ЦИФРОВАЯ ЭКОНОМИКА В РОССИИ. СОВРЕМЕННЫЕ КОНЦЕПЦИИ РАЗВИТИЯ ЭКОНОМИКИ

Аннотация: в статье рассматриваются положения, относящиеся к различным суждениям о цифровой экономике. Значение цифровой экономики для мира. Ведущие концепции развития цифровой экономики.

Ключевые слова: экономика, технологии, модернизация, интернет.

THE DIGITAL ECONOMY IN RUSSIA. MODERN CONCEPTS OF ECONOMIC DEVELOPMENT.

Annotation: The article deals with provisions relating to different judgments about the digital economy. The significance of the digital economy for the world. Leading the concept of development of the digital economy.

Key words: economy, technology, modernization, the Internet.

The digital economy is a system of economic, social and cultural relations based on the use of digital information and communication technologies.

Information and communication technologies in the format of the Internet and personal computer devices have already changed not only the business models and the behavior of consumers in the modern economy, but also created the basis for the transformation of a wide range of social processes - high-tech production, economic...
activity, financial services, educational concepts and standards, entertainment and leisure. This infrastructure, based on electronic interaction, is becoming a new vector in the development of the global economy, which acquires the status of digital as an economic activity based on digital technologies. There are many approaches to the disclosure of the term "digital economy" in the scientific literature. According to the definition of M.L. Kaluga, the digital economy is a communication medium of economic activity in the Internet, as well as forms, methods, tools and results of its implementation.

The ideology of the digital (electronic) economy that emerged in the last decade of the twentieth century was best described by Nicholas Negroponte in 1995. He presented it in the form of a transition from the motion of atoms to the movements of bits. Representing the concepts of weight, raw materials and transport—the shortcomings of the past, putting them in opposition to the concept of the lack of weight of goods, virtuality. Thus, in the era of the industrial economy, production growth is characterized by an increase in the physical size of the enterprise—an increase in the number of equipment, its capacity, the expansion of staffing staff, etc. Growth was impossible without significant financial costs, which were capable only of old players or newcomers who have more resources. At present, the world enters the era of the post-industrial digital economy, which will radically change the situation:

• The main resource is information, and this source does not run out of use;
• The company does not need to be big enough to compete successfully;
• Trading platforms on the Internet are not limited;
• The same physical resource can be used an infinite number of times to provide different services;
• The scope of operational activities is limited only by the size of the Internet;
• The client becomes a "deity".

If in the first 10 years the basis for the development of the digital economy was represented by e-commerce and services businesses, now it covers almost all
spheres of life: education, healthcare, online banking. Digitization of documents and the emergence of electronic signatures made it possible for the emergence of the Electronic State and the Electronic Government, which will expand the list and speed up the provision of services for citizens. Over the past 10 years, the level of services provided is significantly more complicated, combining previously disparate technologies, creating completely new approaches to managing production processes and the environment.

The Russian leader noted that perhaps there are those among Russians who ask the question: "Why do we need a transition to a digital economy at all, because we have everything: we have oil, gas, coal, metals, and very different, and black, and colored, and gold, and platinum, and diamonds? ". During the meeting of the council, he explained the importance of the digital economy for Russia and each of its residents.

According to the draft program for the development of the digital economy, by the year 2025, 97% of Russian households should have broadband Internet access (100 Mbps). By that time, in all cities with a population of 1 million people, 5G networks must be deployed. It is also planned that by the year 2025 ten enterprises in the sphere of high technologies and the same number of digital platforms for the main branches of the economy will appear in Russia, and universities will produce more than 100,000 IT specialists per year.

The main directions of the development of the country's digital economy are the elimination of legal barriers to the introduction of advanced technologies, the creation of a supporting infrastructure for the digital economy, the serious improvement of the entire education system (including the provision of universal digital literacy) and the launch of support for domestic centers of competence in the sphere of digital technologies.

Examples of such areas are: infrastructure, legislative and regulatory environment, human resources and education, digital health, information security, public administration, management system, smart city, research and development.
In 2016, the World Bank prepared a report on the state of the digital economy "Digital dividends", which highlighted the benefits of its development, including:

- Growth of labor productivity
- Increasing the competitiveness of companies
- Reduced production costs
- Creating new jobs
- More complete satisfaction of people's needs
- Overcoming poverty and social inequality

The risks of transition to a "figure" for the economies of different countries are:

- Risks related to cybersecurity
- Mass unemployment
- The growth of the digital divide (the gap in digital education, access to digital services and products, as a consequence - the gap in the level of well-being) between citizens and businesses within countries, as well as between countries.

The digital economy will become the basis for reforms across the country and will affect every company and every citizen of Russia, Putin said. "The digital economy is not a separate industry, in fact it is a way of life, a new basis for the development of the system of public administration, economy, business, social sphere, the whole society." The formation of a digital economy is a matter of national security and Russia's independence, " he declared.

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Ten enterprises in the sphere of high technologies and the same number of digital platforms for the main branches of the economy will appear in Russia, and universities will produce more than 100,000 IT specialists per year.
Also, the digital economy, in view of the existence of certain properties of non-monetary functioning, allows us to overcome the limitations that are inherent in the classical economy:

1. Material products cannot be used by several people, for digital products there is no such barrier: they can be copied and distributed among an unlimited circle of persons.

2. Material products are subject to wear and tear during use. Digital products do not lose their original properties, moreover, these properties can be improved in the process of joint operation or exchange.

3. Information and communication platforms make it possible to avoid restrictions on the size of areas inherent in ordinary trading premises, and therefore in terms of the range and number of simultaneously served customers.

Why do we need a transition to the digital economy, because we have everything: we have oil, gas, coal, metals, and the most diverse, and black, and color, and gold, and platinum, and diamonds? The digital economy will become the basis for reforms across the country and will affect every company and every citizen of Russia, Putin said. The digital economy is not a separate industry, in fact it is a way of life, a new basis for the development of the system of public administration, economy, business, social sphere, the whole society. The formation of the digital economy is a matter of national security and independence of Russia, competition of domestic companies, "he said.

Today, various digital platforms are combined into interconnected "data-based" ecosystems. On the agenda is the creation and launch of digital platforms of a new generation, covering a huge number of different markets and enterprises.

Industry 4.0

If the platform concept was developed and implemented primarily in the segment of trade and logistics, then in the industry the driver of digital development is the concept "Industry 4.0" and "smart factory" as the technological core of "Industry 4.0".
Smart factory:

- All links of the "smart factory" are extremely automated.
- The specific weight and importance of R & D in the production of serial products is close to the significance of R & D for complex technical products on individual orders.
- Production-transformer, the production lines of which are able to quickly update and rebuild. All links and subsystems are controlled by an autonomous system thanks to the industrial Internet of things.
- At all stages of the life cycle of a product, the functional links of the "smart factory" work as a single interconnected whole, regulated by online feedback flows.
- The whole life cycle of the product (PLM management) becomes the control object, including integration with logistics, service centers and feedback.

"It is clear to everyone that the world is developing rapidly, and if it was the Internet 10 years ago, what changed this world, the next stage of technological development is close. Perhaps it will be a blockade, perhaps something else, but what is we must move further into the field of digitalization, not just the economy, but the entire space of human interaction, this is an obvious fact of life," Altukhov said. In his opinion, the digital economy is a driver that will "drag" forward. "If Russia moves in this direction, we have good chances to be on the same level as other countries," the expert believes. He added that this would happen if one did not repeat after others, but created something new. "In this sense, the field of information technology in Russia, despite a significant outflow of personnel over the past decade, continues to be the center for the production of such personnel.

In this regard, in Russia little by little is introduced the digital economy and makes life easier for people. In a couple of decades it will be difficult to imagine our world and our economy as a whole.

One of the consequences of the new digital transformation will, in particular, be a deeper vision of what people do in companies. This is important, because now
people make up half of the assets of companies. The assets of a typical company now comprise 25% of physical assets, 50% of employees and 25% of brand value and other intangible assets. Specialists note that under the digital economy there will inevitably be losers among ordinary citizens. Some specialties will become unnecessary, someone will be replaced by artificial intelligence. "The new way destroys many traditional sectors, growing negative emotions among those who worked there. Digital technologies can exacerbate socio-economic inequalities, "even the World Bank.

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