

DIGITAL ECONOMY, STAGES OF DEVELOPMENT

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Abstract: This article describes the development of the digital economy, the digital economy of Russia, examples of digital programs in Russia, the stages of development of the digital economy and draws conclusions.

Keywords: digital economy, information and communication technologies, digital resources.

Digital economy is an economic activity in which the key factor of production is digital data, the processing of large volumes and the use of the analysis results of which, in comparison with traditional forms of management, can significantly increase the efficiency of various types of production, technologies, equipment, storage, sale, delivery of goods and services [7].

Also, the digital economy can be called an activity directly related to the development of digital computer technologies, which includes services for the provision of online services, electronic payments, Internet commerce, crowdfunding, and so on. Usually, the main elements of the digital economy are called:

1. E-commerce,
2. Internet banking and electronic payments,
3. Cryptocurrency and blockchain,
4. Internet advertising and online games.

The concept of the digital economy first took shape in the nineties. It was formulated by the American computer scientist Nicholas Negroponte (MIT) in 1995. The term was first used in the book *The Digital Economy: Promise and Danger in the Age of Networked Intelligence* by author Don Tapscott in 1995. There are three stages of the formation of the digital economy. 1973 - description of the basic architecture of the Internet. 1978 - the development of the TCP protocol (The Internet protocol suite is

the conceptual model and set of communications protocols used in the Internet and similar computer networks.), and then TCP / IP, which is necessary to control data transmission. US Department of Defense funds allocated to US computer manufacturers to add TCP / IP to their protocols in order to commercialize Internet technology.

As part of the implementation of the Decree of the President of the Russian Federation dated May 7, 2018 No. 204 “On national goals and strategic objectives for the development of the Russian Federation for the period up to 2024”, with the aim of solving the problem of ensuring the accelerated implementation of digital technologies in the economy and social sphere, the government of the Russian Federation on the basis of the program “Digital Economy of the Russian Federation” formed the national program “Digital Economy of the Russian Federation” approved by the minutes of the meeting of the Presidium of the Council under the President of the Russian Federation for Strategic Development and National Projects of June 4, 2019. The National Program “Digital Economy of the Russian Federation” includes the following federal projects approved by the minutes of the meeting of the Presidium of the Government Commission on Digital Development, the Use of Information Technologies to Improve the Quality of Life and Conditions for Doing Business No. 9 dated May 28, 2019.

Over the past 15 years, the growth of the Internet economy has been particularly noticeable [4]. There has been tremendous growth in digital platforms. Consumers are increasingly influenced by what they see on Facebook, Twitter, Instagram or YouTube.

The main features of the digital economy are determined by the following:
- economic activity is focused on the platforms of the “digital” economy, personalized service models, direct interaction between producers and consumers, the spread of the sharing economy, the significant role of the contribution of individual participants [2].

An example of the digital economy is any economic activity carried out

over the Internet. Any company that seeks to fully or partially move its activities online can be called digital. If an enterprise has such important aspects of functioning as management, control and analysis of business, provision of services or delivery of goods, logistics and marketing with electronic technologies, then such a company can be counted among those that form the electronic economy.

Among the simplest and most obvious examples of the implementation of the digital economy in commercial activities, one can enumerate the following companies:

1. Uber - the world's largest taxi company without a single vehicle;
2. Facebook - the most popular media owner who does not create content at all;
3. Aliexpress - the most expensive retailer without a single product;

In Russia, the program “Digital Economy of the Russian Federation” is operating, which was created in the implementation of the above mentioned Presidential Decree.

Three goals declared in the Program are the following:

1. creation of an ecosystem of the digital economy of the Russian Federation,
2. creation of necessary and sufficient conditions of an institutional and infrastructural nature,
3. elimination of existing obstacles and restrictions for the creation and (or) development of high-tech businesses and increasing competitiveness in the global market of both individual sectors of the Russian Federation, and the economy as a whole.

In conclusion it should be noted that Russia's digital economy is developing very rapidly and its main focus will be on improving competitiveness and welfare.

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