FEATURES OF INNOVATIVE DIGITAL GLOBALIZATION IN CONDITIONS OF MODERN CHALLENGES

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The concept of "globalization" has traditionally been used to describe the increasing interdependence of the world's economies and cultures, the planetary communication of populations, and the cross-border exchange of goods and services, technologies and investment flows, human resources and information.

Over the past few centuries, the leading powers of the world have been consistently developing models and schemes of foreign economic partnership that facilitate this kind of communication and interaction. However, the term “globalization” gained particular popularity at the end of the 20th century, when actively practiced cooperative agreements formed the foundations of our modern life

and worldview. It was at this time that the world became a truly global whole [A. Guryanova, E. Khafiyatullina, M. Petinova, V. Frolov, A. Makhovikov, 2020].

In modern reality, no country is able to completely isolate itself from the realities of the world economy. All states are involved in a single global economic environment. However, the closer to our present, the more the nature of globalization itself changes. While financial flows and traditional trade in goods at the global level are sharply reduced due to the general crisis that has swept the whole world of the COVID-19 pandemic, Russia's military aggression in Ukraine, global economic ties of the digital format, on the contrary, are increasing significantly.

The global industry is currently undergoing changes on a truly revolutionary scale. Given their versatility, complexity and dynamics, scientists have given such changes the name of the fourth industrial revolution, which is fundamentally different from all previous revolutionary upheavals that have taken place in world history. Today we can see with our own eyes impressive innovations and powerful technological breakthroughs in various fields of science, technology, and production. These are achievements in the field of the Internet of things, virtual environment, robotics and a variety of technological areas, such as cognitive, cloud, bio- and nanotechnologies. Of course, during the previous three industrial revolutions, new technological solutions also arose. But the fourth one is fundamentally different from them, firstly, by the speed of development and implementation of innovative technologies, and secondly, by the planetary, global nature of their distribution [Pakhucha, E., Babko, N., Bilousko, T., Bilousko, R., Vynohradenko, S., & Azizov, O. 2021].

The fourth industrial revolution is also associated with the assertion of Industry 4.0, causing a paradigm shift - the transition from centralized to decentralized production, which, moreover, is also the most intellectualized. This new revolution makes it possible to improve, reduce the cost and speed up the production process, which, in turn, transforms the models of interpersonal communication, communication, and interaction. Thus, robotization is likely to lead to the transformation of both places of production and flows of foreign direct investment. In addition, the growing digital flows facilitate the transfer and dissemination of information and innovations across

the planet, thereby expanding the opportunities for everyone to participate in the global economic process.

Artificial intelligence technologies play an important role in the era of digitalization. Their most intensive development takes place in five predominant areas, which can include computer vision and natural language technologies, robotic process automation, the development of various virtual assistants, and the expansion of machine learning. According to McKinsey Global Institute (MGI) forecasts, given the global average adoption rate of artificial intelligence technologies, by 2030 they will be able to provide an increase in additional global economic activity by about $ 13 trillion. This is about 16% higher than the total GDP (gross domestic product) for compared with the economic situation of our time [Notes from the AI Frontier: Modeling the Impact of AI on the World Economy. McKinsey & Company, 2022].

Such a high degree of implementation of artificial intelligence is associated, first of all, with the possibility of its productive impact on the productivity of companies, as well as with a number of other external factors that directly affect the economic environment. With the predicted development of events, the use of artificial intelligence will be about 1.2% of additional GDP growth per year. Such an impact can be comparable to other large-scale world-class technologies and recognition that have periodically arisen in the course of human history. In addition, artificial intelligence has enormous development potential. In general, digital technologies are changing the way business is done, bringing it to a cross-border level, and expanding the opportunities for participation in it [Notes from the AI Frontier: Modeling the Impact of AI on the World Economy. McKinsey & Company]. In the process of digitalization of the economy, there is a sharp increase in global data flows, in particular, so-called “cross-border flows” arise. The volume of data is also growing exponentially: since 2005, its cross-border throughput has increased by about 45 times

Thus, digitalization is having a profound impact on global trade and investment, transforming economic industries and sectors around the world. In addition, digitalization improves the quality of life of citizens in many areas: it contributes to the activation of their participation in public life, provides access to

information resources, and introduces new technologies in the areas of healthcare and education.

Data and information are the fundamental resources of modern civilization, often compared to the "new oil" of the 21st century. The more information accumulates, the more qualitative and productive the decisions made on its basis can become, and the machine learning technologies used to process it are increasingly improving. This, in turn, creates additional opportunities for the commercialization and monetization of the data sphere.

The influx and outflow of data, ideas, technologies, and talents observed in the modern world also influence investment decisions. Over the past decade, data flows at the global level have made a significant contribution to the increase in world GDP. Currently, data globalization has a greater impact on economic growth than standard trade in goods. Global data flows include phenomena of a very different order, including the information itself, search and communication tools associated with its receipt, processing and storage, various transactional and video resources, intracompany traffic, and many others. etc. Any kind of modern cross-border flows is supported and provided by this kind of technological resources. In addition, the global adoption of digital technologies is fundamentally changing the way organizations work. Through the collection and exchange of information, trade in information resources, they successfully increase their operational efficiency, reduce marketing costs.

The digital economy has a significant impact on all investment structures, including foreign ones. It opens up new opportunities, but along with this, it also provokes serious political problems related, for example, to the need to overcome the digital divide [A. Guryanova, E. Khafiyatullina, M. Petinova, V. Frolov, A. Makhovikov, 2020].

In any case, the digital economy contributes to the emergence of digital globalization. Admittedly, countries such as Singapore, the Netherlands, the United States, Germany, the United Kingdom, China, Ireland, Saudi Arabia and the United Arab Emirates lead the ranking of modern digital transformations.Modern China is

rightfully considered one of the world's leading investors in digital technologies. It has one of the most developed digital startup investment systems in the world. In general, the most interconnected at the global level are countries with developed economies. However, data flows also bring significant economic benefits to countries located on the periphery of digitalization. Moreover, the acceleration and increase in data and information flows are observed almost everywhere. As a result, globalization in the 21st century is becoming truly digital.

Digital globalization is a new phase in the development of the global world, entailing corresponding changes in the structure of doing business, in the contingent of its participants, in expanding economic opportunities, including cross-border relations and communications. Transformations and innovations in the field of digitalization are driven by the expectations of consumers and investors, as well as the prospects for greater economic and social benefits. The benefits of digital globalization are enjoyed not only by large corporations, but also by small businesses [V. P. Berkut, Yu. V. Bondareva, T. A. Kostyukova, V. P. Maikova, E. M. Molchan, V. A. Pesotsky, 2018].

In the course of digitalization, the so-called microtransnational corporations play an important role. To connect with customers and suppliers from other countries, they use the potential of leading digital platforms - Alibaba or Amazon. Moreover, the use of digital platforms is increasingly being practiced by representatives of precisely small startups, which rather quickly receive, thanks to this, a unique opportunity to enter the global level of communications [Schilirò D., 2020].

According to MGB (McKinsey Global Institute), more than 85% of today's technology startups claim to belong to some area of cross-border activity. The use of digital platforms is fundamentally changing the way business is done and the economy itself, contributing to its acquisition of a cross-border focus [Notes from the AI Frontier: Modeling the Impact of AI on the World Economy. McKinsey & Company].

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of ever new global user communities. As a result, the business sector is expanding its potential customer base, using effective methods to further attract interested parties.

In today's society, global digital platforms are successfully used for education, job search, personal networking and talent showcase. Today, international connections in social networks already have more than 3 billion participants. Thus, digital platforms are the instrumental basis for a new era of globalization.

Digital globalization is a fundamentally new stage in the evolution of the global world, the formation of which is due to the development of digital technologies, on the one hand, and the digital economy, on the other. The technological prerequisite for digital globalization can be considered the achievements of the fourth industrial revolution - robotization and the Internet of things, cloud and cognitive technologies, virtual and augmented reality, nano- and biotechnologies, and so on. Digital globalization is inextricably linked to economic innovation.

The digital economy involves changes in the very structure of doing business, in the contingent of its participants, in expanding economic opportunities, including the establishment of cross-border relations and communications. While financial flows and traditional trade in goods at the global level are declining due to the crisis that has swept the whole world due to the pandemic and hostilities in Ukraine, global economic ties of the digital format, on the contrary, are expanding significantly. This is largely facilitated by the introduction of artificial intelligence technology, the attraction of global data and information flows, the use of digital platforms and the development of digital commerce.

Over the past few centuries, the leading powers of the world have been consistently developing models and schemes of foreign economic partnership that facilitate this kind of communication and interaction. However, the term “globalization” gained particular popularity at the end of the 20th century, when actively practiced cooperative agreements formed the foundations of our modern life and worldview. It was at this time that the world became a truly global whole.

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Another important aspect of the digital economy and digital globalization is e-commerce. In the realities of our modern times, most of the retail market is moving online. An example is the network operation of the world famous company Alibaba, which accounts for about 80% of all online retail sales in modern China.

E-commerce is a fast, dynamically developing form of trade relations. It is revolutionizing sales strategies and fundamentally changing consumer behavior patterns.

Summing up, we note that digital globalization is a fundamentally new stage in the evolution of the global world, the formation of which is due to the development of digital technologies, on the one hand, and the digital economy, on the other. The technological prerequisite for digital globalization can be considered the achievements of the fourth industrial revolution - robotization and the Internet of things, cloud and cognitive technologies, virtual and augmented reality, nano- and biotechnologies, and so on. Digital globalization is inextricably linked to economic innovation.

The digital economy involves changes in the very structure of doing business, in the contingent of its participants, in expanding economic opportunities, including the establishment of cross-border relations and communications. While financial flows and traditional trade in goods at the global level are declining due to the crisis that has swept the whole world due to the pandemic and hostilities in Ukraine, global economic ties of the digital format, on the contrary, are expanding significantly. This is largely facilitated by the introduction of artificial intelligence technology, the attraction of global data and information flows, the use of digital platforms and the development of digital commerce.

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