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FORMS OF THE ECONOMY DIGITALIZATION IN THE POST-SOVIET SPACE

The article reveals the role and features of digitalization in economy as an objective prerequisite for the innovative development of the country's economic system. It examines and determines pros and cons of the digital economy in the countries of the post-Soviet space. Digitization in a narrow sense and in a broad sense defined. The perspectives of the next phase of digitalization proposed as essential to Central and Eastern Europe as it is to the future prosperity and competitiveness of countries around the world. The features of digital information presentation, the background, implementation and consequences of digitalization are considered. The analysis of the relationship between the concepts of "digitization", "digitalization", "digital economy", "digital transformation" is carried out on the basis of specific features studying of these categories as a process, an application and an implementation of its' results for business models construction. The advanced experience in the digitalization development in a number of post-Soviet countries has been considered. The forms and methods of assessing the degree of digitalization coverage in certain countries are considered on the example of Ukraine and Uzbekistan for obtaining new opportunities of digital technologies usage in business, the creation of information technology platforms, new values, benefits, and virtual services' provision. The priority areas for the development of information and computer technologies and the establishment of a modern digital economy presented. It was proposed to intensify cooperation between IT companies of the countries in such areas as media content, e-commerce, e-government, digital banking technologies, experience exchange, innovation centers development, management of technology parks and the development of technological infrastructure. The important role of private business in stimulating the use of the results of the digital economy pointed out.

Keywords: digitalization, socio-economic development, information, digital format.

JEL Classification: D89, O30, O31.

Statement of the problem. With rapid technological advances, new technologies have emerged to store, process and transfer "mega giant" volumes of information. This was the basis for the transition of the real economy to a digital economy. Digital reporting creates a specific product (or

service). The transition from the real economy to the digital economy was made possible by the introduction of modern telecommunications (high-speed Internet based on 4G and 5G, high-speed fiber-optic high-throughput lines), which is the technical basis of the digital economy. The main manifestations of the digital economy are the emergence of digital products, digital services, electronic money, electronic trading platforms, electronic banking, i.e. all the elements of commerce that ensure the transition from real to digital commerce.

The modern stage of world economic and social development is characterized by the use of technological capabilities of information databases, the accumulation of large volumes of transmitted information, and the recording and analysis of business processes. Digitalization is seen as a process based on digital information and communication technologies aimed at increasing the efficiency of public production, maintaining a steady rate of economic growth in order to improve the well-being and quality of life of the population. Digital reporting creates a specific product (or service) as well. Providing citizens with access to the use of this product (service) in various socio-economic activities increases the efficiency of the economy. Scientific and educational activities, in the field of health care and in the organization of medical assistance, and in the organization of effective business management and control, legal services, in the field of advertising, i.e. the creation of e-government (or public document circulation) improve the quality of life.

Studying the characteristics of digitization includes the disclosure of the essence of digitization, the features of digital presentation of information, prerequisites and possible positive effects of digitization in post-Soviet countries. Reconciling the concepts of "digitization", "digitalization", "digital economy", "digital transformation", "digital form of data presentation" aims to create business models. The expansion of methods for estimating the digital coverage of individual countries provides new possibilities for the application of digital technologies in business and the creation of new values, determining the virtual source of profits generated by their activities.

Analysis of recent studies and publications. Digitization in a narrow sense refers to the transformation of digital information, which in most cases reduces costs, gives new opportunities etc. A large number of specific transformations of information into a digital form have such significant positive consequences that lead to the use of the term digitization in a broad sense (Sologubova, 2019). Digitization of information is seen as a method of improving different private aspects of life. V. Halin & G. Chernova studied the impact of the diffusion of socio-economic processes on social development. By digitization in a broad sense, the current worldwide trend of the economy and society development, stimulates efficient development of the economy, improves the quality of life of the population (Khalin & Chernova, 2018).

Digitization in a broad sense can only be considered as a trend of effective world development if the digital transformation of information meets the following requirements. It encompasses production, business, science, the social sphere and the citizens' ordinary life, and is accompanied by the efficient use of its results. Its outcomes are available to users of the reformed information, and its benefits are used not only by specialists but also by ordinary citizens; users of digital information have the skills to work with it.

Digitization makes it possible to create complete technological environments «habitats» (ecosystems, information platforms), within which a user can create for himself environments, including technological, instrumental, methodical, documentary, partner, as well as large databases of personnel, technical, material, financial, marketing data for solving entire classes of problems. V. Lipov points to the great potential of information platforms comparable in their mobility to financial corporations. The used databases have the following features. They are easily replenished, restructured, and used according to the updated continuously needs of different consumer groups, regardless of their location (Lipov, 2020).

Digital innovations reflect the nature, process and outcome of innovation, as well as the long-term and short-term social, economic, and cultural impacts of their offerings (Nambisan et al., 2020). They are realized through the application of the following types of strategies:

- development of a new technology strategy in the existing business context;
- selection and implementation of new software or platform;
- evolutionary transition from analog to digital processes as the basic forms.

To maintain their competitive position in the global digital market, firms also need to develop and implement digital innovations, which transform into a number of advantages.

These include optimized business processes resulting from automated financing and risk management of transactions for large institutions, Saas (Software as a Service) and other integrated technology solutions; digital solutions that reduce costs, increase profitability and increase income. The use of digital innovations by the companies interested in their development offers additional competitive advantages. Possible disadvantages consist of the possibility of damaging the company's core activities as a result of the increase in cybercrime, delays in the use of the latest information technologies, insufficient funding for R&D in the country.

Structured representation of digital economy competences identifies the needs of organizations and citizens for new competencies for economic activity, and is used to find approaches to effectively manage their formation and training (Dneprovskaya, 2019). The characteristics of the information provided in the digital form include:

- the possibility of using a variety of physical principles for presentation, recording and transmission of information, including the ability to encrypt a message, transmit it in such a form and then decrypt it again;
- the possibility of transmitting information using different physical media;
- copying and disseminating information without losing its accuracy;
- multiplying the density of its recording and transmission speed, as well as «incompetence» and «non-exclusiveness» of it at consumption.

Creating digital technologies is more efficient than analogue ones (Halin & Chernova, 2018). Novak et al. (2018) argue that the share of digitalization within the overall economy across Central East Europe also approaches that of larger European Union countries. It has been growing at higher rates. These strengths are complemented by high-quality digital infrastructure and an emerging digital ecosystem with successful companies, large and small, that compete locally and globally. Adapting to, and capitalizing on, the next phase of digitalization will be as essential to Central and Eastern Europe as it is to the future prosperity and competitiveness of the countries around the world. Authors consider that the next phase will be driven by big data, the Internet of Things (IoT), and artificial intelligence (AI). As these technologies continue to permeate different sectors in a horizontal fashion, they promise significant productivity gains that hold the largest potential for future growth in Central and Eastern Europe. McKinsey & Company estimate conservatively that existing IoT solutions alone could contribute to up to €160 billion in GDP gains across Central East Europe by 2025 (Novak et al., 2018).

Research methodology. The study of the forms of the digital economy is carried out on the basis of the method of analysis and synthesis in studying the relationship between the concepts of «digitization», «digitalization», «digital economy», «digital transformation». A comparative method for examining the advantages and disadvantages of information technology are applied.

The purpose of this article is to define the role, characteristics and results of the introduction of the digital economy in the post-Soviet countries. Special properties of digital information have led to the emergence of a completely new scientific direction – «digital economics», which comprises mathematical methods and models based on the digital format of information presentation and its properties stemming from it. It is quite natural for digital economy to be understood as an economy whose main trend of efficient development is digital (Sologubova, 2019). This definition highlights the main feature of digital economy – the impact of progress on digital innovation. It should be noted that there exist many definitions of the concept of «digital economy», underlining different aspects of the impact of digitization on the national economy, such as the use of innovative information and communication technologies (ICT).

Scientists emphasize various digital effects on the ICT; Internet, mobile and sensor networks, online work opportunities; electronic workflow, modern electronic communications, information recording, and storage; new business development models, new markets and new customers, etc. Examples for application of digitalization are technologies used in logistics, geotechnical engineering, modern banking technology, information security technology, etc. and others.

Digital transformation is seen as a process of transforming business strategies, models, operations, products, marketing and management approaches using digital technologies (Androsova & General, 2020). A comparison of digital economy definitions shows that each notion distinguishes some specific features. A summary of the most important of them points to the following:

- it is a system of social and economic relations based on the use of digital technologies to change the business model of development and to increase the competitiveness of the economy;
- it expresses the modern paradigm of accelerated economic development, in which increasing competitiveness and efficiency becomes a necessity;
- it characterizes the current stage of the evolution of the socio-economic and productive model of society;
- it covers public life, production, business, science, management, households and individuals;
- it reflects the specificity of a new technological generation – the use of big volumes of data generated in a wide variety of information systems and processed to extract useful information from them;
- it is aimed at creating new industries, business models, management models, new markets and new consumers for profit.

Digital transformation involves a shift from analog interaction and analog media to electronic interaction using modern electronic means. It applies the active use of innovative digital information and communication technologies, modern electronic communication channels, electronic workflows and electronic means of recording processing, storage and transfer of information. The use of the latest mathematical methods and models of information processing based on the digital form of its presentation and the properties of digital information creates the advantages for information transfer.

Generally available online through platforms such as the Internet, mobile and sensor networks (Gorelov, 2019).

European Union countries develop digitalization of services at intermedia level. They comprise electronic identity cards, digital identity to use public services, online payments to personal account, digital invoice, residential citizen central database, flow cash of public expenditure and etc. The European Commission proposes an ambitious reform of digital space, a comprehensive set of new rules for all digital services, including social media, online market places, and other online platforms that operate in the European Union: the Digital Services Act and the Digital Markets Act in December 2020. This proposed reform aims to stimulate integration among platforms, create competences to manage integration and digital networking, protect consumers and their fundamental rights online, and lead to fairer and more open digital markets for everyone.

Presentation of the basic material. The following definitions of digital economy officially are adopted at the governmental level in a number of post-Soviet countries, e.g. in Uzbekistan and Ukraine.

Digital economy defines economic activity in which digital data is a key factor of production. Processing of large volumes and using the results of the analysis which, in comparison with traditional forms of management, makes it possible to substantially increase the efficiency of different types of production, technologies, equipment, storage, sale, delivery of goods and services (Khalin, 2019).

Digital economy is an economic activity where digital data is a key factor in production. It promotes the creation of an information space that takes into account the needs of citizens and society to obtain high quality and reliable information and the development of information infrastructure of the Republic of Uzbekistan. It promotes the use of information and telecommunications technologies, as well as the formation of a new technological base for the social and economic sphere (Gorelov, 2019).

Comparison of the concepts of «digitization» and «digital economy» shows that digitization is the basis of the digital economy, which determines the direction of the global development of the economy and society. It defines the main modern trend in the economy and society, based on the transition to a digital format of information presenting, thus stimulating the availability and reliability of big data storage and transmission. Digitization contributes to the consistent improvement of all business processes in the economy and related social spheres. Progress in digital form application includes increasing the speed of interchange, accessibility and security of information, as well as increasing the role of the automation as a basis for digitization.

The requirements of digitization as the current trend in the economy and society, and thus in improving their development efficiency, are demonstrated to some extent by the existence of the prerequisites of digitization at the macro, meso- and micro-levels. Therefore, it is the task of the state

to create favorable conditions for digitization and to provide opportunities for their fulfillment (Khalin & Chernova, 2018).

In Ukraine digital economy provides the use of information technologies, creation of new products, values and properties, and is the basis for the acquisition of competitive advantages in most markets. Governments in the post-Soviet area are taking large-scale measures to develop digital economy, introducing electronic document circulation systems, developing electronic payments and improving legal and regulatory framework for e-commerce.

Digital economy uses information technology platforms and is developing at an accelerated pace, which necessitates the creation of new models of such platforms (Resolution of the President of the Republic of Uzbekistan, 2018).

In the near future, it is planned to develop the National Concept of the Digital Economy, envisaging the renewal of all spheres of the economy based on digital technologies, and on this basis to implement the program «Digital Uzbekistan -2030». Digital economy would allow gross domestic product to grow by at least 30 % and would drastically reduce corruption. This is confirmed by analytical studies of authoritative international organizations (Resolution of the President of the Republic of Uzbekistan, 2018).

The use of information technology ensures the transformation of the production system, the creation of new business models, and the stimulation of increased productivity. The Government of Ukraine and the EU signed a new Program of Support for E-government and Digital Economy in Ukraine for €25 million. The target (accelerated) scenario of the transition of Ukrainian economy over a period of 5-10 years to a significant share of digital economy (up to 65 %) could bring Ukraine's nominal GDP to 1 trillion in 2030. US Dollars (Ukraine 2030, 2019).

The creation of online public services portal "Action" has become the most popular government measures in the field of digital environment development in Ukraine. The goal of the Ministry of Digital Transformation is to use the portal for 100 % of digitizing services provided by the state until 2024. Citizens can already get a significant number of public services on the portal online and carry out online registration of various types of certificates, licenses, permits, benefits, lawsuits, as well as obtain other online services, etc. E-Health electronic health care system started functioning due to the medical reform in Ukraine in 2018. This system helps patients receive quality medical services and helps doctors to provide them. In addition, the effectiveness of public funds allocated to health care, spending of medical inventories and services are controlled (Digital transformations in Ukraine, 2020).

Digital economy advantages are lower costs of providing services, the development of e-commerce and the promotion of foreign capital inflows. International experts estimate that if developing countries, such as Uzbekistan, reach the Internet diffusion level of developed markets, their long-term productivity will increase by 25 %. Uzbekistan has all the conditions to take advantage of dynamic digital economy. This Republic is the most populous country in the Central Asian region, with a significant young and well-educated labour force.

At present, Uzbekistan employs about 29,000 people in information and communication technologies (ICT), working in 1,400 enterprises, whose total contribution to GDP is 2.2 %. The gradual opening of the sector already allows citizens of the country to receive Internet services and businesses to benefit from digital economy (Information Agency of the Republic of Uzbekistan, 2019).

In Ukraine it would be appropriate to highlight innovation as a national priority. This should be achieved not only through government support to selected knowledge-based sectors and industries, but also through the creation of incentives for innovation and entry into new markets by economic actors that stimulate the creation and development of innovative clusters (Nosova, 2019).

In the rating of the best 25 Ukrainian companies, which are the leaders in the introduction of digital technologies, the publication "The Power of Money" has allocated large private and state companies, as well as the Ministry of Digital Transformation. The list included "Naftogaz", "Kyivstar", "Ukravto", "Darnitsa", "Kernel", "TIS", Koslin Group, EPAM, as well as banks "Ukrgazbank" and PUMB (The best companies of Ukraine are named, 2019).

The priority areas for the development of information and computer technologies and the establishment of modern digital economy are:

- modernization of information and communication technologies, taking into account global and local advances in nanotechnology, genetic engineering, NBIC convergence (the ongoing

unification of nanotechnology, biotechnology, information technologies and cognitive science), information and biotechnologies oriented towards the development of artificial intelligence;

- invention of modern multi-component materials based on the achievements of photonics, robotics and optoelectronics;
- combating cybercrime, strengthening information security in the Internet;
- legal regulation of citizens' free access to information and economic and state security;
- development of freelance capabilities;
- regulation and support of the digital economy in all the sectors of the economy.

At present time, most of the post-Soviet countries are in the process of digital transformation. Priority areas for digital transformation include the following:

- modernization of the system of education and professional training of IT-personnel through improvement of educational infrastructure and creation of the branches of the leading foreign universities in the sphere of IT. Specialists account for about 1 % of the total employed population of the country. This figure is expected to rise to 2.5–3 % over the next five years, corresponding to the world average;
- introduction of IT start-up support mechanisms, including the creation of technology parks, attraction of venture capital, organization of business accelerators and incubators. 300 IT companies in Uzbekistan now use Mirzo Ulugbek Innovation Center. The current target is to increase the share of IT sector in GDP to 4 % and increase IT exports 10 times in the next few years;
- ensuring the development of information and communication infrastructure. By the end of 2020, the capacity of the international Internet link has increased by 10 times, more than 2,300 km of fiber-optic links were completed and more than 2,000 fourth-generation base stations were installed.

Improvement of public e-services includes the introduction of technologies of smart and safe cities (smart cities) in Uzbekistan regions. These are processing big data, application of Internet, intelligent video surveillance and monitoring systems in public places.

Conclusion. The article examines the role, features and results of the introduction of digital economy in the post-Soviet countries. The analysis of the relationships of concepts «digitization», «digitalization», «digital economy» and «digital transformation» on the basis of the study of specific characteristics of the data categories such as a process, application and realization of its results was carried out.

The value of accelerating digital transformation of the economy due to close international cooperation among countries through the use of information technology platforms was pointed out. The best practices of digital engineering and the development of information technology in a number of post-Soviet countries was investigated.

The analysis allowed to summarize the forms and methods used to assess the “digitalization” of certain countries, e.g. of Ukraine and Uzbekistan in order to obtain new opportunities for the use of digital technologies, the creation of technology platforms, new values and benefits, providing virtual services. It is proposed to increase state expenditure on R&D, expansion of IT services to all the sectors of the economy, creation of digital economy infrastructure. The important role of private business with strong entrepreneurial and innovative approach with state support for the development of digital economy infrastructure was pointed out.

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ФОРМИ ЦИФРОВІЗАЦІЇ ЕКОНОМІКИ НА ПОСТРАДЯНСЬКОМУ ПРОСТОРІ

У статті розкриваються роль і особливості цифровізації економіки, що є об'єктивною передумовою інноваційного розвитку економічної системи держави, а також досліджуються результати і визначаються перспективи впровадження цифрової економіки в країнах на пострадянському просторі. Цифровізація розглянута у вузькому значенні та у широкому розумінні. Спрогнозовано перспективи наступного етапу цифровізації для Центральної та Східної Європи, а також для майбутнього процвітання та конкурентоспроможності країн у всьому світі. Розглянуто особливості цифрового подання інформації, передумови, реалізація та наслідки цифровізації. Проведено аналіз співвідношення понять "оцифровка", "цифровізація", "цифрова економіка", "цифрова трансформація" на основі вивчення специфічних особливостей даних категорій як процесу, застосування і реалізації його результатів при побудові бізнес-моделей. Вивчено передовий досвід розвитку цифровізації в ряді країн пострадянського простору. Розглянуто форми та методи оцінки ступеня охоплення цифровою економікою окремих країн на прикладі України та Узбекистану для отримання нових можливостей застосування цифрових технологій в бізнесі, створення інформаційно-технологічних платформ, нових цінностей, благ, надання віртуальних послуг. Представлені пріоритетні напрямки розвитку інформаційно-комп'ютерних технологій та становлення сучасної цифрової економіки. Запропоновано активізувати співпрацю ІТ-компаній країн за такими напрямками, як медіа-контент, електронна комерція, електронний уряд, цифрові банківські технології, обмін досвідом, розвиток інноваційних центрів, управління технопарками і розвиток технологічної інфраструктури. Зазначено на важливу роль приватного бізнесу для стимулювання використання результатів цифрової економіки.

Ключові слова: цифровізація, соціально-економічний розвиток, інформація, цифровий формат.

JEL Classification: D89, O30, O31.

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ФОРМЫ ЦИФРОВИЗАЦИИ ЭКОНОМИКИ НА ПОСТСОВЕТСКОМ ПРОСТРАНСТВЕ

В статье раскрываются роль и особенности цифровизации экономики, которая является объективной предпосылкой инновационного развития экономической системы государства, а также исследуются результаты и определяются перспективы внедрения цифровой экономики в странах на постсоветском пространстве. Цифровизация рассмотрена в узком смысле и в широком смысле. Спрогнозированы перспективы следующего этапа цифровизации для Центральной и Восточной Европы, а также для будущего процветания и конкурентоспособности стран во всем мире. Рассмотрены особенности цифрового представления информации, предпосылки, реализация и последствия цифровизации. Проведен анализ соотношения понятий "оцифровка", "цифровизация", "цифровая экономика", "цифровая трансформация" на основе изучения специфических особенностей данных категорий как процесса, применения и реализации его результатов при построении бизнес-моделей. Изучено передовой опыт развития цифровизации в ряде стран постсоветского пространства. Рассмотрены формы и методы оценки степени охвата цифровой экономикой отдельных стран на примере Украины и Узбекистана для получения новых возможностей применения цифровых технологий в бизнесе, создание информационно-технологических платформ, новых ценностей, благ, предоставление виртуальных услуг. Представленные приоритетные направления развития информационно-компьютерных технологий и становления современной цифровой экономики. Предложено активизировать сотрудничество IT-компаний стран по таким направлениям, как медиа-контент, электронная коммерция, электронное правительство, цифровые банковские технологии, обмен опытом, развитие инновационных центров, управления технопарками и развитие технологической инфраструктуры. Указано на важную роль частного бизнеса для стимулирования использования результатов цифровой экономики.

Ключевые слова: цифровизация, социально-экономическое развитие, информация, цифровой формат.

JEL Classification: D89, O30, O31.