

қатар саяси тұрпаттағы мәселелермен де байланысып кетеді. Сыртқы халықаралық ұйымдармен байланыс орната отырып, экономикалық мәселелермен байланысты мүмкіндіктерді қарастыру маңызды. Экономикалық интеграция процесінде сандық технологияның маңыздылығы күн санап артып келеді.

Сол себепті қазіргі таңда жоғарыда айтылған «Цифрлы Қазақстан» бағдарламасының төртінші бағыты «Адами капиталды дамыту» халықтың сандық сауаттылығын арттыру және күзіндеттілігін қалыптастыру бағытында білім беру бағдарламасын енгізу және сандық платоформаны енгізуге қаржылық қолдау жасалуы қажет. Ресейде де Қазақстан тәрізді «Ресей Федерациясының цифрлық экономикасы» мемлекеттік бағдарламасы қабылданып Қазақстанда сол тәрізді «Цифрлы Қазақстан» бағдарламасын дамытуда. Бұл жерде ортақ жүйелік сенім қалыптастыратын жаңа ақпараттық кеңістікте мемлекет аралық интеграцияны қамтамасыз ететін, болашақта латын харпін қолдана отырып, инновациялық платформаиы қалыптастыру маңызды. ЕАЭО сарапшылары Дүниежүзілік банкпен бірлесе отырып, 2025 жылға дейінгі цифрландыру құжатын енгізу бойынша осы процестің болашақта мүмкіндігі мен қауіп қатерлерін зерттеген. Нәтижесінде тиімді интеграцияның сенімді негізін құру үшін кешенді шаралар жүйесі сонымен қатар құрылымдар арасында құқықтық негізін қалыптастыру маңыздылығы баса назарда болу қажеттілігі көрсетіледі.

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#### **Digitalization as a factor economic integration within EAEU**

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Summary: this article is based on trend analysis modern digital development, as well as the prospects are considered the impact of the digitalization process and the introduction of new technologies on effectiveness of Eurasian integration. It is shown that coordinated decision-making in the Eurasian Economic Union in terms of regulating new technological phenomena: ensure the competitive advantage of national economies member States and the Union as a whole.

Keywords: Digitalization, integration, Eurasian Economic Union, digital technologies, globalization.

The beginning of the XXI century was marked by significant development of digital technologies and acceleration of economic globalization processes. Information has acquired the status of an indispensable resource in all spheres of human activity. Its use is transformed into knowledge, which in turn is measured by improving the efficiency of production and the economy as a whole.

The purpose of the study is to consider and analyze the opportunities for the future development of the Eurasian Economic Union in a real digital reality, by strengthening cooperation and strengthening the integration process, and to present the expected effects of this process for both the national economies of the participating countries and for the Union as a whole.

At the moment, there is a balance of power in global markets: many traditional industries that accounted for the maximum amount of GDP are losing their importance in the structure of the world economy. Areas of knowledge that are related to the development of digitalization and new information technologies are entering the arena, and research in this area is one of the most competitive areas. Numerous technological trends are gaining momentum and literally predetermine the future leaders of the world economy. The emergence of artificial intelligence technologies, machine learning, blockchain, and other innovations leads

to the creation of completely unique products with new, improved characteristics that can not only improve the quality of products and improve the efficiency of the industry, but also affect more on a large scale—the very structure of the system of economic relations and their place in the global market [1]. The benefits of digitalization are visible not only at the level of the country as a whole, but also at the level of an individual enterprise.

Changes that occur in the world due to the introduction of digital technologies affect not only the political and economic system, but also create a demand for the emergence of new and increasing the importance of a number of traditional professions (while making some of them unclaimed). And the work itself is changing structurally as a result of the development of technologies: enterprises are beginning to introduce operational robots that take on simple and routine tasks within their competence, and thus give employees the opportunity to devote their working time to solving strategic and creative tasks. Despite the fact that some people have understandable fears that the introduction of new technologies will make a significant part of the population unemployed and unclaimed in the labor market of the future, it seems to us that there is really nothing to fear — just remember the world history. At various times, there have been quite drastic revolutionary changes in economic and social life, changing, in particular, the system of labor relations, creating new specialties and excluding outdated ones. And each time the society found opportunities for adaptation, further development and moving forward. In addition to the desire to achieve higher productivity and lower wage costs, the use of "digital workers" should ease and remove some of the operational burden from employees, in order to enable them to develop creatively and set new goals for themselves. And today, many projects are being implemented in practice in order to optimize routine technical tasks using digital technologies.

Governments interested in ensuring the security, control, and automation of political and social processes; businesses whose goal is to optimize costs and maximize profits; visionary enthusiasts who transform their imaginations into reality with their creative genius; and a universal culture that finds in digital technologies fertile ground for the changing human nature over the last century due to the development of various technologies — all these and many other factors merged together and formed a new digital stream of life at the threshold of the third Millennium.

It is important to emphasize that the ongoing processes have already outgrown state borders, and the Russian state needs to keep up with the times to ensure its sovereignty, as well as to maintain and strengthen its position in the world in the new conditions. Digitalization has not just entered our lives, but is becoming a fundamental part of it, changing many traditional systems. Even areas that are conservative in their complexity and scale, such as interstate relations, are by no means an exception.

Digitalization of economies within the framework of the Eurasian Economic Union is currently one of the most priority areas, as well as in the world. Thus, the degree of involvement of the participating countries, as well as the speed of inclusion in this process, will directly affect the effectiveness of integration in General, since the opportunities provided by digital technologies for the transformation of the economy of the Eurasian Economic Union are not in doubt. The course of digitalization of integration in the EAEU format involves the mobilization of resources on an international scale to improve the efficiency of interaction processes. The participating countries have all the opportunities to develop and accelerate the pace of digitalization. Due to the existence of a significant intellectual and scientific base, which is supported by a good system of secondary and higher technical education, the Union has sufficient resources to realize its potential [2]. Transformations related to the redirection of economies to the course of digitalization are already being carried out by the member States of the Union with some degree of activity. Guided by their own development programs, each country creates its own unique digital space, while taking part in the formation of the system of many others. Thus, the starting point for creating a digital space within the Union can be considered the end of 2016, when the heads of the EAEU member States signed a corresponding statement. This has played a huge role, serving as a powerful incentive for creating a set of measures and areas of work, the implementation of which involves not only the formation of a single digital space of the Eurasian economic Union, but also the inclusion of participating countries in the global processes of digital transformation.

The priority direction for the development of the EAEU is currently the implementation of agreed policies in the countries of the Union, which are based on the harmonization of legislation, which is the legal basis for integration.

In addition, in 2018, the customs code of the EAEU came into force, which provides for digitization of business processes and electronic Declaration, which allows increasing the level of integration and reducing business costs[3]. The importance and significance for future development in terms of digital transformation of the economies of the EAEU member States are reflected in the main directions of the "digital agenda of

the EAEU until 2025", in which digital transformation is positioned as the main factor of development. In this document, the EAEU States agreed on ways and means of developing the region to increase its competitiveness in the international arena and improve the quality of life of its citizens by creating a single digital space.

Speaking about the EAEU's activities in the context of digitalization, it is also necessary to remember that in 2018, as a result of two-year negotiations between the EAEU and the people's Republic of China, a trade agreement was signed. Strengthening economic cooperation with China and other Asian countries is aimed not only at simplifying customs and control procedures, and therefore increasing trade turnover, but also at establishing open diplomacy and expanding cultural ties.

According to the EEC, digitalization plays a key role not only in the legislative sphere and economic processes, but also in the humanitarian aspects of integration, opening up new opportunities for comprehensive and comprehensive cooperation on the basis of a single network infrastructure that forms a common digital space.

This space allows you to combine various domestic and private digital platforms (information systems and digital solutions) for the rapid receipt of goods and services by their users, making transactions, processing tax and customs documents, exchanging information with controlling government agencies and other participants in international trade and cooperation. Experts predict that the creation of common digital platforms and the introduction of new digital solutions will eliminate barriers to the movement of goods, services, capital and data, create new jobs and develop previously non-existent areas of business activity and even entire sectors of the digital economy (which all countries of the world aspire to), which ultimately should lead to the overall growth of the economy of the EAEU member States and increase the welfare of their citizens.

However, digitalization itself is not a panacea, and technical capabilities do not solve all issues of integration on an international scale. The EAEU experts, in cooperation with the world Bank, investigated possible risks, threats and prospects and developed key recommendations for implementing the Digital agenda until 2025. In order to create a reliable basis for effective integration, it is necessary to carry out complex activities, the purpose of which is, first of all, to synchronize the institutional and legal foundations of the Digital agenda. Taking into account the development of technological capabilities, it is necessary to ensure the acquisition of digital literacy by citizens. To this end, it is necessary to develop educational programs to improve the level of digital skills of the population, to provide support for the development and implementation of digital platforms, and, finally, to provide in the budget the funding necessary for the implementation of these activities.

Currently, analytical data allow us to conclude that the use of digital technologies in the private sector of the economy of the majority of the population of the EAEU member States is extremely low. It is significant that the reason for this is not the lack of technologies or their unavailability, but rather the lack of digital culture. Refusal to integrate into the digital space for citizens and business representatives is associated with a low level of trust in digital solutions, lack of understanding of the advantages of digitalization and insufficient competence. This problem requires a lot of attention from both public policy and public activities.

In addition to joint activities within the EAEU aimed at implementing the digital agenda and synchronizing it within an international organization, the EAEU member States are also implementing their own digitalization programs. Thus, the Russian government has formed a national program "Digital economy of the Russian Federation". In addition, regional programs are being actively implemented, taking into account the specifics and promising areas of development in the field.

Kazakhstan is implementing the state program "Digital Kazakhstan"[4], which aims to actively develop the digital ecosystem to achieve sustainable growth and increase the competitiveness of the economy, as well as improve the quality of life of the population. Among the main elements of development, the focus is on developing the competencies and skills of citizens for the digital economy, improving digital literacy, training specialists in the field of information and communication technologies, and improving the system of electronic and mobile government.

We see that despite the primacy of the economic component in the digital transformation programs, it is not possible to limit this area. After all, the digitalization of the economy is only part of the picture that represents the image of civilization at the present time. Our world does not stand still, and man himself is developing and improving. It should be borne in mind that the development of digital technologies can not be stopped or reversed, and in view of the sharp, breakthrough nature of development, these trends are gaining even more powerful momentum. Despite the optimistic attitude to progress and technical achievements, the answer to the question of what the results of technology development will be can not be

unambiguous. There are several different positions: some believe that society should fully promote the development and application of digital technologies, while others insist that digital technologies should become the object of serious public control.

In these conditions, it becomes obvious that if not today, then tomorrow's agenda will include issues of integration of culture in a broad sense, as well as national cultures of the EAEU member States in order to preserve their own identity and form a new identity on the basis of equality and synergy of cultural values. This difficult task will require cultural exchange, cooperation within the scientific community, and the interpenetration of national literature, cinema, and theater. Digital technologies are an effective tool for carrying out these activities on a systematic basis.

As you know, what gives you opportunities carries corresponding risks. In this regard, it is not an exaggeration to say that digital transformation, if not properly controlled, can cause social upheaval and even put the very foundations of culture and public relations at risk. In these circumstances, States need to pay special attention to new technologies that can become innovative tools for preserving and using cultural heritage and all the achievements of culture and civilization to build and maintain a strong and viable community within the EAEU.

Digital transformation has reached a truly planetary scale. The Russian Federation and the member States of the EAEU need to develop a common ideology and conduct a coordinated policy to achieve the set goals, the implementation of which will not only take and maintain a worthy position in the international arena in the political and economic sphere, but also to form and provide reliable protection to the common cultural space in the interests of our States and the whole world.

The brief analysis makes it possible to conclude that in order to ensure the macroeconomic stability of the EAEU countries in the era of digitalization of national economies, it is necessary to find an effective model of interaction between member States to develop coordinated approaches to regulating new technological phenomena. In summary, we can highlight some of the expected effects of joint digital development within the EAEU:

- expanding opportunities for citizens, businesses, and government agencies.
- increasing the competitiveness of almost all economic entities;
- improving the quality of public services;
- developing new public knowledge;
- developing the digital market;
- bridging digital and economic gaps between countries and people.

Thus, a timely and coordinated regulatory policy will make it possible to make the most effective use of the opportunities of new technological phenomena in ensuring sustainable economic growth, increasing competitiveness in the global market and strengthening the integration process of the EAEU member States.

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