



Features of Development of the Russian Digital Economy

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ABSTRACT

the article studies the key aspects of the development of digitalization in Russia and the modern world. The analysis of the use of digital technologies by the population of Russia and other indicators. The state of the digital economy in Russia is analyzed in comparison with other countries. The problems of development are identified and solutions are presented to accelerate the process of digitalization of the economy in Russia. The main directions of the development strategy of digitalization of the Russian economy in the framework of the program "Digital Economy of the Russian Federation" are considered.

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INTRODUCTION

In modern conditions of economic prosperity transformation of modern society was to determine not manufac - governmental factors such as the amount of goods, services and energy, and the development of informatization of the society, as well as the quality of information. With the introduction of global telecommunication technologies into the modern societ, the concept of "spiritual needs" of a person appeared, which began to occupy a priority place in the information society over other material needs and services (13; p.190). An increasing number of people began to use information technology not only for production needs, but also in everyday life.

RESULTS

According to the Ministry of Digital Development, Telecommunications and Mass Media of the Russian Federation, as well as the Federal State Statistics Service, Internet use by the population is gradually growing (1; p.31). The histogram of figure 1 presents these data.

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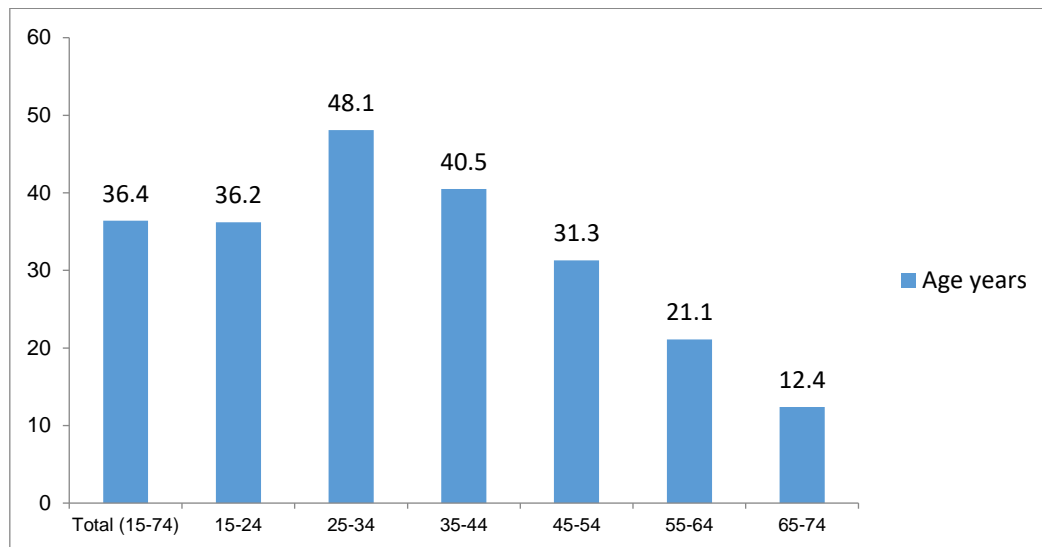


Fig. 1: Use of the Internet by the population to order goods (services) by age group, 2017

Source: (1; 8)

As can be seen from the above data, the main users of online orders are people of the age category 25-34 and 35-44 years. The use of information technology is increasingly absorbing both production life and public life. This trend is observed in many countries. The development of

the economy at all its stages of development is associated with the circulation of information flows (2; p.5). The histogram of Figure 2 shows data on the use of the Internet by the population to download personal files for public access by country.

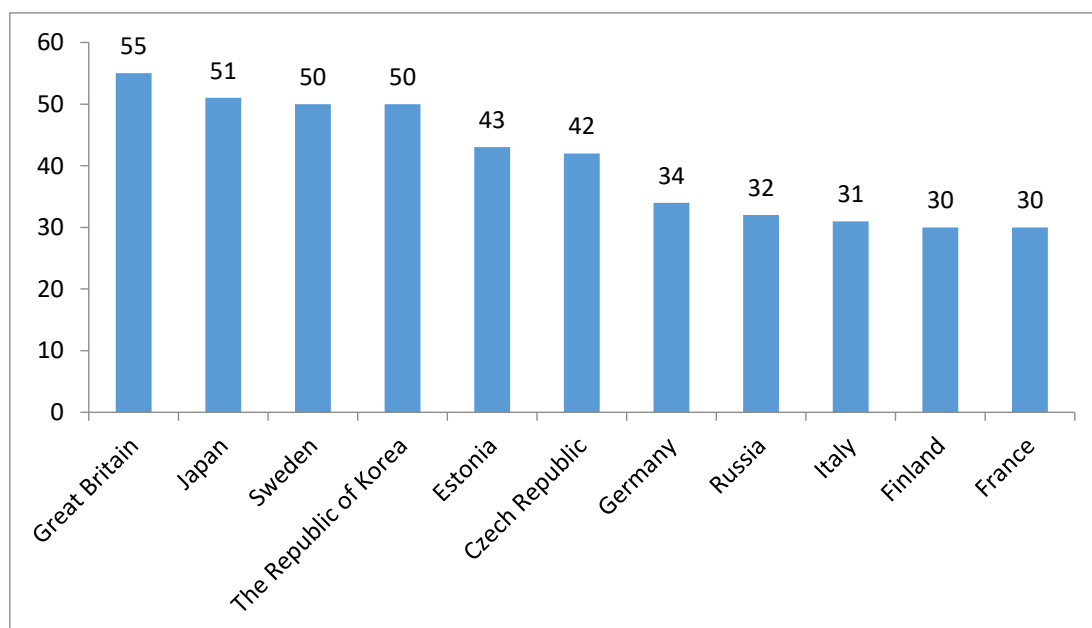


Fig. 2: Use of the Internet by the population to download personal files for public access by country (15-74 years), 2017

Source: (1; 2)

As can be seen from the data presented, the leading places in the use of the Internet by the population in order to download personal files belong to the UK, Japan, Sweden, the Republic of Korea, and Estonia. Russia is on the 8th place in this list. The introduction of digital technologies in various

spheres of human activities, such as production, implementations of goods and services, education, and public services will lead society to obtain "digital x dividends" under this kind of dividends is necessary to understand the growth of the national well-being, his material profit, and transparency of

government processes (7; p.151). The main guideline on the digitalization benchmark of the country's economy is to increase its efficiency and competitiveness.

In recent years, the development of the digital economy in Russia has been observed in Russia. But it should also be noted that there is a significant gap between our country and the leading countries in certain indicators. These indicators are : low- rate of productivity growth, fairly slow Mastering and

the introduction of a new technologies in the industrial sector , ours Shade digitalization, dale I of the digital economy in GDP and so on (10; p. 175).

Figure 3 presents information on the use of the Internet by the population in order to find work by country. The leading places in this gradation are occupied by such countries as Finland, Sweden, Great Britain, Estonia, and the USA. Russia belongs to 10th place (1; p.34).

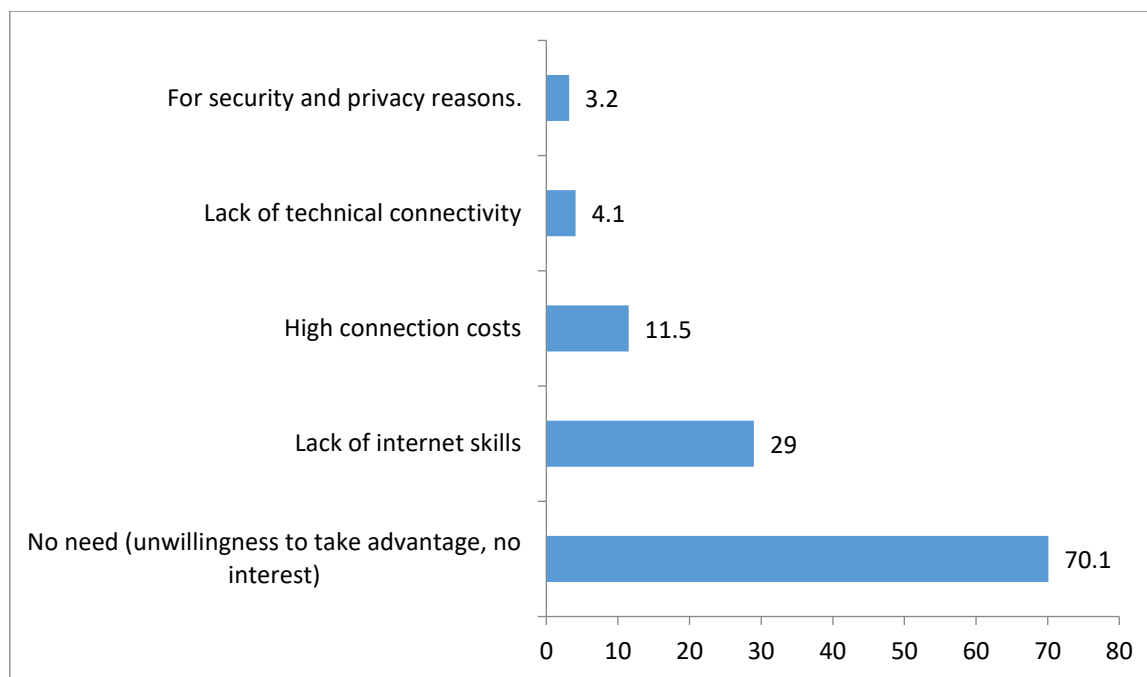


Fig. 3: Constraints on Internet Use by the Population (15-74 years old), 2017

Source: (1; 10)

The level of competitiveness of Russia on development the digital economy in the world the first scene recorded in the digital world ranking of competitiveness (World the Digital Competitiveness Ranking). Russia takes its place in the fourth dozen countries. The main factors that hinder the development of digitalization in lagging countries are low level of technological development, as well as the weak development of Digital and infrastructure.

Figure 3 shows the constraints of the Russian population on the use of the Internet. The main factors are the lack of need or unwillingness to use the Internet, also noted a lack of skills for working on the Internet, high connection costs and more. But still, the main constraining factor is the low level of human resources qualification and the lack of motivation for further development.

According to the result survey, conducted by the Analytical center NAFI and the organization "Digital Economy" in May, 2019, 60% of Russians speak of themselves as poorly informed, about modern technologies . 44% of the population surveyed said

they rarely pay attention to news from the world of high technology, and 21% said they were not at all interested in reports on this topic. However, a certain part of the Russian population noted an optimistic view on the development of innovation. According to a survey, 54% of Russians said they like to be up to date with modern technologies, and 53% said they would like to test new technical devices or programs. 56% of the population surveyed said they would like to start or continue to learn how to use modern technology. A significant part of Russians (74 %) agree with the opinion that the development of digitalization will allow to solve many problems of the Russian society and make life easier and more convenient (3; 9).

Figure 4 presents the data as a percentage of population aged 15-74 years and Using the Internet population for the purpose of distance learning in the countries. As can be seen from the above data, the leading countries are the United States, Republic of Korea, Switzerland, Finland, and the United Kingdom. Russia takes 11th place, only 4% of the population of our country uses the Internet

for distance learning. Of course, it should be noted that this is a very small number. Enough about optimistic for the introduction of digitalization expressed Russians aged 18 to 24 years, people with higher education, permanent employment and high income. A significant number of respondents are concerned about the introduction of new technologies. 37% of Russians are anxious when they encounter modern

technologies, 38% feel uneasy about the active introduction of new technologies in everyday life. Every fifth Russian citizen (22%) had a bad experience using modern gadgets. 30% believe that technology does not provide any fundamentally new knowledge and opportunities, and 35% believe that the development of innovation is a danger in the long term (3).

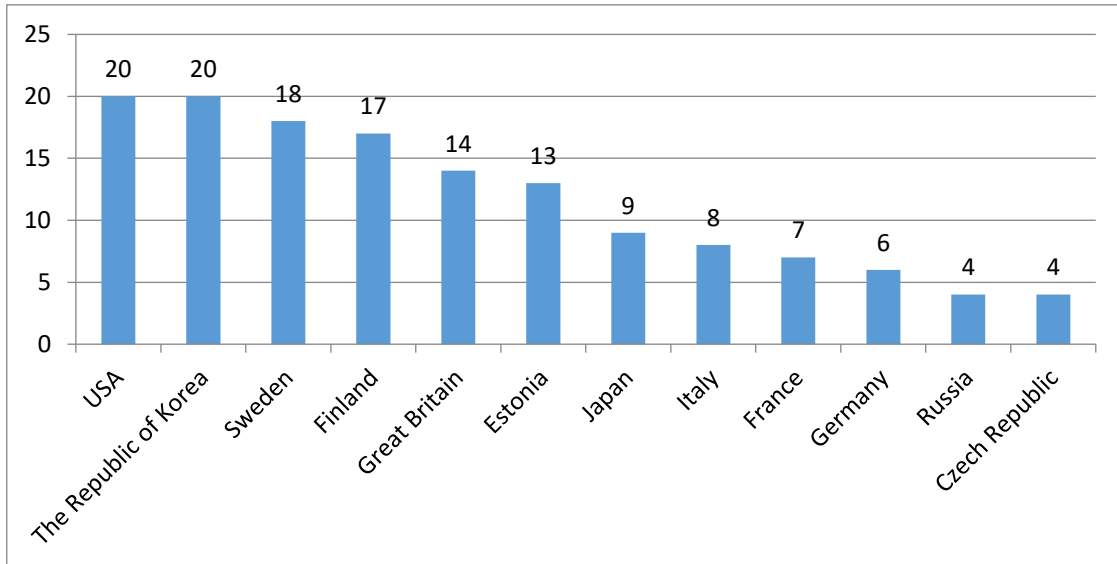


Fig. 4: The use of the Internet by the population for distance learning by country (15-74 years), 2017
Source: (1; 3; 9)

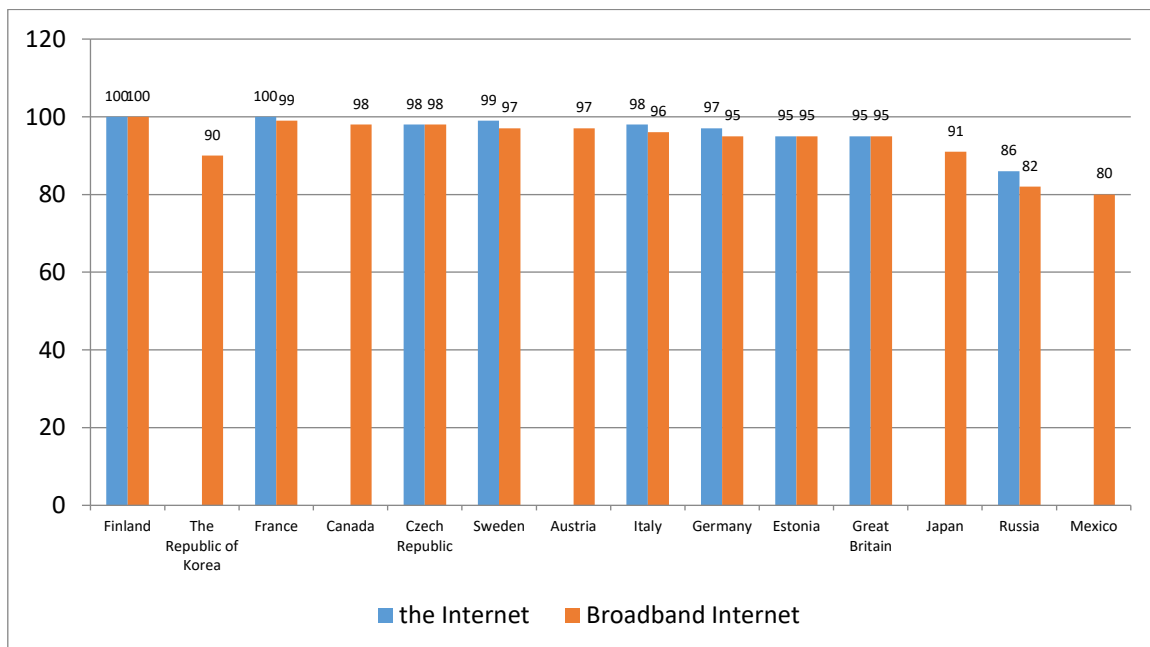


Fig. 5: Internet access in organizations by country, 2017

Source: (1; 6)

Women, people over 60, unemployed, rural people, as well as people with low incomes were more often than others noted the negative consequences of the introduction of new technologies in everyday life.

Russia, we expressed wishes regarding the further development of technologies and regulation of the use of technical achievements by the state: more than half of the respondents (55%) agreed that

technological progress should go at a faster pace than now; 36% are sure that the government will not allow new technologies to be used to the detriment of the interests of citizens.

First of all digital options should be implemented in the factories and workplaces (6). Figure 5 shows country data on Internet access in organizations. As can be seen from the above data, the leading positions in this study are occupied by Finland, the Republic of Korea, France, Canada, the Czech Republic and others. For Russia, 82-86% of organizations from the total number of

organizations in the business sector have access to the Internet. Note that this is a pretty good indicator for a country that is developing digitally.

However, Figure 6 presents other data that shows the percentage of employees providing mobile devices for accessing the Internet in business organizations across countries. As can be seen from the data presented, Russia occupies a bad position - only 4% of the total number of employees provided the organization the opportunity to use mobile Internet. This is a very low rate (4; p.67).

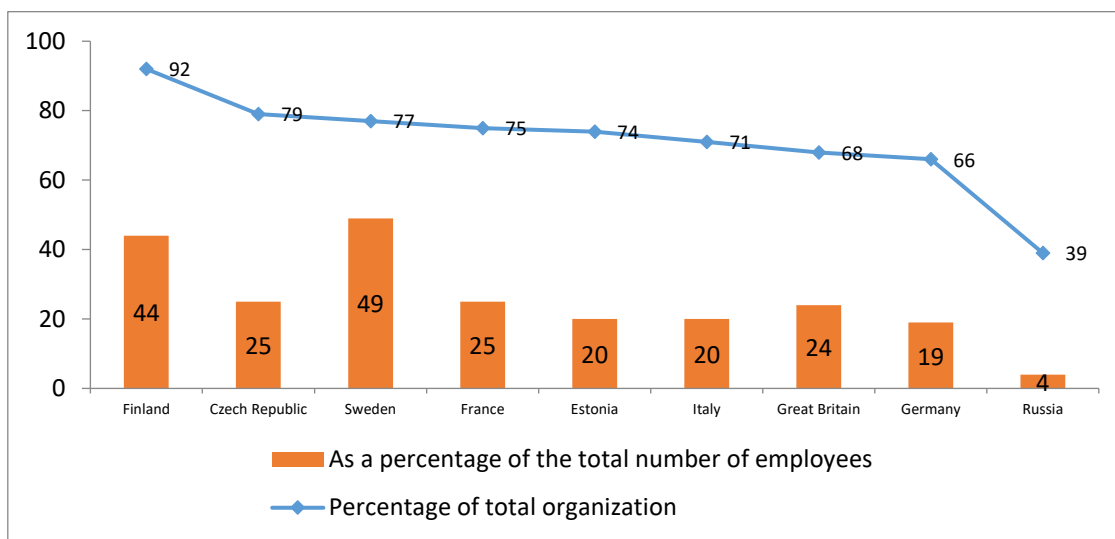


Fig. 6: Providing employees with mobile devices for accessing the Internet in organizations of the business sector by country, 2017

Source: (12; 12)

From a crusting and implementation in the economic activity of the country of digital technology affects the extent of providing economic security, so in Russia particularly important to raise the level of progress and digitalization relative to other developed countries.

Most degree of relevance of this question is to the real economy of the country, because of the digitization level depends on the competitiveness of products depends positions countries in global markets, which produce high-tech products, thereby forming prerequisites for sustainable development (5; p.126).

To date, unfortunately, a significant number of domestic technologists minutes do not meet international standards, so Russia forced the importing access them from abroad. Further orientation to Western technology will only lead to technological dependence on foreign partners. And Russia will always act as a catch-up player. The digitalization process will develop, but it will not belong to us.

2017 g 28 on July. The Government of the Russian Federation approved the document "On Approving

the Digital Economy of the Russian Federation" program, which was based on the goals, objectives, directions and time lines for the implementation of the main government policy measures to create the necessary conditions for the development of the digital economy in the country. This program "Digital Economy of the Russian Federation" is designed for the period up to 2024 and requires 522 billion rubles for the implementation, of which 150 billion from the state budget. It is assumed that the rest of the amount will be assigned to companies in the information industry (11).

The program identifies the following areas for the development of the digital economy:

- normative regulation;
- personnel and education;
- formation of research competencies and technical groundwork;
- information infrastructure;
- Information Security.

CONCLUSION

Thus, some of the ways to address the identified problems are, first, you must determine

technological priorities of development of the digital economy. Since they must be assigned to electronics, microelectronics, robotics and artificial intelligence. Further, the regional authorities should participate in the implementation of the National Project. And also the transition of the Program to the format of the National Project will change the size of its budget, already guaranteed. The main idea to achieve the purpose of digitization is the understanding of the fact that today the gap between Digitalization of Russia and the West in the level of development can not catch up with the "number", the number of IT companies, as well as the data transfer rate or the number of frames. Ensure in acceleration of and effectively of development digital economy can be achieved only embedding it and use it digital technologies in close cooperation with the development of the real economy and the transition to an innovative model of development.

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