

UDC 338

## DIGITAL ECONOMY IN RUSSIA: STATUS AND POSSIBILITY OF GROWTH

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The aim of this research is to study digital economy in our country in detail. To begin with, we would like to give a definition. According to the “Strategy for the Development of an Information Society in the Russian Federation on 2017-2030 years”, digital economy is an economic activity in which key factors of production are digitized information, processing big amounts of data, using the results of analysis which are capable to enhance the efficiency of different production methods, technologies, facilities, storage, selling, delivering goods and services. In other words, digital economy is connected with computer technologies that include online services, electronic payments, crowdfunding and others. Due to the development and introduction of digital economy in our life we can work without mediator. For example, if we would like some food, but we have no time for cooking, we can order it via the Internet. If we need to send money to a friend we don't have to go to the bank or look for an ATM – we can transfer some money with the help of a mobile bank. Moreover, we can register vehicles and pay for a ticket using online services. We can do all these because of the computers and Internet connection.

Digital economy plays a great role in Russia. The part of GDP is 3,9%. Nevertheless, this rate is rather smaller than one in the USA, China and European countries. The success of other countries is in investment of private firms and government in digital technologies. Besides, an important factor is the activity of households in conquest of digital sphere. However, despite the fact that Russia is not a leader in many digital economy indicators among other countries, we continue to develop this area. Investment of private firms in digital economy is 2,2% from GDP. This indicator differs from other countries rates by 2,3%. Nevertheless, domestic companies can't compete with foreign firms in electronic trade, social and browse networks.

According to different predictions, digital economy in Russia can reach 8-10% of GDP by 2025. Within 2011 to 2015 there was a growth in 7% from GDP. The total amount of economy increases in 1,2 trillion rubles in 2015. McKinsey institute did the research and concluded that Russian digital economy development will be the main factor of GDP growth. This effect can be reached by automation existing processes and introduction of new technologies and unique business-models. For example, digital ecosystems, platforms, 3D printing, robotics.

To sum it up we would like to say that digital economy and information technologies will bring mostly positive changes. Digital economy can simplify our life and make our country more sustained on international level.

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