STUDY OF TRENDS IN DIGITALIZATION OF THE WORLD ECONOMY

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Trends in the economies of industrialized countries indicate that the processes of digitalization are global in nature. The introduction of new generation technologies, called "end-to-end", due to the scale and depth of their distribution, allows us to talk about the development of the digital economy. It includes a variety of economic activities in which the use of digital information and knowledge occupies a leading place in the process of manufacturing a product. The development and implementation of information networks is becoming a key area of activity, and information and communication technologies act as the leading factors in productivity growth and rationalization of the architecture of the economy [1-14].

Summarizing the opinions of experts who are representatives of large international research organizations, it is possible to identify several primary trends that in the long term will have a significant impact on economic growth indicators [1-14]: cloud computing; Internet of Things; artificial intelligence; robotics; blockchain. It is these trends that serve as the basis for the fourth industrial revolution. These areas are related to the digital economy [2, 7, 9], which is based on the use of digital Internet technologies in the production of goods and services and their trade.

The governments of industrially developed countries understand the need to develop a state policy in the field of the digital economy, aimed at using the accumulated technological material for accelerated modernization of the economy.

Enterprises of the future are created with the aim of applying the full range of digital design and modeling technologies, including the development of new generation products and the modernization of industry into a high-tech industry. Obviously, new technologies will radically change the labor market. The transformations will affect both low- and medium-skilled workers, as well as highly qualified specialists. A huge number of workers will need to be trained in new skills, which will lead to additional costs in the implementation of programs.

The result of the implementation of strategies, programs and concepts for the development of digital technologies (their development and implementation) in different countries was the dynamic development of this market and increased competition in it. To further promote the chosen areas of development, world leaders among industrially developed countries are building an appropriate line of behavior, which is expressed in programs of scientific, technical and industrial potential, updating the technical base, primarily in the processing Industry. Analysis of world experience allows us to conclude about the indispensability of state support in the introduction of digital technologies in all spheres of the economy. In addition, developed countries are increasing investment in scientific research – sources of "breakthrough" technologies.

The main factors of success in digitalization are a properly organized state policy, increased interest from the industrial sector and, of course, their competent interaction, taking into account the specifics of the goals of each of the agents. Improvement of industrial production in Ukraine, taking into account the transition stage of the economy to the digital environment, can be carried out only if the issues of productive involvement of enterprises in the process of using digital technologies, training personnel and assistance in the transition to a new organization of business processes are resolved.

In order to measure the effectiveness of the digital economy, it is necessary to have generally accepted and unambiguous methods, which are not yet available today. Obviously, the results should be evaluated based on the goals and objectives set, should be calculated and understood taking into account the criterion of socio-economic expediency. A strategy for the development of the digital economy cannot be developed solely for the sake of testing a new idea.

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