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CONSTITUENT COMPONENTS OF DIGITALIZATION OF THE ECONOMY IN THE CONDITIONS OF GLOBALIZATION

The peculiarities and distinguishing features of the transformation of the digital economy in the modern globalized world are considered. The dynamics of production, trade and consumption of digital products and services in the conditions of the turbulent world economy were studied. It was determined that access to digital data allows global players to create innovations in business models, management, promotion of goods and services in the digital space, as well as to create technological innovations.

Keywords: globalization, digital economy, digital platforms, business structures, IT products, innovations

Introduction and statement of the problem. The turbulent development of today's world is undergoing a digital transformation with significant implications for the global economy and livelihoods. The global economy in recent years has been filled with changes in the main course of information and technological development of business structures, industries and regions. General informatization was replaced by digitalization (digitalization), as a result of which the digital economy is being formed. Thus, digitalization is the distribution and democratization of knowledge, education and entertainment for the world's population at an unprecedented speed. Taking advantage of the global digital ecosystem is important for both advanced and developing countries [1]. Many developed economies already have a developed digital economy and are widely using the benefits of digitalization for their own economic prosperity and the improvement of the lives of their people. The development of the digital economy can support inclusive growth, regardless of the country's macroeconomic development.

Analysis of recent research and publications. The digital economy as a leading component of the global economy and a strategic goal of global innovation processes in economic systems is revealed in the scientific works of leading scientists, such as: V. Isaacson, S. Brand, J. Wales, E. Williams, B. Gates, D. Engelbart, J. Licklider, J. Von Neumann, E. Peters, S. Huntington. Among the Ukrainian scientists-economists, V. Heitsa, Yu. Zaitseva, S. Kubiva, O. Moskalenko, T. Yefimenko and others stand out. At the same time, the issues of a deeper study of the impact of digitalization on the global economy, the transformation of its key manifestations, elements and relationships in the context of the deployment of technologies and tools of the digital economy remain insufficiently developed.

The purpose of the scientific article is to study the features, leading trends and prospects for the development of the digital economy in the modern globalized world.

Research results. Trends in the development of the world economy, which appeared under the influence of automation and informatization, have retained their relevance even today, since the level of IT distribution will differ significantly depending on the industry (type of economic activity). The trends that emerged as a result of the IT revolution of the 1990s include the following [2, 3]:

1. Globalization. New technologies and their benefits are rapidly spreading around the world.

2. Informatization of society. Penetration of IT and services (e-mail web services, social networks) into business and private communications, IT becomes an extension of people's living space, an integral element of the environment.

3. Strengthening the influence of scientific and technological progress on the development of the economy.

National initiatives of South Korea, the USA, Great Britain, Singapore, China and other countries with developed or rapidly developing economies are aimed at realizing the possibilities of digitization and achieving new effects of the digital economy.

As a result of the widespread use of IT, it is necessary to highlight the trends that set the digital vector of future economic development. The most noticeable trend in the development of information support is the growth of accumulated volumes of information resources [4]. Forecasts of the further acceleration of the rate of growth of the volume of information were based on the fact that the list of information activities in the economy was expanding, more and more people were participating in the creation and distribution of information. The international research company "IDC" made a forecast according to which the volume of data will grow to 175 zettabytes in 2025 [5].

With the spread of IT and the involvement of a large part of the world's population in the Internet (more than 4.54 billion people are Internet users by the end of 2020), the rate of growth of the amount of information accumulated due to the increase in the number of interactions of users with IT is increasing. According to research company IDC, each user averaged more than 500 interactions with IT per day in 2015, so by 2025 the number of such interactions per capita is projected to be about 5,000, which is approximately one interaction every 17.8 sec [6]. It is the interaction with technologies that can happen imperceptibly to a person due to the spread of the Internet of Things, the increase in the wearing and use of devices by people, such as smartphones, smart watches, fitness bracelets, etc.

Expansion of Internet of Things technologies. Digital data is collected by end devices, which transmit it through networks to data centers.

At the same time, the number of end devices used by people of their own choice and desire, as well as those used by state authorities and business structures for monitoring and management, is increasing. The number of devices connected by the Internet of Things amounted to about 22 billion units. in 2020, by 2022 the volume of 35 billion devices is predicted, and in 2025 – more than 85 billion devices [5-6].

The volumes of information resources of all types, including socio-economic, scientific-technical and regulatory-legal information, are increasing. But the volumes of data that record the actions of users in a certain situation are growing at a much faster rate. Separately taken information, for example, about trips made by people on public transport, is not information with limited access, but their large volume (the so-called "big data" (Big Data) represents a significant value for identifying factors, building models and forecasting in the interests of transport management , the development of related services, the convenience of passengers. The quality and speed of data processing will depend not so much on the devices themselves, but on the network infrastructure through which data is transferred. In the context of the development of the digital economy, the quality of networks is of prime importance in the IT infrastructure. The projected growth rates of digital data from 2020 to 2025 are: 2.4 times for traditional data, 4.9 times for IoT data that can be used in analysis, and 9.7 times for IoT data that lead to actions [7].

Digital platforms are a common mechanism for sharing IT infrastructure in the innovative activities of business structures. A distinctive feature of digital platforms is the possibility of their joint use by an almost unlimited number of participants. This feature was also reflected in the widespread term "shared platforms". Search engines on the Internet became one of the first examples of a digital platform where the interests of numerous advertisers and Internet users

were reduced to a common equilibrium thanks to search engine algorithms. For the purposes of researching the phenomenon of digital platforms, four types are distinguished: transactional, innovative, integrated and investment. In practice, digital platforms can combine the functionality and properties of several types of platforms [8].

Digital platforms fill all the modern global spheres of economy and society in which they appear, from telecommunications to transport, as well as those sectors of the economy that were not previously directly connected with informatization, for example, agriculture. Thus, established business models of companies, developed over the years, cease to work.

The number of users of digital platforms and the volume of traffic passing through digital platforms are critical to the development of the digital economy. Digital platforms are becoming the source of "big data". Currently, digital platforms developed and owned by US companies have the largest audience reach [9].

Factors of the external environment, including the level of competences of both the business entity's specialists and its consumers, access to information resources, ownership of new IT, determine the methodology of conducting innovative activities. These same factors became prerequisites for the international information division and the emergence of the "second digital divide" [10,11]. The possibility of the subject obtaining competitive advantages on the national or global market from the achievements of digitalization depends on the factors of the external environment. The lack of access to one or more of the most important types of innovative activity resources in the business structure prevents the creation of effective innovations.

Internal factors undoubtedly affect the organization of the entity's activities, including the effectiveness of IT use. The researchers' conclusions are based on the fact that the introduction of IT, mainly electronic means of communication into the management processes of the enterprise, led to a sharp increase in the number of received messages and contacts for the performance of job duties by employees [12,13].

Under the influence of factors of the external environment, as well as the internal environment, there is a significant gap in the effectiveness of the implementation and further use of IT in innovative activities. As a result, the implementation of similar IT projects in different environmental conditions, for example, in different countries, leads to different economic effects. The slowdown in obtaining economic effects from IT implementation is exacerbated by the international information divide.

Conclusions. The conducted research showed that digitization is a sequential development of the stages of IT use in the world economy, following automation and informatization. It was determined that a distinctive feature of digitization as a stage is the ability to use a significant part of the IT infrastructure and information resources that the business structure does not possess, as well as to use intelligent technologies for their processing. A new stage in the application of IT opened up new opportunities to use the totality of IT accumulated by society in one's economic activity.

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