

DIGITAL ECONOMY SPREAD LIMITS

Pomerantseva P.

Scientific supervisor: Galoyan Y.E.

PEI HE SU (IMBL)

Abstract: The article deals with limitations of spread of digital economy in the Russian Federation.

Keywords: digital economy, barrier, government, manifestation, infusion, entrepreneurship, investment.

The concept of digital economy is particularly relevant today. This term is considered both by scientists and it is also prescribed in regulatory legal acts. Thus, the digital economy is seen as an economic activity, “the key factor of production of which is digital data”. In general, the digital economy allows the accelerated process of integration of regional economy into the national, and the national into the world one [1].

It should be noted that in Russia the prospect of digital economy’s spread is associated with a number of risks, or so-called barriers:

1. Regulatory. This barrier is characterized by the slow adoption of necessary regulations. As you know, the digital economy is spreading rapidly, and the algorithm for adoption and approval of the regulatory framework is associated with the passage of a number of instances, which inhibits their adoption rate [2]. The sequence of development and approval of the basic regulatory documents, using the digital technologies in various areas of our lives and creating the legislative framework for this activity should be changed [3].

2. The structural and managerial barrier, which is consists in the fact of digital media distribution and can be complicated at various levels: top management, middle management, staffing. Distrust in innovations, increased workloads' risk, or vice versa, the release of personnel, increased responsibility for their actions - all this is associated with the influence of the digital economy.

3. The financial barrier. The development of the digital economy is associated with huge costs, some of which can pay off in the long term (alternative

energy sources using digital platforms), and some are aimed at social projects, and therefore are non-profit-making [4]. In addition, the translation of the entire work of the economy into digital form requires protection, ensuring information security. That is, expenses are needed in this area.

4. The social barrier. The development of the digital economy is associated with the creation of automated jobs. The requirements for employees are increasing, and, therefore, not everyone will be able to apply for positions in the context of increased digitalization. In addition, it is assumed that a number of professions, for example, a realtor, a pharmacist, etc., will disappear or greatly change. The impact of digitalization also leads to social exclusion, as the population increasingly communicates online.

All this is only the main most obvious part of the barriers that impede the development of the digital economy in Russia nowadays [5]. Overcoming these barriers is possible as a result of professionalism, mutual understanding and interaction between the business sector and society through its citizens. The opportunities for dissemination and development of the digital economy should be listed.

In the field of entrepreneurship, the provision of digital economy products will undoubtedly expand investment infusions. The increase in dividends will positively affect the country's economic growth [6]. Digitalization will enable entrepreneurs to cut costs. Such a policy leads to cost optimization, which, in turn, increases the capitalization of the business with the help of new tools.

They show an active interest in the full-scale implementation of digital technologies, logistics and transport in terms of navigation. Today, more and more are talking about technologies such as drones and cargo transportation, the introduction of which also contributes to the development of the digital economy [7].

In the social sphere, the spread of the digital economy will make it possible to change the very structure of the labor market. The emergence of new employment placements and jobs related to digital media can have a positive

impact on the social environment, allow young professionals to find jobs and engage in interesting work. In addition, equipping workstations with digital tools saves communication time (e-mail and business correspondence saves employees from the most of long trips to negotiations) and additionally creates new jobs for supporting services (equipment breaks down, fails). Thanks to the Internet, job opportunities for people with disabilities, residents of remote areas and other categories of the population who can work remotely are expanding.

Government services through the Internet have already brought many positive effects nowadays. In particular, queues were reduced or completely disappeared in state institutions and structures. Thus, communication with public authorities has become more accessible. So, a citizen can leave an appeal on any issue and they will definitely consider it, since everything is registered in the network.

In general, it can be noted that the digital economy and its development not only stimulates economic growth, but also significantly accelerates its pace [9]. It is the new paradigm of accelerated economic development. Already today, the development of the digital economy is described by several definitions, but they are all united by the general principle of deep integration of information technology with real processes taking place in the economy. The digital economy is formed with a focus on the consumer, place of sale and price, which should correspond to the quality of the service provided. Today, the world is on its way to the stage of the post-industrial digital economy, which is able to radically change the world market, where everything will be based on information in all its manifestations.

REFERENCES

1. Muradova S.Sh., Tkachuk E.O., Glyzina M.P. Use of information technologies by commercial banks to implement competitive strategies // Intellectual resources for regional development. – 2016. – No. 2. – Pp. 88-91.