2019) y O. V. Glinkina; T. M. Regent; A. V. Maslennikova; M. M. Novikova y E. N. Sokolova, "Disruptive Innovations and Business Digitalization", *International Journal of Innovative Technology and Exploring Engineering* Vol: 9 num 2 (2019): 1164-1167.

³ S. A. Ganina; O. V. Glinkina; M. V. Soloveva y T. A. Solostina, *Organizations in the modern space: aspect configurations. Economy and management: a search for a new model of innovative development, a collective monograph* (Penza: International Center for Scientific Cooperation "Science and education", 2019) y S. A. Ganina, *Digitalization of the economy as a factor of the formation of a new approach to human capital*. In: *Materials from the All-Russian scientific and practical conference "Artificial Intelligence and financial management" – Moscow, Institute of digital economy, 15 December, 2018* (Moscow: Institute of Digital Finance, 2018).

⁴ A. V. Maslennikova y I. A. Kubrak, "Analysis of the competitiveness of Russian regions in the context of the Fourth Industrial Revolution", *Russian New University's Bulletin, edition "Human and society"* num 1 (2019): 75-84.

⁵ T. M. Regent, *The opportunities for the development of the digital economy in Russia. Current trends in the development of the digital economy: realities, problems and impact on finances: a collective monograph* (Moscow: RUSAINS, 2019)

The informational basis of the article includes data from public authorities, legislative and normative documents that regulate the digital economy development in the socio-economic environment, as well as the results of scientific research⁶.

In this study, it is planned to systematize the features of the digital economy development and identify measures to coordinate the activities of the main participants of the digital economy. The implementation of these measures will save resources, develop new products and technologies, reduce the cost and duration of goods production.

Results

The study revealed that the importance of information technology in the economic development of many countries of the world is growing. In this case, a single information and economic space, the formation of which became possible due to scientific and technological progress, contributes to economic growth and increased labour productivity, creates innovative jobs and digital assets, expands the opportunities and rights of citizens, improves access to global markets and increases the competitiveness of enterprises and the quality of public services.

Therefore, the physical weight of products is replaced by the amount of information, less resources for the production of electronic goods, smaller area occupied by products and almost instant movement of goods via the Internet. It made the digital economy more profitable than the material economy. Of course, this can be applied to the case of particular digital products (Table 1).

Characteristics	Impact on economic development in general
Economic activity is focused on digital economy platforms	The interaction between economic actors is facilitated; costs are reduced (first of all, transaction costs); additional functionality is provided for both suppliers and consumers; their cooperation is improved, which reduces the duration of developing new products and their introduction to the market; creating innovative products and solutions is enhanced
Individual service models are formed	Targeted Internet marketing, 3D printing and other digital technologies allow one to personalize the goods and services production and selling, taking into account the needs and requirements of every customer, which end up helping to save resources (by coordinating the structure and volume of supply and demand) and improving the quality of life of the population

⁶ T. A. Shpilkina; M. A. Zhidkova; I. V. Politkovskaya; N. V. Kazitskaya y O. I. Rybyakova, Digital economy: development tools and their impact on a country's financial system. In: Modern information technologies in education, science, industry]: X International conference (Moscow: Sputnik+, 2018); A. V. Maslennikova, The labor market in the context of digitalization of society. In: Human Capital in the Digital Economy Format: International scientific conference dedicated to S.P. Kapitsa's 90th Anniversary. Moscow, 16 February, 2018 (Moscow: Russian New University's Editorial and Publishing Department, 2018); T. A. Shpilkina; M. A. Zhidkova y O. I. Rybyakova, The role of digital technology in a country's development strategy – 2024. In: Modern information technologies in education, science, industry: X International conference (Moscow: Sputnik+, 2018) y V. Komlev; L. Cheglakova y A. Timin, Trends and priorities for sustainable development antirecession Russian business, in: MATEC Web of Conferences (2017).

Producers and consumers interact directly	The conditions are created for reducing the chain of facilitators between producers and consumers, building effective production and consumer cooperation
Sharing economy is widespread	Complex digitalization and the acceleration of communications create the necessary conditions for blurring traditional property relations and for developing legal practices using the theoretical institutional concept of the combination of legal rights. The phenomenon of co-ownership of goods (especially those that are technically complex and expensive, such as, for example, cars) is developing, which can drastically reduce the expenses of consumers.
The role of individual participants in economic activity is increasing	The development of small and medium-sized businesses, as more flexible and mobile, plays a significant role in business processes; accelerated promotion of innovative start-ups is in progress; the economy sector of individuals is expanding; the trend of automation of the economic structure increases

Table 1
Key features of the digital economy

At the same time, the digitalization of business, starting with local intra-company and corporate projects, is increasingly reaching a global dimension, while the main players in the digital business have achieved leading positions in the world. Besides, such factors as politics, legal norms, traditions, culture, the level of economic development, advanced education and its technological base and others play an important role in the digital economy development.

Recently, Russia also discussed the development of a kind of national Internet for the protection of the national digital space that becomes an element of critical infrastructure in the current circumstances due to the malicious external influence. At the same time, the digital economy is international by its nature. Therefore, despite the desire to protect the national digital space, demonstrated by many governments, the opposite trend is observed, which is connected to the unification of technical standards and normative rules in this sphere.

For example, the European Union (EU) market is still fragmented. In this regard, EU leaders are actively creating a single digital market for this integrated association. Similar problems may arise at the level of certain large countries. For instance, in India, there are more than 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 growth of social networks, the increasing number of smartphones, the expansion of broadband Internet access, the spread of machine learning and artificial intelligence technologies are changing the modern world. The digitalization of organizations, both commercial and non-profit (including state-owned ones), is a response to the development and active spread of new digital information technologies all over the world.

At the same time, following the paradigm of progress prevailing in science, the main aim of the digital economy development is to increase the standard of living of the population, as well as the quality of goods and services. In this case, the effective development of markets in the digital economy is possible only based on already developed technologies. Thus, the measures to develop the digital economy should be implemented in

two directions. The first direction concerns institutions. To create the necessary conditions for the digital economy development, it is necessary to restructure and modernize them (normative regulation of digital markets and digital production, training of the personnel possessing digital competencies). The second direction is connected to the technical infrastructure (data transmission networks, data centres, software services, etc.), the implementation of which requires not only considerable effort, but also investment.

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

All this allows discovering new ways to use human potential, but at the same time, it can create social problems associated with the disappearance of a large number of traditional mass professions. Therefore, there was issued a decree for the digital economy development in Russia: “On the development strategy for the information society in the Russian Federation for 2017-2030”. It defined a program of measures for the economic development of Russia for the medium term, taking into account the possibilities of its informatization and digitization. Following this document, the Russian government issued a decree approving the “Digital Economy of the Russian Federation” program.

The main goals of the program are to create conditions for the development of high-tech sectors, to prevent the creation of restrictions in traditional sectors of the economy, to increase the competitiveness of the national economy sectors and strengthen them within the national concept of the development of the digital platforms (Figure 1).

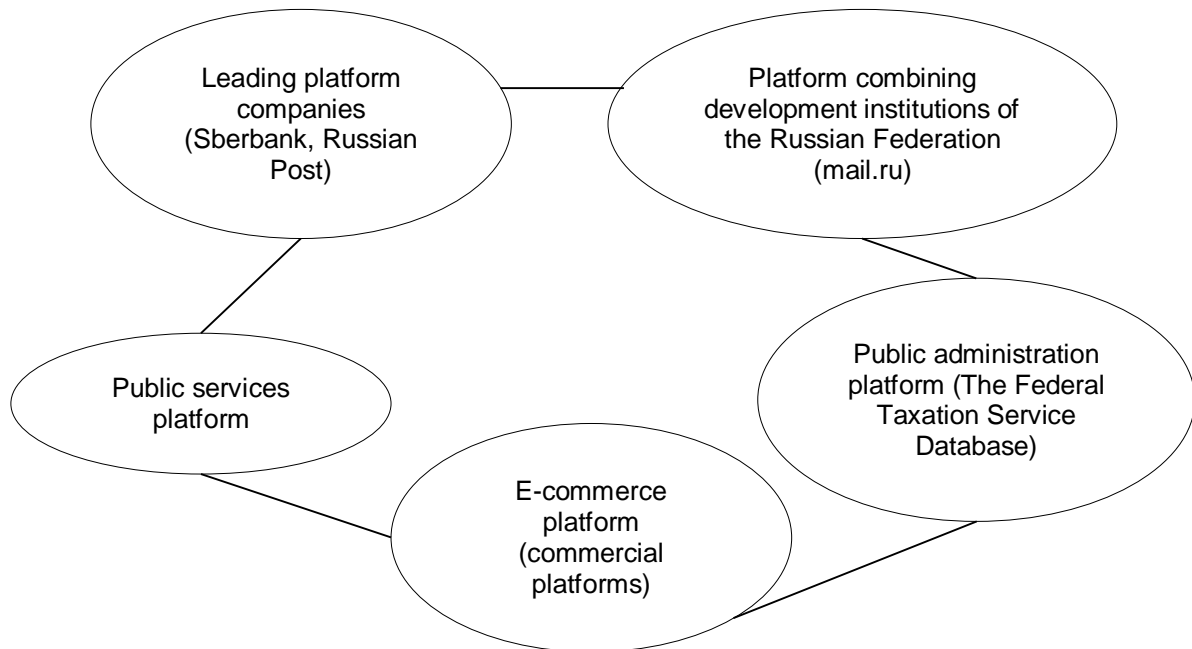


Figure 1
The functioning of digital platforms in the Russian Federation

For the successful development of the digital economy in the Russian Federation, at least ten leading national companies (among ecosystem operators) that can compete must enter global markets. The country should also have at least 10 active digital platforms for basic areas of the economy, working in the field of digital education, digital healthcare and the creation of a “smart city”.

Besides, at least 500 small and medium-sized businesses specializing in the creation of digital technologies and the provision of digital services must successfully work in the field of digital services.

A well-known indicator, the Networked Readiness Index, is worth mentioning. It is calculated by the World Economic Forum and published in the Global Information Technology Report. This index shows the effectiveness of the world economies' using digital technology to increase competitiveness and assess the factors that influence digital economy development.

Russia's strong points in calculating this indicator are the availability of information and communication technologies; the ability of the population to use information and communication technologies due to the presence of basic educational skills due to the quality of the educational system, adult literacy and secondary education; development of information technology infrastructure (mobile network coverage, Internet bandwidth and digital content availability); the penetration and spread of information technology at the individual level.

At the same time, Russia's digital economy has recently been given a significant boost. Private companies particularly succeeded. The labour market is transforming, and with state support, unprecedented infrastructure projects are being implemented that increase the level of accessibility of digital services for citizens and enterprises. The Internet, mobile communication and broadband have become widespread.

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

In this case, two main factors become the sources of risk. Firstly, 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 a digital economy is accompanied by an institutional transformation, which is a powerful destabilizing factor for sustainable and successful socio-economic development, regardless of its causes and nature.

Discussion

For the successful development of the digital economy in the Russian Federation, at least ten leading national companies (among ecosystem operators) that can compete must enter global markets. The country should also have at least 10 active digital platforms for basic areas of the economy, working in the field of digital education, digital healthcare and the creation of a “smart city”.

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Conclusion

Summing up, it can be mentioned that the digital economy is a new type of economic relationship that is already present in all sectors of the world market and is rapidly developing. The digital economy can soon become the leading segment, a driver of growth and development of the socio-economic system as a whole.

This is because it has some advantages over material commodity-money exchange, such as fast delivery of goods or almost instant 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 in comparison with the traditional one is that electronic goods are almost limitless and exist in a virtual form, while material

goods are almost always limited in quantity and are much more difficult to get. Nowadays, the digital economy is already going beyond purely economic processes. Digitalization is introduced into social processes and more and more influences the successful life of people. Besides, digital technologies penetrate the work of public authorities.

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