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CHALLENGES TO COMPETITIVENESS IN THE CONTEXT OF STRUCTURAL TRANSFORMATIONS: FROM BUILDING INDUSTRY DIGITAL PLATFORMS TO THE DIGITAL ECONOMY

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Modern business practice has proven that the overall competitiveness of a country is determined by a combination of various factors that go far beyond the economy, affecting the state of development of education, healthcare, the ability to maintain productivity and the ability to produce innovations [1-3]. Under the influence of global processes of digitalization of all forms of manifestation of international economic relations, the demand for establishing channels of interconnection directly between the stages of digitalization of the country and its overall competitiveness is growing. At the same time, the assessment of the country's digitalization is based on the assessment of the state of the digital economy as a set of processes in the field of electronic business, electronic commerce and the state of the digital infrastructure (*hardware and software, telecommunication systems and networks*). It should be noted that we distinguish between electronic business (automation and computerization of business processes, use of network technologies) and electronic commerce (*online trading, online purchase/sale transactions*). Digital competitiveness is a dynamic characteristic of a socio-economic system, which is influenced by endogenous (*active or passive*) and exogenous factors of digital competitiveness (*always aggressive and predetermining development, such as the gig market*).

The gig economy, characterized by an abundance of short-term and temporary positions held by independent contractors, often allowing them to work remotely using digital platforms, is changing the nature of employment. The sharing economy model helps economic agents use assets more profitably. The impact of digital platforms on a global scale is often determined by their ability to displace and “disrupt” existing business models, which directly predetermines the state of competitiveness not only of individual companies, but also of entire industries and countries. Industry digital platforms are actively developing. Their peculiarity lies in the

unification of various players in a certain industry cluster or between industries. This means that industry digital platforms contribute to the digital transformation of industry and stimulate R&D, innovation and technology transfer within a specific industry or company. An industry digital platform is data processing centers and networks that form entire ecosystems that serve as the basis for the interaction of companies as a whole with other organizations in the digital world.

Many countries with a high level of digitalization have created strategic forecasting agencies to monitor future risks and opportunities to develop or maintain their competitive advantages in the context of digital transformation. The ongoing modernization of individual sectors of the economy entails a change in the economic architecture of the entire system. At the national level, countries manage digital changes by deploying large-scale programs to promote digital development (*Advanced Manufacturing Partnership in the USA, Industry 4.0 in Germany, Factories of the Future in the EU*) [6]. At the sectoral level, industrial transformation is characterized by the minimization of human involvement in the production process and the transition to effective data-based management.

The Internet Development Index (IDI), the Global Digitalization Index (GDI), and the e-Government Development Index (EGDI) complement traditional competitiveness indicators, such as the UN Sustainable Development Goals Index (SDGs), the World Economic Forum's Global Competitiveness Index (GCI), and the International Management Development Institute's (IMD) Index, which capture the state of development of various manifestations in the field of economics, governance, business environment, and infrastructure.

The rating of digital competitiveness is compiled for 63 countries of the world by experts of the Swiss Institute of Development IMD since 1989 on the basis of data from open sources according to 54 criteria from 3 main groups of factors [4] – knowledge (*talent; training and education; scientific concentration*), technologies (*normative and legal base, capital, technological base*), readiness for future transformations (*adaptive relations, business flexibility, IT integration*). We note that this index, in fact, records transformational processes both as a given and as a potential.

In a very simplified understanding, without going into a theoretical discussion [4, 5], we proceed from the fact that the digital economy is an economy based on the development and use of digital technologies. At the same time, the foundation of the digital economy is a set of economic and social transformations as a result of a combination of the digital sector of the economy (*information and communication technologies, the ICT sector, the*

content and mass media sector), non-digital ones (politics, strategic planning, leadership, institutions, legislation, human capital, innovations, business environment, trust and security) and digital (digital infrastructure, shared digital platforms, nascent digital technologies, such as, for example, blockchain is another "disruptive" technology that is beginning to transform industries, change the configuration of financial processes and create new markets) economic factors that ensure the creation of a favorable environment in which digital transformation can take place.

E-commerce platforms provide small and medium-sized businesses with access to regional and global markets and connect customers and suppliers in other countries, thereby influencing not only the competitiveness of entrepreneurs but also the competitiveness of the country as a whole. They facilitate the creation of new jobs and contribute to the receipt of economic benefits. Companies using platforms influence market capitalization worldwide by creating and increasing the value of their platform ecosystems and digital assets. Transactions carried out using platforms affect the profitability of companies and, consequently, the revenues of national budgets.

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SYSTEMATIZATION OF THE FEATURES OF THE MODERN MIGRATION ECONOMY

СИСТЕМАТИЗАЦІЯ ОСОБЛИВОСТЕЙ СУЧАСНОЇ МІГРАЦІЙНОЇ ЕКОНОМІКИ

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Економіка є віддзеркаленням тенденцій суспільного розвитку. Сучасна економіка формується як циркулярна економіка. Але у науковій літературі можна зустріти також терміни економіка змін, економіка сталого розвитку, зелена/відновлювальна економіка, тощо. Зміна дефініцій фокусує увагу на тенденціях змін у видах економічної діяльності людей в процесі їх взаємодії. Але глобальні дестабілізаційні зміни суспільних відносин ХХІ-го століття вже не можна охопити межами і інструментами таких термінів. Впровадження широкого спектру міграційних політик [1] також не дає уявлення про тенденції