

## THE IMPACT OF THE DIGITAL ECONOMY ON THE ACTIVITIES OF ENTERPRISES

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The result of the fourth industrial revolution that is taking place now is the digital economy «Industry 4.0». Digitization includes relationships that are formed in the process of production, distribution, exchange, consumption and are based on digital technologies, products, which involves the formation of new ways and methods of running business and requires effective tools of state and municipal regulation.

According to reports about the state of the digital sphere Global Digital 2020 and 2021 [1; 2], the following trends are observed:

1) in January 2021, 4.66 billion people worldwide use the Internet, which is 316 million (7.3%) more than last year; the number of users increased by 7% in 2020 compared to 2019. The level of Internet penetration is 59.5%.

2) in January 2021, 5.22 billion people use a mobile phone – 66.6% of the world's population. Since January 2020, the number of unique mobile users has grown by 1.8% (93 million), while the total number of mobile connections has increased by 72 million (0.9%) and reached 8.02 billion before the beginning of 2021. Now mobile applications account for 10 out of every 11 minutes of mobile use, and only 9% of «mobile time» is spent browsing the web. Users use applications in almost all areas of life – communication with friends and family, financial management, fitness classes.

3) in January 2021, there are 4.20 billion users of social networks in the world, 53.6% of the world's population. During the year, this figure increased by 490 million. It means an increase of more than 13%. About 45% of Internet users worldwide turn to social networks when looking for information about the products or services they are going to buy.

4) the rise of e-commerce when the COVID-19 pandemic pushed consumers around the world to shop online. Almost 77% of Internet users around the world between the ages of 16 and 64 shop online every month. This means that in recent months, people have developed and consolidated new habits related with online shopping.

5) users less and less trust what they see and hear on the Internet. The survey of the Reuters Institute for the Study of Journalism showed 56% at the

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age of 18 said they were «worried» about the accuracy of the facts on the Internet. During the year there was an increase of 2%. The number of people who use ad blockers on a monthly basis was 50% in early 2020 and 47% in early 2019.

The main Internet trends in the further development of the digital industry are:

1) Stop using third-party cookies. Advertisers are strongly dependent on cookies, and in the near future they will have to change their approach to work. It will have to be rebuilt for new advertising realities.

2) Flexible working conditions. «Working remotely» will remain an integral part of the working life of many people, so you should expect the emergence of new products and services designed to help organize remote work, including communication and team cohesion.

3) The digital revolution. Products and services that provide access to the Internet will continue to affect existing categories of goods and services and provoke the emergence of new ones. Significant changes are expected in the areas of health, finance and education.

The quarantine restrictions of the COVID-19 pandemic are an additional catalyst for the development of digital technologies and products, which contributes to the spread of: e-commerce; work of enterprises and organizations in the online mode (special sphere of services); automation of a number of business processes (marketing, service, logistics, document management, personnel management, accounting systems, etc.); robotization of individual operations; remote maintenance of information systems, networks and partly business processes by software product developers and support staff; remote performing tasks and functions; dissemination of full-fledged distance education, including control of participants' knowledge online, including certification training. However, not taking into account the pandemic, back in 2018 it was predicted that the digital sphere could create more than 300-400 thousand new working places across the country [3, p. 6].

The described situation is an impetus for changing approaches in business methods and management system and a good reason to intensify the integration of digital technology tools and digital products into business processes. Today it is important for companies to use not one, but a whole range of integrated digital technologies, products (BioTech, NanoTech, RetailTech, FinTech, LegalTech, InsurTech, GovTech, BlockChain, Digital marketing, CRM & BPM on the platform bpm'online, Grid-technologies, Digital-insurance, ePrescription, TeleHealth). Accordingly, the key areas of transformation of organizational mechanisms of enterprise development are:

- 1) technological automation of business processes at enterprises;
- 2) automation of business communications;

3) providing offices of enterprises with modern IT tools and mechanisms (new communication channels, networks, data centers and servers);

4) implementation of a budgeting system and a single electronic document flow;

5) deep development of IT infrastructure;

6) transition to cloud server space [3 p. 9].

Thus, the impact of the digital economy on the activities of enterprises is through the development of the following elements:

1) supporting infrastructure (software, telecommunications, networks, databases);

2) digitization and automation of business processes;

3) e-commerce.

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