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THEORETICAL FOUNDATIONS FOR THE FORMATION AND DEVELOPMENT OF THE INTELLECTUAL POTENTIAL OF THE DIGITAL ECONOMY

The rapid development of information and communication technologies within the framework of scientific and technological progress has turned informatization into a systemic component of almost all spheres of human life and society. At present, scientific and technological development is the transformation of science and technology into a key factor in the restoration of Ukraine, the main resources of which are the intellectual potential of the nation, fundamental science, technology and innovation.

The modern economy has been transformed into a knowledge-digital one, the driving force of which is predominantly not material production, but knowledge and intelligence. They are perceived as a factor in the production of economic goods and as a result of activity.

The significance of the formation and development of the intellectual potential of the digital economy is primarily due to the importance of using additional factors that ensure the restoration of the national economy of Ukraine.

Research in the field of formation and development of the digital economy was carried out by K. Anderson, R. Wood, M.M. Kovalev, B.N. Panshin, T.A. Tkalich and others. However, despite the large number of studies on this topic and the significance of the results obtained, theoretical aspects related to the development of intellectual potential in the digital economy remain insufficiently studied.

The concept of intellectual potential is an established economic category. However, the evolutionary processes currently taking place in economic systems introduce new characteristics into the category of intellectual potential that contribute to the formation and development of a digital economic system.

We believe that the essence of the category of intellectual potential of the digital economy is the totality of human resources. The decisive ones are digital literacy, creative and scientific and technical resources of economic entities, due to multidirectional factors. And it is they who require permanent management in order to form and develop the electronic economy [1].

In this regard, we note that the main thing in management should be the increment of the intellectual potential of the digital economy, including as a result of the dynamic reduction of the digital divide. In other words, it is a reduction in the gap in the level of those factors that currently play a decisive role in the economic growth of digital economy systems.

As a result of the analysis of the intellectual potential of the digital economy, it was found that it is formed on the basis of the intellectual potential of the socio-economic system.

The main characteristics that distinguish the intellectual potential of the digital economy from the intellectual potential of the "traditional" socio-economic system are the following:

- 1 - an increase in the role of creativity, creative thinking;
- 2 - a significant increase in the synergistic effect resulting from the interaction of a large number of people and manifested in the rapid growth in the number of users of social networks;
- 3 - the need to have a certain level of digital literacy;
- 4 - uneven distribution of the intellectual potential of the digital economy between its agents [1].

In the course of the study, we studied the main characteristics of the intellectual potential of the digital economy - digital literacy and the digital divide. The analysis of approaches to their economic interpretation, existing in domestic and foreign practice, made it possible to make certain clarifications.

So, under digital literacy, we propose to understand the totality of knowledge, skills and attitudes of an individual's behavior in the field of information and communication technologies. In addition, the ability to apply them in practice in everyday and professional activities, taking into account changes in technical and socio-economic conditions.

This clarification is based on the fact that certain features are inherent in digital literacy. For example, it is based on other types of literacy, which involves the use of modern technologies.

In addition, it is characterized by a high dependence on the time factor, which manifests itself in the following forms:

- 1 - the content of knowledge and skills that form the basis of digital literacy changes over time;
- 2 - digital literacy has a high rate of obsolescence.

Under the digital divide, we propose to understand the form of differentiation between individual enterprises, industries, which manifests itself in unequal access to information and communication technologies, which is caused by the action of various factors (economic, social, technical, infrastructural, language, and digital literacy factors). We believe that the refinement of the theoretical provisions will serve as the basis for developing a methodology for assessing the intellectual potential of the digital economy, as well as for determining the directions for developing the intellectual potential of the digital economy of Ukraine.

References:

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