

## **PANEL 1. MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY**

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### **TECHNOLOGICAL INFRASTRUCTURE AND ITS ROLE IN DIGITAL TRANSFORMATION**

Digital transformation came as a result of the great revolution that took place and is still taking place in information and communication technology, which added new dimensions to the business world through the use of Internet networks, the competition has become great among the countries of the world to obtain the economic opportunities provided by the Internet by providing an advanced technological infrastructure [1].

Technological progress has played a major role in the consolidation and integration of international markets by overcoming many time and spatial barriers in the markets and lower communication costs, which has largely led to rapid movement of capital, Despite the efforts made by developing countries, including Arab countries, to develop electronic commerce and provide an appropriate technological infrastructure, we find these efforts insufficient due to the existence of an increasing digital gap between developing and developed countries [2].

IT infrastructure is consistently being reshaped by the global Digital Transformation of business. In this ultra-competitive global economy, the demands placed on IT are changing much more rapidly than ever before or ever expected. The importance of digital infrastructure can be seen in the recent partnership between STACK Infrastructure and InnerCity Fibernet (ICFN). The partnership will see InnerCity Fibernet bring its metro select dark fiber, Ethernet, wavelength-division multiplexing (WDM), and dedicated Internet, to clients in its two Dallas-Fort Worth data center facilities.

The success of a business is now determined by new factors such as user experience, new business models, and increased rapid time-to-value. This dynamic environment not only increases expectations on the IT industry, but also on its leaders to present fundamental change. The most important requirements that must be met in the technology infrastructure are computers and Internet servers, information management software, the provision of the best communication technologies, approved services, which are services related to the completion of a commercial transaction, such as payment methods, advertising, and eligibility verification services. [3].

In addition to good infrastructure, there is a need for good management represented in organization, planning, motivation and setting appropriate strategies for the success of e-commerce, in addition to five areas:

First: Persons or users: This field is represented by buyers, sellers, intermediaries, and employees with technological competencies.

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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## **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