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THE IMPACT OF DIGITAL PLATFORMS ON CONSUMER BEHAVIOR AND THE FORMATION OF NEW ECONOMIC MODELS

Влияние цифровых платформ на поведение потребителей и формирование новых экономических моделей

In recent years, digital platforms have drastically reshaped markets and economic interactions – through big-data personalization, trust and engagement features, and new consumer habits – creating an economy where user experience is central to exchange [1].

The purpose of this study is to analyze the key mechanisms by which digital platforms – such as marketplaces, subscription services, and sharing-economy models – shape consumer behavior, and to identify how new, sustainable economic models are emerging in the context of digital transformation.

The study utilized comparative analysis methods, consumer journey modeling based on sales funnel theory, and the analysis of statistical data on user activity. This allowed us to identify universal and unique mechanisms of influence using examples from leading international and local platforms (Amazon, Yandex.Market, Netflix, and Uber). The analysis focused on the following areas: changing decision-making cycles, loyalty drivers, and perceived value in a digital service environment [1].

One of the key findings of the study is a shift in consumer behavior – from owning products to accessing services. For example, in the sharing-economy (like Uber), value comes from on-demand mobility rather than car ownership. These platforms foster «hyper-convenience»: less patience for delays, stronger demand for instant gratification, and dependence on social proof (reviews, ratings) [2]. Meanwhile, recommendation algorithms (on Amazon, Netflix) don’t just help users decide – they also shape preferences and narrow information exposure, creating an «echo chamber» effect.

The study highlights the sustainability of emerging digital economic models, marked by a shift from ownership to usage, scalability through network effects, and the rise of subscription and sharing economies. Three dominant models have been systematized:

1. The Platform-Intermediary model (as in Amazon or Yandex.Market) builds two-sided markets by connecting buyers and sellers. Its strength lies in network effects – more sellers attract more buyers, and vice versa – which raises barriers to entry and tends to produce natural monopolies.

2. The Subscription Model (used by Netflix) turns one-time purchases into long-term relationships – it provides predictable recurring revenue and integrates tightly into consumers’ lives, making it harder for them to switch providers.

3. The Sharing Economy. Uber's model optimizes the use of underutilized assets (private vehicles). Its sustainability rests on environmental benefits, economic efficiency, and a trust based ecosystem built on reputations, guarantees, and dynamic pricing.

Overall, digital platforms are reshaping both consumer behavior and the broader economy toward flexible, adaptive, and sustainable business structures. However, they also raise challenges: risks of monopolization, algorithmic decision-making, and data privacy concerns.

Thus, platforms are not just tech tools – they're architects of a new socioeconomic reality that demands appropriate regulation and adaptation.

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ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION

Искусственный интеллект в высшем образовании

The integration of Artificial Intelligence (AI) into higher education represents a major transformation. Initially utilized for administrative functions, the focus has shifted toward AI's direct influence on student learning outcomes and academic success. This evolution necessitates a shift from the traditional teacher-student dyad to a more complex, collaborative teacher-AI-student dynamic. The primary aim of this study is to systematize the transformative roles of Generative AI and analyze its dual impact on student success and the emerging challenges.

Generative AI (GAI) offers transformative potential across several educational roles. It can function as a Teacher/Tutor, providing step-by-step programming assistance or explaining complex concepts. It enables a Student/Tutee approach, where students deepen their understanding by training the AI. GAI also serves as a Learning Partner in collaborative projects, a Domain Expert offering specialized solutions, and