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DIGITAL ECONOMY AND SOCIAL PLATFORMS AS AN EFFECTIVE TOOL FOR THE DEVELOPMENT OF SOCIETY IN ARMENIA

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Abstract

The article discusses the significance and influence of social networks and platforms, digital technologies on the development of modern society - economics, social environment, human factor.

Methods: the methodological basis of the study was the methods of scientific analysis, including methods of the logical approach, comparative analysis and generalization.

Results: The digital future of the VP region and each individual eastern partner country-Armenia, Azerbaijan, Georgia, Moldova and Ukraine also depends on the human factor: investment, cooperation, joint agreements, legislation and general standards.

Conclusion: The effectiveness of the influence of digital transformation must be evaluated in the context of the digital maturity of society and business environment, as one of its main components, and here the state with different national projects and programs of state and private financing can play an important role here.

The article examines the importance and influence of digital technologies on the development of modern society – the economy, the social environment, and the human factor. The subject of the study is the main components of Armenia's digital economy and digital platforms. The purpose of the study is to identify trends and directions and problems of the development of digital platforms in Armenia. The digital economy in Armenia is in a stage of growth, the dynamics of which depends on the rapid development of innovative technologies in all spheres of the economy, education and society. The methodological basis of the research is based on the methods of scientific analysis, including methods of logical approach, comparative analysis and generalization.

Keywords: *digitalization, economics, online platforms, digital transformation, social networking sites*

Introduction

Social networks today have become an integral part of everyday life and life of almost any citizen and residents of Armenia. A thousand people every day actively use platforms such as Facebook, Instagram, Twitter and others to maintain social contacts, transmit important information, share opinions, photographs and videos. However, it is necessary to take into account the psychological aspects of the use of social networks, which can not only be useful, but also become a kind and risks for society.

The influence of social networks on the psychological well -being of society and the self -esteem of each of its member is relevant in modern society, state structures and professionals. Lack of sleep, the desire to compare yourself with others, the constant presence of the virtual world and the need to maintain their online image can have a serious negative impact on the emotional state of any of us.

The digital economy is becoming an increasingly important part of both the global economy, and social and interethnic communication and an effective tool for relations between peoples, countries and regions.

The digitalization of the global economy has entered the active phase of implementation at the country level in the last 10-15 years [1].

The effectiveness of the introduction of digitalization and its influence on the socio-economic situation, the well-being of society and environmental safety become priority for the government and civil society of many countries and regions involved in global sustainable development.

Digitalization offers new more effective and affordable opportunities for comprehensive and sustainable development. However, so far there are problems faced by representatives of civil society, business structures, and government, starting with the need to overcome the digital gap and is very important for general access to digital technologies.Today, the digital economy does not just concern only the technological sector and digital firms, it is more and more digitizing the supply chains of goods and services of the world economy. The development of the digital segment of the economy in many countries of the world ensures the growth of the transactional sector, which in developed countries is over 70% of the national gross domestic product (GDP). This sector includes: public administration, consulting and information services, finances, wholesale and retail trade, as well as the provision of various utilities, personal and social services.

The European Commission stimulates the use of opportunities that the digital revolution offers, encouraging innovative transformations of the existing business and supporting digital enterprises in Europe [2]. The European Commission offers in the period 2021–2027. Create the first program “Digital Europe”, which will be invested in 9.2 billion euros to strengthen the positions of the countries of this region in such advanced regions as supercomputers, artificial intelligence, cybersecurity and electronic government [1].

The degree of diversification and dynamics of the economy directly affects the volume of unique data that circulates within the country and beyond. This determines the volume of information traffic, which is generated within the national economy. It should be noted that the digital economy functions most effectively in those national markets where human capital is high, a large number of participants and a high level of penetration of information and communication technologies (ICT services).Naturally, this applies to “Internet-dependent” industries, the same as transport, communications, trade, logistics, services, public procurement, tenders, etc., in which the share of this segment is up to 10% of GDP, over 4% of employment, and these indicators have an explicit tendency to growth. In the technological aspect, the digital economy determines four trends: mobile technologies, business analytics, cloud computing and social media [3].

The jointly used digital platforms are one of the factors in the development of innovation and play an important role in obtaining dividends at the regional level. They change the economic foundations of a cross-border business, reducing the cost of international transactions when creating markets and user communities on a global scale. In particular, companies can gain access much more efficiently and to a much larger number of potential customers.

Materials and methods

The subject of the study is the main components of social networks and the media space, digital platforms. The purpose of the study is to identify trends and directions and the problems of the development of social society in Armenia. The development of social society in Armenia is in growth, the dynamics of which depends on the rapid development of social platforms, digital and innovative technologies in all areas of economics, education and society.

Strengthening integration, increasing efficiency and the introduction of innovation are the main mechanisms through which digital technologies contribute to development [4].

Today, the share of the digital economy to GDP in the countries of the Eurasian Economic Union (EAEU) is more than 2.8% or $ 85 billion. According to preliminary estimates, by 2025 the contribution of the digital economy of the Union to GDP growth should be 20% per year. The effectiveness of economic processes should grow to the same volume due to the digital transformation of infrastructures and management systems. Almost the entire effect of digitalization is focused on such sectors of the economy as finances, trade, entertainment and media. In the field of industry and agricultural sector, the share of the digital economy is still insignificant [5].

The world community is rapidly included in the era of a digital platform economy, in which the used tools and mechanisms based on the Internet and online platforms make up the foundation of economic and social life [6].

Over the past 20 years, many such platforms have appeared that are managed by fast -growing companies. The comparison between the 15 largest Internet companies on market capitalization in 1995 and indicators of 2017 shows that the main players were media companies, Internet providers and companies for the sale of hardware equipment and software. Now most of the leaders are platform operators. Most of these platforms are either concentrated in the field of e -commerce and payments, information search, social networks.

The transition to the digital economy is considered by the EAEU as a key driving force of economic growth. In recent years, tangible progress has been recorded in the EAEU member states in many areas of digital development [7].

The possibilities provided by digital technologies for transforming the EAEU economy are unprecedented. The introduction of digital technologies leads to the erosion of geographical and physical

boundaries and opens up new prospects for the economic, social and cultural development of the Union, as well as for the growth of regional and global competitiveness.

In November 2016, the Eurasian Economic Commission together with Experts of the World Bank began joint work on studying experience and developing recommendations for obtaining an economic effect from the development of digital space and implementing the EAEU digital agenda until 2025, aimed at creating a unified digital economy in the region and obtaining appropriate digital dividends.

A comparison of the two scenarios of digitalization, that is, the introduction by the EAEU member states of the digital agenda only on the national level on the one hand and the formation in addition to this complex regional digital agenda on the other hand, showed that the effectiveness and additional dividends due to regional transformation can be significantly higher.

It is necessary to create harmonized legislation and the regulatory framework for regional integration and digital transformation.It is required to involve various organizations in the process, including state authorities, the private sector, research and educational institutions, the media, as well as the broad segments of the population.

As the main directions of creating the digital space of the EAEU, the following can be considered:

- ensuring strengthening the processes of economic integration and international cooperation;
- creating a favorable environment for the introduction of regional digital initiatives; creation of general digital infrastructure and digital platforms;
- Digitalization of leading economic sectors of the economy and regional markets.

Firstly, it is necessary to create institutional and legal foundations of the digital agenda. It is important to foresee the distribution of responsibility and powers between governing bodies at the Union and National levels.

Secondly, it is necessary to allocate sufficient financial resources for the implementation of the digital agenda, taking into account the long -term and comprehensive nature of the transformations. Thirdly, the presence of publicly accessible educational programs for the development of digital literacy of the population, as well as special programs aimed at increasing the level of digital skills among the wide layers of society. The combination of these skills is necessary for the development of a digital economy. And finally, you should start with the widespread support of broadband Internet access, support for the development and implementation of safe and reliable cross -border intercetric digital platforms and digital solutions.As world experience shows, the digital economy is the driving force of accelerating global economic development, increasing production productivity, creating new markets and industries. It also opens up new opportunities for inclusive and sustainable growth [8]. However, accelerations of economic development are achieved by those countries and economic associations that systematically build the foundations and mechanisms of leadership in the digital economy. As stated in a recent study by the World Bank “Obtaining digital dividends: the effective use of the Internet for development in Europe and Central Asia”, not everyone extracts equal benefits from the spread of the Internet, that is, there is an increase in inequalities between countries and groups of the population within countries. It all depends on the correct choice of mechanisms for introducing digital transformation in the general context of creating the necessary conditions for significant public transformations [9].

Moreover, as noted in the study, geopolitical problems and low levels of relations in some regions of the Transcaucasia and Central Asia serve as an obstacle to both ensuring universal inexpensive access to the Internet, and to obtain dividends from international transit traffic and other economic and social benefits. At the same time, as the international experience of digital transformation shows, such benefits and dividends are significant.

Understanding the processes described above and potential dividends allowed the EAEU to decide on the formation of a digital agenda for the Union and create a high -level working group to prepare the main directions for the implementation of the EAEU digital agenda until 2025. Several factors were noted that emphasize the urgency of digital transformation. Firstly, this is a leak of brains, that is, the loss of both entrepreneurial talents in the field of ICT and employees and consumers in this area, accompanied by depletion of competencies and the depreciation of traditional assets that have not passed digitalization. Secondly, this is a decrease in the competitiveness of traditional management bodies and business entities in the context of digitalizing business processes and the formation of the data economy. Thirdly, this is the dominance of global digital platforms and players who dictate their own rules and create additional gaps between the countries and not involved in countries and subjects. Global and regional trade and economic integration is a key factor in the growth of the effectiveness of national economies. Today, digital technologies are an integral part of such integration, the driving force of national growth and global competitiveness. It is digitalization that can give a powerful impetus to the competitiveness of the EAEU.

Results and discussion

In 2016, at the EEC site, with the involvement of experts, strategic directions of the formation and development of the EAEU digital space until 2025 were marked. Firstly, it is an increase in the global competitiveness of the EAEU and sustainable economic development at the regional level due to the formation of a digital economy, comprehensive modernization and regional cooperation.

Secondly, it is the development of human capital and ensuring the involvement of the EAEU countries in the global processes of the formation of new industries and markets. Thirdly, this is the implementation of a multiplier effect from digitalization at the regional level and ensuring the attractiveness of digital space for consumers and business entities. As part of these areas, several priority areas were identified. Firstly, the development of the regulatory framework of the EAEU, as well as the harmonization

of the legislation necessary for the creation of a single digital space of the EAEU and digital transformation of the national economies of the EAEU member states. Secondly, the formation of digital space as one of the main channels of increasing the volume of mutual trade using electronic commerce tools.

Thirdly, the expansion of the practice of using ICT in order to increase the effectiveness of cross-border cooperation between state authorities, enterprises and individuals. And finally, the development and implementation of joint projects and programs aimed at digital transformation of the economies of the EAEU member states. In addition to evaluating the results, the achievement of which is possible in each individual country, this study evaluates the possibility of obtaining additional digital dividends at the EAEU level - a multiplier effect.

The global digital economy is in the stage of active growth, rapid development of innovation, as well as the widespread use of digital technologies in all industries. As indicated in the “Report of the World Development of 2016” by the World Bank, the influence of digital technologies on economic growth is realized using three mechanisms: inclusion (involving the maximum number of citizens in social processes), increasing the efficiency and development of innovation [11].

By the definition of the Massachusetts Institute of Technology, a digital platform is a platform that uses technologies for connecting people, organizations and resources in an interactive ecosystem/http://mitsloan.mit.edu/newsroom/ articles/The-real-of-Platforms-now-to-not-fail-t-building-on/. The jointly used digital platforms facilitate the interaction between users, the collection and use of data on such interaction and contribute to the emergence of network effects in which the value of the platforms increases with an increase in the number of their users.

The global innovative index of 2021 reflects the indicators of an innovative ecosystem of 132 countries and allows you to track the latest global trends in the field of innovation using 81 different indicators. All seven participating countries do not differ in good results in this index, especially in comparison with such advanced countries as Estonia, Finland, Korea and Singapore.

The digital technology index evaluates 180 countries on a scale from 0 to 1, for maximum coverage, focusing on the “aspect of the sentence” of digital technologies. The general indicator of the index is a simple average value of the three subindexs. Each Subindex includes technologies that are required by the corresponding acting person to promote development in the digital era: increasing performance and accelerating wide growth for business, expanding opportunities and increasing the welfare of people, as well as increasing the efficiency and accountability of the provision of services for the government.By measuring the relative level of implementation of digital technologies, this index can be used by politicians in the development of a digital strategy with adapted software measures aimed at introducing digital technologies among various user groups.

The GOV Tech Digital State Technology Development Index is a national approach to modernizing the public sector, which contributes to the creation of a simple, effective and transparent government, in the center of the reforms of which there are citizens. The Digital State Technology Development Index (GOV Tech) is an integral index based on 48 key indicators in four main categories:

- index of the main state systems (CGSI);
- Index of public services (PSDI);
- Citizens' involvement index (CEI);
- index of contributing factors (GTEI).

The latter measures the presence of several through factors related to the promotion of GOV Tech. The GOV Tech (GTMI) development index measures the key aspects of the four GOV Tech areas - support for the main state systems, improve the provision of services, a wide involvement of citizens and contributing to the GOV Tech factors. Armenia has a high level of GTMI, a significant focus on the GOV Tech environment of 59 countries of the world [10].

In the new conditions of the development of the economy using digital and others (robotization, artificial intelligence technologies, etc.), technologies will be increasingly reduced, according to many experts, the need for both material production and service sector [11]. At the same time, the need for highly qualified personnel that has skills and abilities that correspond to the new economic reality is increasing. Thus, the leading role of the ICC in the structure of the IR is preserved with a change in the requirements for qualifications and the skills of employees, at the same time the significance of the technological component in the structure of the IR increases [12].

Today there is a huge opportunity for the development of new educational approaches, new forms of training, improving curricula, and learning outcomes [13]. In the conditions of a digital economy, the need to expand the human potential and create favorable opportunities acquires a new significance as a structural scheme of development, in the center of which is a person [14].

World trends in the direction of digitalization of the economy require as a high development of ICT in the country (at the same time, corresponding to modern realities and constantly actualized) preparedness, competence and abilities of human capital [15].

So, the digital revolution is not just a technological reality, but also changes the entire spiritual and cultural life of society, and that is why, as in the case of any large-scale cultural changes, digitalization will never enter into force or appear in a distorted form if it does not cover the managerial and educational spheres that have the development of the Cheka.

The promotion that these aspects be taken into account in state and regional strategies can only help to achieve such goals as improving the communication infrastructure, expand access to online services, stimulate the growth of digital skills, the number of jobs, trade and the reliability of digital ecosystem thanks to effective cybersecurity measures.

Armenia in 2022 on the global innovative index among 132 the countries of the world occupied the 80th place, and in 2023-72nd place among the most innovative countries. The list includes 132 countries [16].

Armenia was included in the section of North Africa and West Asia, and the report notes that Armenia has achieved progress over the past year.

Among neighboring countries, Georgia took 65th place, Azerbaijan-89th, Turkey-39th, Iran-62nd. Among the countries of the former USSR, Estonia (16), Lithuania (34), Latvia (37) are leaded.

Switzerland is headed by the rating, followed by Sweden, the USA, Great Britain and Singapore.Digital transformation of the economy and society involves a change in the technological structure and institutional structure of the society itself, in which it is necessary to take into account the interaction of formal and private, market and non -market institutions, as well as institutions that make up digital and non - cypsy processes [17].

Conclusion

Digital communications and social platforms, the quality of the infrastructure are of key importance for achieving sustainable development goals, as well as for trade, market accessibility, social - economic -ecological component. Better quality infrastructure and modern technologies will help to accelerate the creative process and will further stimulate the development of the economy and ecosystems in general.

It should be borne in mind that the strategy in the field of digital transformation of sectors of the economy, social - economic sphere, civil society and public administration reaches a completely different level.

The effectiveness of the influence of digital transformation should be assessed in the context of the digital maturity of society and business environment, as one of its main components, and here an important role can play a state with different national projects and programs of state and private financing.

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