

Table of Contents

INTRODUCTION	5
CHAPTER 1	
<i>In the spotlight of the digital world of the economy</i>	7
1.1. The game of energies of digitalization of the economy: content and meanings	7
1.2. Digital vector of the management component of economic activity	28
1.3. How digital rules work and how it works in a digital world?	44
CHAPTER 2	
<i>From automation to digital transformation of the economy</i>	59
2.1. Digital coordinate system of the 4th Industrial Revolution	59
2.2. Digital ecosystem in the mirror of mutual relations and mutual influence at different levels of economic aggregation	78
CHAPTER 3	
<i>Asymmetric horizon of digital transformation at the macro and micro levels</i>	98
3.1. The digital matrix in the light of the new economic augmented reality	98
3.2. Digital virus of business processes of enterprises of the Industry 4.0 ecosystem	113
3.3. Digital entrepreneurship and X.0 Industries in virtual reality	127
CHAPTER 4	
<i>Digitization and economic growth: illusion and reality</i>	143
4.1. New digital technologies: the main outpost of the innovative future of economic agents	143
4.2. Green business in the blue economy with digital content	159
4.3. Risks of investment activities of digital enterprises	170

CHAPTER 5

Digital backwaters of the economy:

sources of non linear innovation and digital power 186

5.1. The play of economic energies with the digital memory
of business: a course on synergistic effects 186

5.2. Digital opportunities Industry 5.0 in the gig economy 214

5.3. Cyber security and digital armor of business players 244

CONCLUSIONS 257

REFERENCES 260