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DIGITALIZATION OF THE ECONOMY IN THE GLOBAL ECONOMIC SPACE

The modern economic system is changing under the influence of technological, economic and social changes. We are talking about the formation of new socio-economic strategies. There is a change in the technological paradigm, management model and social norms.

The main trend of the development of economics is information technologies getting inside the field of life. The sphere of economics, in the basis of which are information and communication technologies, are called digital economy. Digitalization of economics at the modern stage is an important factor in the development of productivity in the life of life.

Let's look at the essence of the digital economy.

T. Mezenburg highlights three main parts of the concept of the digital economy:

- supporting infrastructure (telecommunications, software and hardware, etc.);

- electronic business (complete management of economic activities and other business processes through computer networks);

- e-commerce (distribution of goods via the Internet) [1].

D. Tapscott views the digital economy as an economy based on the dominant usage of digital technologies [2].

So, the digital economy is an economy based on information and communication technologies and the production of electronic goods and services.

The development of the digital economy is not possible without the participation of the state. The following directions of development of digital economy in Ukraine can be offered:

- removing legislative, institutional, fiscal and other barriers to the development of the digital economy;

- introduction of incentives and motivations to encourage business and industry in general to digitize;

creation of demand and formation of needs among citizens for digitalization, first of all through introduction by the state of large-scale projects of digital transformations, in particular on the basis of modern models of public-private partnership;

creation and development of digital infrastructures as a basis for using the benefits of the digital world in everyday life and a platform for achieving economic efficiency in general;

development and deepening of digital competencies of citizens to ensure their readiness to use digital opportunities, as well as to overcome the associated risks;

development of digital entrepreneurship, creation of appropriate (including analog) infrastructures to support and develop innovation, implementation of funding mechanisms, incentives and support.

REFERENCES.

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2. Tapscott, Donald, (1996). The Digital Economy. McGraw-Hill.