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Business models of information and communication enterprises in the conditions of the digital economy

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Abstract: The article substantiates the influence of digitalization, which affects the development of socio-economic relations. The trends that arose as a result of the development of digitalization and contribute to the gradual transformation of socio-economic relations and the economic base was identified. Digitization as a factor influencing the change of the economic base was substantiated. The economic basis of business models in the conditions of digitalization is considered. The most widespread business models of the modern type in the conditions of digitalization of the economy was characterized.

Keywords: business models, digital economy, ICT enterprises.

The impact of digitalization is reflected in the development of socio-economic relations in the following directions:

- creation of a "smart" society based on new values, orientation to human needs, flexibility and creativity;
- the labour market, health care, education, spatial development are radically changing;
- the disappearance of a number of traditional professions due to the automation of relevant labour operations and the simultaneous appearance of new professions, which is accompanied by an increase in the demand for creative work and creativity;
- the transfer to the virtual environment of a significant part of labour relations and entire segments of employment, the flexibility of which forms is significantly increased due to the increase in the share of non-standard, partial and unstable, one-time employment, etc.;
- digitalization requires the formation of new competencies of the labour market, which affects the restructuring of the entire education system;
- the growing influence of young workers, representatives of generation Z, who use digital technologies practically from birth (digital natives) and have unlimited access to information and developed digital competencies.

The key motivating factor in the conditions of digitalization is the possibility of personal development, and not only career growth and the level of remuneration, as in previous generations.

The development of mass online education, the appearance of high-quality mass open online courses, a large amount of information in open sources lead to the loss of the monopoly on the transfer of knowledge by universities. At the same time, educational courses of the world's leading

universities, which are publicly available, have a significant impact on educational technologies. Digitization of education also brings a number of difficulties, requiring the solution of issues of adaptation of the educational system to the digital environment, working out the ethical aspects of the use of digital technologies in the future.

The volume of data, which is growing significantly and exceeds the human ability to assimilate it, determines the demand for artificial intelligence (AI) technologies and electronic assistants. Increasing the speed of information exchange and its application requires increasing information literacy of the population, which puts the issue of digital inequality and the risks of digital segregation of consumers of digital services on the agenda.

The spread of the Internet of Things will make a person virtually transparent to any interested persons and structures, which, in turn, creates a demand for the development of information security technologies and cybercrime technologies.

Today, the world is entering a period of accelerated provision of reliable "smart" spaces, when technologies become an integral part of a person's everyday life.

All the above-mentioned trends that arose as a result of the development of digitalization contribute to the gradual transformation of socio-economic relations and the economic base.

As a result of such transformations, it is possible to define digitalization as a factor influencing the change of the economic base, which is justified by the following provisions:

- the development of digital spaces challenges the traditional principles of territoriality, geographically based communities and sovereignty. Policies based on geographical principles, such as rules of origin or specific markets, need to be revised to adapt to the actual processes of value creation and distribution;

- there is a change in factors that shape value and affect the law of value due to the emergence of new production factors that become basic in the context of creating a new technical and economic system;

- the digital economy is characterized by reliance on intangible assets, mass use of data, implementation of non-standard business models and difficulties in determining the jurisdiction in which value creation takes place.

The transformation of the factors that form value as the foundation for changing business models is implemented in the following areas:

- the introduction of new technologies and innovations was a stimulus for changing key technologies in industry and methods of economic activity. In this context, the transformation of production factors that affected the cost of the product and its consumer value was carried out;

- if, during the four technical and economic systems, the economy was dominated by an approach based on the interaction of three factors that underlie the value of goods, then the emergence of the information economy contributed to the emergence of new factors and a change in priorities;

- innovative technologies of the fifth technical and economic order established an approach to substantiating information as a factor of production that affects the formation of the value of a product or service;

- information in such a technological arrangement also becomes a commodity.

Globalization, the spread of which was the result of the development of the sixth technological and economic development, contributed to the creation of a global economic space, and a significant role in this process was played by transnational corporations (TNCs).

It was transnational corporations, in the conditions of market saturation and full satisfaction of the physiological needs of society in developed countries, that began to create demand and standardize needs and unify goods around the world. Forming a unified image and lifestyle, they began to create demand for their products.

In the conditions of national economies, the enterprises of the countries are forced to be flexible and adapt to changes in the competitive environment and take into account the existing demand. In the global world, transnational corporations have begun to create demand for their products through the formation of the value of the product for the consumer.

This approach was implemented in practice through the dissemination of information and knowledge about the technologies of consumption of goods and services. The issue of value creation becomes a key issue in the formation of business models of enterprises.

The economic basis of business models in the conditions of digitalization should be based on the following foundation:

—Technologies of big data analysis and artificial intelligence help to find new sources of value creation based on the study of digital portraits of consumers and patterns of their economic behaviour. Customer data is becoming a core asset for digital companies, and access to large volumes increases market value.

—The main parameter of the competitiveness of new business models is the speed of bringing a new product to the market (time-to-market). Modern approaches to development and production on the basis of advanced production technologies allow to reduce the time of the product's release to the market and use an iterative approach to updates and improvements, adapting to the needs of customers.

—The predominance of intangible assets in digital business models and the ease of transition of consumers from one company to another increase the significance of the brand and dictate the need to create incentives to use a certain digital platform or business model, increase loyalty by providing customized or extended services.

—Value chains allow you not to limit your business to certain geographic regions and market segments, most digital platforms operate in numerous markets. The development of digital platforms also allows for the expansion of value propositions for the consumer through partnerships with other suppliers.

—Formation of the economy of «combined consumption» or the sharing economy.

—The most widespread business models of the modern type in the conditions of digitalization of the economy are the following:

—Digital platforms that provide direct interaction between sellers, buyers and supplier partners, which minimize transaction costs and expand opportunities for joint consumption of goods and services. Depending on the product and market segment, platforms can be communication, social, media, search, operational and controlled, service, sharing, product, transaction, etc.

—Service business models based on using resources instead of owning them (including Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS), etc.). Today, new types of service models are emerging, including Robots-as-a-Service, City-as-a-Service. Service models contribute to the personalization of goods and services, allowing the client to consume the necessary product in the necessary volumes to achieve the desired result.

—Business models whose pricing is based on the achievement of results (outcome based models) and effect for the client, including on the basis of consumption of complex products and services. By analogy with service models, such business models are often called Product-as-a-Service (PaaS). In addition to supplying fertilizers, BASF provides customers with detailed recommendations on which fertilizers to use, in what amount and on which plants in a given period of time, based on monitoring and analysis of data on soil, plant health, weather conditions and other parameters [4].

—Crowdsourcing models based on attracting external resources (money, people, ideas, etc.) for the implementation of business processes - implementation of innovations, product development, production, marketing and sales, etc.

Business models based on monetization of personal data of customers, when free services for users sell their data to other consumer segments [5].

The level of spread of new business models in Ukraine differs significantly by economic sector: the most common digital platforms in markets characterized by close interaction between suppliers and consumers are in retail, financial services, consumer goods and services, where platform solutions have been actively developing since the beginning of 2010 years

The specificity of the formation of business models in the conditions of digitalization is formed under the influence of global factors, and its dependence on the level of development of the national economies of countries requires additional research.

However, technological solutions that contribute to changing the business model of enterprises from product-oriented to service or client-oriented have the greatest potential for creating added value [1].

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The use of NFT technology as a marketing tool for promoting brands in the digital economy

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Abstract: The article discusses new opportunities in brand promotion using alternative platforms, namely, thanks to the new NFT blockchain technologies. The possible development of these technologies in the marketing sphere is considered. Companies that have already managed to master these technologies are proposed for consideration

Keywords: Blockchain, NFT, marketing, metaverse.