

INNOVATION RISK MANAGEMENT IN THE CONTEXT OF DIGITALIZATION OF THE ECONOMY

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Today, innovation and digitalization are often called the main factors of socio-economic development. They permeate all aspects of people's lives and have already made many fundamental changes in them. The pace of digitalization development shows that it will continue to increase its influence, the result of which cannot be interpreted unambiguously. The positive aspects are definitely present, but it is impossible to deny the fact that there are some risks. It should be noted that the number of such risks is constantly increasing, due to the emergence and introduction of innovations. This creates the need to develop methods of managing these risks.

Regulation of the impact of innovation risks in the digital economy is a very serious direction of ensuring economic security at different levels. The effectiveness of risk management directly depends on the current trends in the development of society as a whole and on the application of the latest experience.

Let's define that the digital economy is reflected in activities related "to the development of online services, electronic payments, online commerce, electronic banking services, crowdfunding, Internet banking, and others" [1, p.74].

As a result of the expansion of the use of digital technologies, it has helped to reduce the number of intermediate, intermediary services, while accelerating many socio-economic processes. Thus, there was an increase in the amount of human resources – time and some other types of economic resources. Digitalization may have contributed to the reduction of intermediary services, but at the same time it opened up opportunities for the creation of new business models. The World Bank noted the following positive aspects of the digitalization of the economy: increasing the competitiveness of enterprises, saving all types of resources, forming new workers, increasing labor productivity, reducing the severity of social inequality [2, p.10].

Many people under the concept of risk mean the possibility of an unfavorable outcome of events. There are a huge number of them and risks are classified according to many criteria: "in terms of sources, magnitude of danger, regularity, level and possibility of measurability, etc." [3, p. 187].

Some of the risks of the digital economy are presented in Figure 1.

Fig. 1 The structure of the main risks of the digital economy

Of the risks listed above, clip thinking is a clear example of how digitalization transforms people's way of thinking. They are highly dependent on information

and communication technologies (ICT), which can result in a global problem. Digitalization products carry a lot of useful things, but the way they are used is important. Some subjects of the economic system of society, using new technologies, create cyber threats for other subjects. So, these are just a few examples of how digitalization transforms people's thinking and the conditions of their existence.

The most pressing issue of the economy is the fight against cyber threats. Of course, these risks also existed earlier, but now, due to the huge scale of digitalization and the constant emergence of more advanced innovations, they are gaining new momentum and now have a global character. "The more complex the technologies being implemented, the more sophisticated the technologies are used by intruders" [4, p.54].

In order to manage the risks of the digital economy, the following areas of activity should be developed:

- ensuring the development of a competitive own digital industry;
- formation and development of protection systems against foreign influence in the field of ICT;
- development of effective mechanisms for the prevention of crimes in the ICT sphere;
- search for ways to compensate for the damage caused by the introduction of ICT for personnel;
- maintaining a balance between employment and the need for high technology;
- develop digital data protection technologies.

If the scientific community continues to develop a theoretical and methodological basis for risk management, then more effective ways will probably be found to minimize the impact of these risks in the digital economy. At the same time, it is necessary to train highly qualified personnel to work with innovative technologies right now. At this stage, in order to reduce the digital dependence of the population, which can lead to the degradation of society with reckless use, it is necessary to popularize digital culture, to convey to people all the necessary information about the negative serious consequences. It should be emphasized that a complete rejection of digitalization is not only impossible, but also impractical. It is necessary to maintain a balance between modern digital technologies and classical intellectual development. In general, the systemic development of the ICT culture of the population is noted as important.

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UMWELTVERPACKUNG ALS BEDINGUNG DES UMWELTBEWUSSTEN VERHALTENS

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Derzeit ist das Thema Ökologie aktueller als je und ist ein aktives Forschungsgebiet. Menschliche Aktivitäten haben zunehmend negative Auswirkungen auf die Umwelt. Eine dieser Aktivitäten ist die Herstellung von Verpackungen für verschiedene Arten von Produkten. Die Tendenz, verschiedene Umweltmarketing-Techniken zu verwenden, um mehr Verbraucher anzulocken, wird heute immer populärer und macht sie zu einem wichtigen Thema für die theoretische Konzentration. Der Grund, warum umweltfreundliche Verpackungen so wichtig sind, ist, dass sie nicht nur für Unternehmen, sondern auch für Verbraucher und die Gesellschaft als Ganzes eine Reihe von Vorteilen haben. Insbesondere umweltfreundliche Verpackungen führen zu einer effizienten Nutzung von Energie und Materialien und damit zu geringeren Kosten für Unternehmen.

Grundsätzlich gilt: Der beste Plastikbeutel oder der beste Karton ist und bleibt der eingesparte. Denn nur wer wenig verbraucht, schont Ressourcen. Nachhaltig zu verpacken beinhaltet daher auch die Frage, wie viel Verpackungsmaterial wirklich erforderlich ist. Verpackungen aus ökologisch vorteilhaften Materialien sind eine sinnvolle und notwendige Alternative zu herkömmlichen Kunststoffen (Plastik). Dabei geht es nicht darum anderen Menschen mit erhobenem