

Second: Public policy: It is represented in protecting the privacy of users and regulating legal and tax issues.

Third: Advertising and marketing: in order to reach potential customers via the Internet.

Fourth: Providing protection systems and various support services.

Fifth: Contracting partnerships, improving commercial performance and exchanging information with partners.

Conclusions:

- Countries trying to achieve advanced electronic commerce must first provide an advanced technological infrastructure, which is represented by advanced Internet and communications systems, devices and services.
- Providing training courses to develop employees' skills and to study and understand the risks and disadvantages of e-commerce in addition to its advantages.
- Working to find new markets for e-commerce through continuous communication with companies and understanding the desires and tastes of consumers.
- Studying the previous successful experiences of developed countries in electronic commerce with the aim of identifying the markets and benefiting from these experiences in the future.

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Kseniya Astapenko
Science tutor *I. Babyna*
GSU (Gomel)

DIGITALIZATION OF THE ECONOMY AND ITS IMPLICATIONS ON THE GLOBAL COMMUNITY

Today we are witnessing a transition from an industrial economy to a digital one. It's happening due to the widespread dissemination of information and communication

technologies, also referred to as the digitalization process. This process has a profound impact on various aspects of human life, causing both positive and negative trends.

First of all, the process of digitalization is associated with the widespread use of the cashless payments. This trend has firmly entered our lives, because the number of consumers who pay for goods and services primarily through smartphones and cards is growing every year. For example, according to the study conducted by Visa, 29% of the Russians have completely switched to cashless payments by 2022. As it was noted by the respondents the main pluses of this transition were the possibility to buy goods over the Internet (66%) and the simplicity of considering all their expenses (39%) [1]. As for Western Europe, the rating of countries on cashless payments, compiled by Verifone company, is led by Sweden, where about 98% of all payments are made by bank cards and mobile means of payment. Norway is on the second place (95% of all payments), Denmark is on the third place (94% of all payments) [2].

Digitalization has also given a rise to the so-called platform economy, which essence means the widespread use of digital platforms by companies for interconnection and commercial transactions between their users. The main examples of such platforms are Microsoft, Amazon, Alibaba, Apple, Uber. The main advantage of digital platforms is the reduction of transactional and other costs for suppliers, which also leads to lower prices for consumers. In addition, by placing mobile apps on Google Play and App Store platforms, entrepreneurs gain access to millions of potential consumers all over the world. According to the study conducted by PriceWaterHouseCoopers, the size of this type of economy could reach \$335 billion by 2025. Compared to 2013, this figure will be increased in 20 times [3].

The concept of labor as an economic category is also changing due to digitalization, when more and more people is opting for online and part-time work. The most popular type of employment is so-called freelancing. The first kind of economic activity, where this concept took root, was IT sector. The IT specialists can perform tasks from anywhere in the world, being telecommuters without office place. In addition, working on several projects at once allows IT specialists to get more income. Today, the possibility of freelancing has spread to all kinds of economic activities, that is changing labor market framework as a whole. The coronavirus pandemic has had a huge impact on the growing popularity of freelancing: people who were left without the opportunity to work offline during the lockdown did not want to go back to the offices after the restrictions were lifted. The results of the study conducted by the consulting company PriceWaterHouseCoopers showed that the global freelancing market was estimated at \$6.54 trillion in 2021, and it was expected to grow up to \$13.84 trillion by 2025 [4]. The new model of labor relations contributes to a significant reduction of transaction costs, growth of labor productivity, higher quality customer service (24 hours per day with no overtime pay). For the employees, the transition to freelancing allows to reduce the time and financial cost of transportation; to work in a familiar, home environment; to optimize the time allocation between work and leisure.

The digitalization of the economy is posing a number of threats both to the particular countries and to the global society as a whole. First of all, it is about ensuring human rights in the digital world and safeguarding each user's personal data. The

expansion of digital services steadily leads to less control in the digital economy. The likelihood of cyberattacks, including the spread of detrimental content, is high. There is also the potential for online fraud through the abuse of technology and new opportunities. The study published by Positive Technologies on February 17, 2023 indicates that the number of cyber-attacks on Russian IT companies increased by 18% in the fourth quarter of 2022 compared to the previous three months. At the same time, in 62% of cases hackers used malware aimed at stealing confidential information and then receiving a ransom [5]. The main problem of digitalization in particular economy is insufficient government involvement in the digital economy development and large differences in the level of digitalization in the central part of the country and its regions.

In summary, digitalization is an inevitable process where various spheres of society are subjected. In order to reap the full benefits of digitalization, it is necessary to implement digitalization in all spheres of public activity (government agencies, medicine, education, economy, etc.) with timely development of regulatory documents in this area, which promote digitalization and reduce the risks of this global process. In our opinion, performing the above actions can contribute to the development of the national economy and increase its efficiency.

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Ashish Bhoutika, Tawheed Nabi
LPU (Jalandhar, India)

INCREASING POVERTY AND HUNGER IN INDIA: A COMPARATIVE STUDY

Reducing poverty is a global concern even in the 21st century, reducing poverty and providing food security is the world development agenda, accompanied by growing