общения? Наш мир, каким мы его знаем, изменился с момента появления текстовых сообщений, первых лет существования Facebook и сегодняшних “временных сторис”. Давайте посмотрим, какой вклад каждая из наиболее часто используемых социальных платформ внесла в наш новый способ коммуникации и как вы можете использовать их в маркетинговых кампаниях.

Ключевые слова: социальные медиа, интернет-маркетинг, отношения с клиентами.

УДК 330.8

K. Khramtsova

ASSESSMENT OF THE IMPACT OF DIGITALIZATION PROCESSES ON THE DEVELOPMENT OF INTERNATIONAL TRADE

Abstract

This article explores the role of Digitalization and related technologies in modern international trade. The world economy and the Digitalization of international trade are developing rapidly, and the digital space is becoming a key area of world trade. The Impact of Digitalization on International Trade, the impact of changes in the structure and forms of international trade, strengthening global competition and its transition to the Intangible sector; The emergence of new formats and opportunities for international trade through digitization, cross-border trade and employment in a digital environment and globalized invisible expansion of cross-border procedures and reducing the national; Businesses, enterprises, and households with the rapid growth of digital commerce.

Keywords: digital economy, digitalization, globalization, international trade, technology.

Nothing stands still and everything is subject to change. In the modern world, the development of digital technologies determines the further development of the economy and society, and this is always accompanied by significant changes in people's lives. The formation of the digital economy is a strategic task of the development of the Russian Federation for the period up to 2024. The relevance of this topic is due to the fact that digital technologies are becoming increasingly important in economic development. Digitalization is the dominant trend in the development of the world economy, changing its structure and appearance when digital technologies are present in all spheres of life. It helps to create new jobs, increases the purchasing power of the population, and increases the availability of goods and services. Thanks to digitalization, people's lives are completely transformed, for example, the possibility of distance learning or work, obtaining information of interest in any place and time.

The term ”Digital Economy“ or ”Digitalization" was coined in 1995 by the American computer scientist Nicholas Negroponte, who taught at the University of Massachusetts [14, p. 368]. Now such scientists as A. V. Keshelav, A. V. Babkin, R. Bukht, R. Hicks are engaged in the development of the digital economy [7, p. 1-11]. It is related to economic activity, which is the result of billions of daily online connections between people, businesses, devices, data and processes. It is also known as Web Economics or Internet Economics. With the advent of technology and the process of globalization, the digital and traditional economies merge into one [5, p. 328]. The basis of the digital economy is hyper-connectivity, which means the growing interconnectedness of people, organizations and machines, which is the result of technology development. The digital economy forms and undermines traditional ideas about how business is structured, how firms interact and how consumers receive services, information and goods [3].

International trade is a means by which countries can develop, increase the productivity of their resources and thus increase total output. Economist Krugman proceeds from the fact that people like diversity, with the increase in the scale of production, unit costs fall, and the market structure is described by a model of monopolistic competition [9]. Krugman's theory is one of the most successful models in economics. It explains new phenomena in the economy using concepts such as the effect of scale and monopolistic competition. That is, the fact that the company, by

increasing production, reduces costs per unit of production. Krugman's developed theory explains these points, saying that trading within the same industry between different countries is beneficial from the point of view of production technologies. In industries where the return on scale is more pronounced, the growth incentive for the firm is stronger, and if it is combined with low transport costs, then such industries will concentrate in several small regions. The model also says that similar countries trade more among themselves and at the same time trade takes place within the industry, and large countries have advantages in trade by offering more diverse products [4, p. 930]. With the advent of the Internet, trade has reached a new level, new markets, products and services have appeared. The development of the digital economy increases the competitiveness of countries. The country's international competitiveness is of great importance. If the economy is competitive, domestic companies can sell their products both domestically and abroad. This provides jobs and generates income. With increased competitiveness, a country can produce more goods and services and thus increase GDP – and GDP per inhabitant. Successful digital transformation increases people's well-being. Thus, the digital transformation of one's own economy becomes a necessary condition for ensuring and improving the welfare of the country [8, p. 46].

In accordance with the Decree of the President of the Russian Federation dated 07.05.2018 No. 204 "On national goals and strategic objectives of the development of the Russian Federation for the period up to 2024", which states that the introduction of digital technologies in the economy and social sphere is one of the national development goals of Russia. The document says that the Government of the Russian Federation, together with the state authorities of the constituent entities of the Russian Federation, should ensure the achievement of the following goals and targets in 2024:

– Increased costs for the development of the digital economy.

– Creation of a secure information and telecommunications infrastructure for high-speed transmission, processing and storage of large amounts of data, accessible to all organizations and households, and the use of domestic software.

– Training of highly qualified personnel.

– Transformation of priority sectors of the economy and social sphere, as well as the introduction of digital technologies and platform solutions in the areas of public administration and public services [1].

Within the framework of this program, the most important task is to support Russian manufacturers of technological products and services.

The development of the digital economy is directly related to the level of development of information and communication technologies (ICT), which are usually assessed by the following indicators presented in Figure 1.

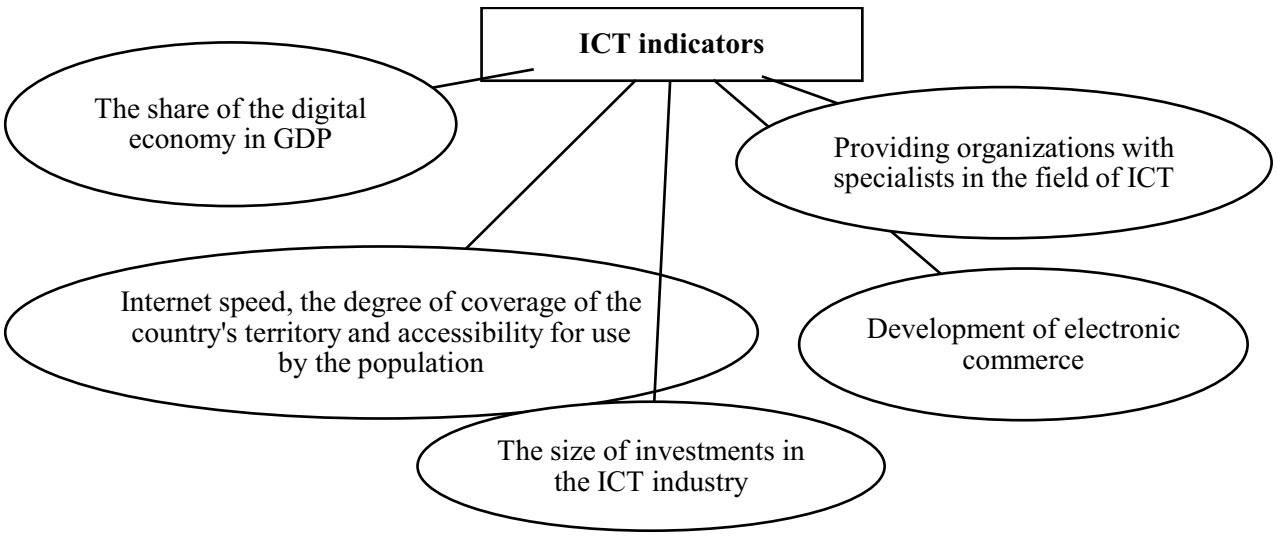

Fig. 1. Digitalization factors potentially affecting international trade (compiled by the author)

Digitalization leads to radical changes in world trade. Their dynamics are improving, and comparative advantages previously unknown to countries are emerging. New problems are also emerging: the possibilities of state regulation and control of cross-border turnover of goods and services are weakening, additional factors are emerging to strengthen monopolistic trends in foreign trade. All this requires both theoretical understanding and forecasting of practical results.

To date, the 4G network prevails in Russia, the data are presented in Fig. 2, and the further development and introduction of new generation communication networks contributes to the rapid development of economic sectors [6]. 5G technology allows you to automate processes in various industries, introduce remote work online (for example, for telemedicine) and organize any other processes that can be done without the direct presence of a person. Also, the 5G factor provides a high density of connections and supports the correct functioning of a large number of Internet devices. At the same time, it minimizes signal latency, which has a noticeable impact on the quality of online games, video and audio conferences that are conducted via the mobile Internet.

Fig. 2. 4G and 4G+ network coverage map of Russian mobile operators [6]

This technology is being tested in limited pilot zones, large cities of Russia: Moscow, St. Petersburg, Nizhny Novgorod, Naberezhnye Chelny, Tomsk, Innopolis and Skolkovo. Now Russia is only at the preparatory stage of the development of the 5G network [11].

Since technological and innovative companies are the driving force behind the development of the digital economy, their small number in Russia poses serious risks to the country's digital development. COVID-19 has made significant adjustments to the state and forecasts of the development of the digital economy. In the Russian ICT market, there is an increase in the information technology industry – by 12.7 % (in constant prices), manufacturers of ICT equipment (+4.1 %) and wholesale trade in ICT goods (+30.9 %). The GVA of the telecommunications sector decreased in constant prices by 1.6 % [2].

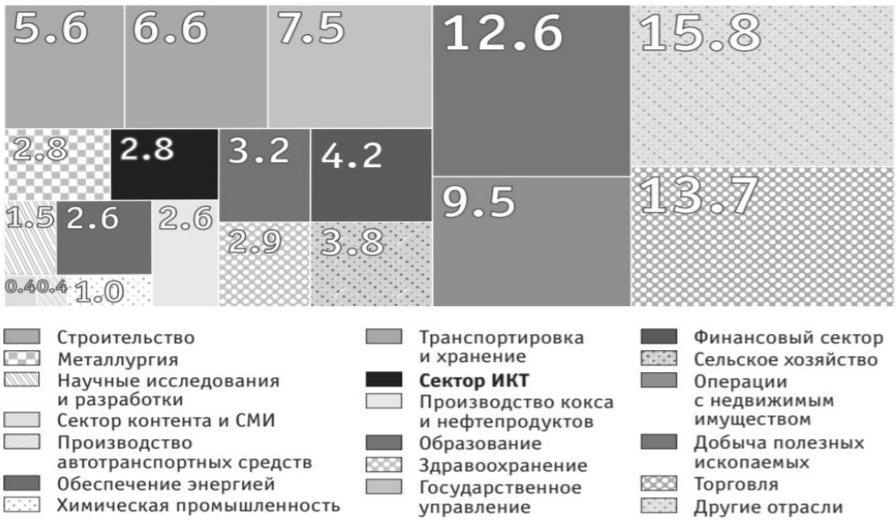

Fig. 3. Contribution of the ICT sector to economic development: 2019 (as a percentage of GDP) [10]

Investments in fixed assets amount to 102.6 billion rubles. Figure 3 shows data on the contribution of the ICT sector to economic development is 2.8 % of GDP in 2019. Despite the crisis in 2020, it accounted for 2.8 % of the growth of the ICT sector compared to 2019, and the country's share in GDP reached 3.1 % against the background of a general decline in GDP.

A positive trend is observed in the export of ICT-related goods and services, which has increased to $4 billion over the past five years. According to HSE data for 2020, Russia ranks 27th in the export of ICT-related goods.

The next important factor is the technical indicator, the use of ICT in enterprises. For example, indicators such as personal computers, servers, local area networks, global information networks and website usage show positive dynamics. The use of these opportunities by Russian enterprises is about 80 %.

The development of digital technologies is important for the entire economy as a whole. The governments of many countries, predicting changes for the better, are increasingly striving to develop the digital economy, using its advantages to respond to key challenges of our time, such as reducing unemployment, fighting poverty and environmental degradation [12, p.73]. Modern national digital strategies concern the development of international relations, the creation of innovative enterprises, increasing employment and the formation of an effective public sector [13, p. 917]. Thus, it can be argued that the development of the digital economy has a positive impact on the development of international trade and business in general.

References

1. Указ Президента Российской Федерации от 07.05.2018 г. № 204 // О национальных целях и стратегических задачах развития Российской Федерации на период до 2024 года. Режим доступа: http://www.kremlin.ru/acts/bank/43027/page/2 (дата обращения: 24.03.2022)
2. Цифровизация субъектов РФ // Министерство цифрового развития, связи и массовых коммуникаций Российской Федерации. Режим доступа: https://digital.gov.ru/ru/activity/directions/894/ (дата обращения: 30.03.2022)
3. Бабкин А. В. Тенденции развития экономики и промышленности в условиях цифровизации. Санкт-Петербург: Издательство Политехнического университета. 658 с. Режим доступа: http://inecprom.spbstu.ru/files/tank/trends-development-economy-industryconditions-digitalization.pdf (дата обращения: 24.03.2022)
4. Итуэлла Дж., Милгейта М., Ньюмена П. Экономическая теория: Учебник / Под ред. В. С. Автономов. М.: Инфра-М, 2004. 930 с.
5. Калужский М. Л. Электронная коммерция. Маркетинговые сети и инфраструктура рынка. М.: Экономика, 2014. 328 с.
6. Карта покрытия сотовых операторов России. Режим доступа: https://shop-antenna.ru/mobile-map (дата обращения: 31.03.2022)
2. Кунцман А. А. Трансформация внутренней и внешней среды бизнеса в условиях цифровой экономики // Управление экономическими системами: электронный научный журнал. 2016. № 11 (93). С. 1-11.
3. Сайбель Н. Ю., Сайбель Я. В. Эволюция теории инноваций // Актуальные проблемы экономической теории и практики. 2013. № 13. С. 46-55.
4. Цифровая трансформация международной торговли: Электронная коммерция и не только // РОСКОНГРЕСС. Режим доступа: https://roscongress.org/news/tsifrovaja-transformatsija-mezhdunarodnoj-torgovli-elektronnaja-kommertsija-i-ne-tolko/ (дата обращения: 24.03.2022)
5. Цифровая экономика: 2021: краткий статистический сборник / Под ред. Г. И. Абдрахманова, К. О. Вишневский, Л. М. Гохберг и др.; Нац. исслед. ун-т «Высшая школа экономики». М.: НИУ ВШЭ, 2021. 124 с. Режим доступа: https://issek.hse.ru/mirror/pubs/share/434007067.pdf (дата обращения: 31.03.2022)

6. Что сейчас с 5G в России? Уже есть или еще нет? Когда появится? // ТАСС. Режим доступа: https://tass.ru/ekonomika/13746159?utm_source=yandex.ru&utm_medium=organic&utm_campaign=yandex.ru&utm_referrer=yandex.ru (дата обращения: 04.04.2022)
7. Nedelkin A. A., Romanova Yu. D. Digital technologies in modern educational institutions // Economics and management: problems, solutions. 2018. Pp. 3 (73).
8. Dumoulin I. I. International trade. Tariff and non-tariff regulation. Textbook. M.: All-Russian Academy of Foreign Trade (VAVT), 2017. 917 p.
9. Negroponte N. Being Digital. New York: Knopf, 1995. 368 p.

К. О. Храмцова

ОЦЕНКА ВЛИЯНИЯ ПРОЦЕССОВ ЦИФРОВИЗАЦИИ НА РАЗВИТИЕ МЕЖДУНАРОДНОЙ ТОРГОВЛИ

Аннотация

В данной статье исследуется роль цифровизации и связанных с ней технологий в современной международной торговле. Глобальная экономика и цифровизация в международной торговле растут быстрыми темпами, и цифровое пространство становится ключевой областью глобальной торговли. Влияние цифровизации на международную торговлю, влияние изменений в структуре и формах международной торговли, усиление глобальной конкуренции и ее переход в нематериальный сектор; появление новых форматов и возможностей для международного бизнеса посредством оцифровка, расширение трансграничной торговли и невидимой занятости, а также сокращение трансграничных и внутренних операций в условиях глобализации цифровой среды; такие факторы, как быстрый рост цифровой торговли с компаниями, предприятиями и домашними хозяйствами, появление науки нового поколения.

Ключевые слова: цифровая экономика, цифровизация, глобализация, международная торговля, технологии.

УДК 532.1

A. Kungurov

THE GENESIS AND CONTENT OF ENTREPRENEURIAL ECOSYSTEM CATEGORY INTRODUCTION

Abstract

This article presents a detailed analysis of foreign scientific research based on the concept of "entrepreneurial ecosystem" and description of the key components of the structure of the entrepreneurial ecosystem, as well as the key factors and principles of the effective functioning of entrepreneurial ecosystems. The main purpose of this article is to reveal the origin of the concept of "entrepreneurial system", the definition of this concept in various studies, to highlight the main features of entrepreneurial ecosystems, as well as to expand and systematize the knowledge of this category.

Keywords: entrepreneurial ecosystem, concept of “ecosystem”, environmental theory.

With the growth of entrepreneurship on a global scale, the important role of entrepreneurship in economic development is increasingly recognized. In recent years, entrepreneurship has played a huge role in stimulating economic growth and social progress [7, p. 217-226]. As the impact of entrepreneurship on economic development has grown, in-depth studies of entrepreneurship have been constantly conducted around the world. The interaction between entrepreneurial activity, business entities and the business environment has been widely recognized by the scientific community and the community of practitioners. Many countries have begun to attach great importance to the creation and study of entrepreneurial ecosystems, and entrepreneurial ecosystems have begun to enter the field of entrepreneurial research everywhere.