

DIGITAL SOLUTIONS FOR THE MODERNIZATION OF THE ECONOMY AND SOCIETY

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Abstract: The article highlights aspects of digitalization, analyzes technologies, and identifies areas that accelerate its process.

Keywords: digital technologies, economy, society, modernization

Digital solutions that are inherent in the modernization of the economy and society are a relevant area of effective development of any country. Trends in the development of digital information technologies, the introduction of digital platforms, automatic systems and applications with artificial intelligence, the use of electronic money, humanoid robots, force all state entities to quickly adapt and be mobile and flexible to new realities, considering the experience of developed countries.

The impact of digital technologies on the economy was studied by Tarasenko I.O., Bashlay S.V. [1], Lyashenko V.I., Kvasha T.K., Nagirna M.Y. [2]. Yaremenko I.I., Melnyk L.G., Kotelevets D.O. [3] identified the factors that hinder the transition of the traditional economy to the digital space. As we can see, most scholars consider the impact of digitalization on economic development as a separate area. Accordingly, in modern realities, this approach is not sufficient, as it needs to be considered comprehensively, since digitalization has a positive impact on the economic growth of the state and the productivity and competitiveness of society, which is relevant in the current environment. Digitalization shapes the emergence of new approaches to the functioning and development of the economy and society of the state, considering the processes of globalization and integration, the introduction of modern technologies and robotization, delegation of business processes, changes in business entry methods etc [1].

The conditions of digital modernization of the economy and society depend on a number of factors that need to be taken into account, including the development of information and communication technologies and educational institutions, competitiveness of innovations and the level of their popularization, digital literacy of the population, investment attractiveness of startups and IT, development of

intellectual resources, potential of highly skilled personnel, development of new types of entrepreneurship, etc. As well as hindering factors: limited digital space, lack of constant and high-speed access to digital networks, insufficient level of financial and information literacy, fragmentation of digital technologies, insufficient level of government support, lack of incentives for business entities to automate and systematize business processes, weak level of interaction and interconnection between different institutions; uncertainty and lack of awareness of the introduction of digital changes, high level of digital crime, and others [2].

To accelerate the digitalization of the economy and society, it is worth studying the experience of developed countries and implementing the best digital technologies. Among them are the following: LEO (direct satellite connection without the involvement of telecom operators and roaming), identification and personalization (voice interfaces, computer vision and face recognition, mass personalization and micro-moments), IoT (perception and analysis of a large amount of information, creation of new business models based on the behavior of objects), interactive humanoid robots (virtualization, chatbot with artificial intelligence, digital twins, virtual assistants), AI makers (incredibly fast data processing, acceleration of quantum computing), cryptocurrency, Web3.0, 6G; autonomous and self-driving technologies, 4D printing, nanotechnology [3].

For the uninterrupted process of modernization of the economy and society, it is necessary to implement a number of promising areas, primarily: development of digital infrastructure with information and communication technologies, high-quality coverage of digital networks and the Internet, support and stimulation of startups and IT development, development of digital competencies and digital culture, mastering and implementation of highly advanced technologies, ensuring the effective development of digital services, and generation of digital products [4, S. 239–241]. Thus, digital decisions made in the process of modernizing the economy and society must meet the real requirements of the time and ensure high rates of economic development of the state and an effective level of productivity and competitiveness of society.

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