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## **PROGRESSIVE ECONOMIC GROWTH IN THE CONDITIONS OF DIGITALIZATION OF THE WORLD ECONOMIC SYSTEMS**

**Sarvari R. Dzh.**, master of economic sciences

Scientific supervisor – Zenkova I. V., candidate of economic sciences,  
PhD, the head of the economic department  
Polotsk State University  
Novopolotsk, Republic of Belarus

As a part of the transition to the fifth and sixth technical and economic structure, based on the production automation, replacing human capital with machine, the issues of economic growth at all levels of the economy are relevant. At the same time the type of social product and GDP indicators which are demonstrated at the macro level are significant indicators of the informatization of society and state advancement.

In Belarus the issue of the development of the information society is viewed through the prism of the programs of socio-economic development of the state until 2030. In addition, the Science and Technology Strategy 2018-2040 describes the processes of the formation of a new economic reality, as well as new industrialization. Digitalization processes create opportunities for entrepreneurs and enterprises, thereby increasing the competitive level of the «average» economic entity.

If until the 2000s, in a competitive market under the conditions of supply and demand, there was a business entity that possessed a product of minimal value to the consumer, now this product is changing in the next direction. An «average» economic entity is obliged to provide to the market in its niche not just a satisfying product or service, but a comprehensive solution to the client's needs. Proactive dynamics is in the behavior of the buyer of goods, work and services, his values and desires, changing within time under the influence of competition and current global trends in the consumer market. Consumer capacity in this case will be worn from the position of a possible update, modification of the product to a level corresponding to modern ideas about the product, product, work or service.

In particular, supply and demand, as well as the «average» subject and consumer capacity affect the intellectual product. The IT sector is characterized by great competition in each of the niches, both in product

and in resources. In this regard, on the way to the informatization of society and economic processes, it is worth considering the issue of transition in a comprehensive manner, taking into account all economic categories. Thus, the digital economy is expanding in several ways. Global production of ICT goods and services by 2017 accounted for 6.5 percent of global GDP and about 100 million people are employed only in the ICT services sector. Exports of these services grew by 40 percent in 2011, and by the end of 2015, e-commerce sales in the world reached \$ 25.3 trillion, 90 percent of which was in the form of an inter-corporate electrical commerce and 10 percent in the B2C business. According to UNCTAD researchers, sales of robotic equipment and technologies will reach 6.7 million already by 2020, while the amount of Internet traffic data will increase 66 times compared with 2005. These figures are a good example of the accelerated digitalization of the world society and the creation of a tough competitive environment in the product-service market [1].

Under any circumstances, the technological development of the society and its digitalization help to increase the financial accessibility of the product and the consumer, as well as the business to financial resources. Low- and medium-developed countries gain access to global business angels and crowdfunding sites; the consumer gets access to the world product through information platforms and mobile applications. It is important to understand the uneven distribution of economic and social benefits and the presence of different speeds in the transition to a digital society and the informatization of the economy. This relationship affects the categories of economic inclusive growth, social product, human capital, and investments.

### **References**

1. Information economy report 2017: Digitalization, trade and development//United nations conference on trade and development, 2017 [Electronic resource]//Official site of “The United Nations”.–Access mode: [https://unctad.org/en/PublicationsLibrary/ier2017\\_en.pdf](https://unctad.org/en/PublicationsLibrary/ier2017_en.pdf).–Date of access:04.08.2019.