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

O.P. Chukurna[1], S.V. Zitar[2]

[1]Doctor of Economics, professor of the Department of Marketing, Management, Public Management and Administration

[2]student of the second level of higher education, majoring in «Management»

elenachukurna@gmail.com;zitarstas@gmail.com

[1,2]State University of Intellectual Technologies and Communication

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.

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The modern world is characterized by the dynamics of significant changes and the transformation of all economic and social processes into the digital space. The introduction and development of modern technologies allows us to talk about the formation of a metauniverse, which allows large companies and brands to attract new audiences and receive additional income.

The formation of the metauniverse stimulates the development of new marketing tools for promoting brands, which are unique only to the digital economy. In this context, the technologies of gamification, streaming services and NFT are gaining popularity. All these technologies are used as marketing promotion tools. NFT is a special tool because it allows you to create digital products only for the conditions of functioning of the digital economy. NFT is based on the use of blockchain technologies, along with this, it is the result of creative solutions aimed at obtaining additional income. The value proposition of an NFT is based on the expectation that buyers will be willing to pay more for a digital artifact because they belong to a network of people with similar values and interests. Thus, NFT is a technology that provides the opportunity to create communities of consumers who share common needs and are united by a common way of life. Through NFT technology, it is possible to form digital brands and convert already existing brands into a digital format.

It is predicted that by 2024, around 50% of publicly traded companies will have something like an NFT supporting their brand. NFT will become a powerful marketing tool to support the effect of digital ecosystems and increase the value of enterprises in the digital economy.

The main trends in NFTs over the past year have been their steady growth, as well as the rising interest in them and their ever-expanding uses. The future made possible by NFTs is paving the way—a future that bridges the gap between consumers and creators, adds value and security to digital assets, and may even change the world entirely [1].

So, according to Gartner forecasts, by 2026, the gamification of non-fungible tokens (NFT) will bring the company to the top ten most valuable companies.

NFT technology is closely related to information systems and blockchain, as an environment in which the creation of digital assets becomes possible. Therefore, NFT itself refers to a type of digital asset that is created on the blockchain and allows you to obtain ownership of a product that exists exclusively in the digital economy, such as an image, animation or video. From a technological point of view, an NFT asset is a digital certificate attached to any "digital good" such as an image, video, audio, etc. This certificate (token) will contain all information about this product. Thus, the token is the right of ownership of this digital asset, which was created on the basis of NFT technologies. At the same time, the token performs the marketing functions of informing about a digital product or asset and promoting it in the digital economy.

The token certifies the exclusive right to the product, so owning it, buying, selling or exchanging it, all these operations are carried out with the product itself. Thanks to this, it is always possible to find out who created this product, who is its owner. This becomes possible thanks to the fact that tokens are stored in an open blockchain, and precisely because of this, information about the product, the history of its operations will always be available and reliable.

So, at the same time as marketing functions, it is an ideal opportunity to secure the ownership of any unique object in the digital economy.

Potentially, the use of NFT tokens allows any product to be digitized or transferred to the blockchain. They can apply to both real/tangible assets (original artwork) and fully digital products. But it is worth noting that there are many difficulties with this, since the field has only recently gained popularity and is just beginning its active development. And if there are difficulties with the transfer from the physical world to the virtual one, then digital objects are simply ideal for this [2].

Digital art, game items such as weapons and other in-game character inventory are already actively tokenized. It is even possible to purchase land in one of the virtual universes.

It should be remembered that literally anything can become a digital asset and NFT token. Any digital footprint on the network can be tokenized using NFTs. For example, on the Valuables platform, it is possible to create, sell and buy NFTs based on tweets (the first tweet of Twitter founder Jack Dorsey is already sold for $2 million).

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The token, being a unit of account in the blockchain network, with the help of which you can create digital values, is at the same time a marketing tool for creating and promoting a brand.

Blockchain, in turn, enables a digital asset to function, as it is a decentralized network that operates on the principle of a sequential chain of blocks that contain information about token transactions. Entries in the blockchain are immutable and public, so it avoids manipulation of data and ensures its security.

Tokens in such networks are of two types: fungible tokens and non-fungible tokens. Here is a simple example: the well-known cryptocurrency Bitcoin is a fungible token, since any Bitcoin has the same value as another and can serve as an object for exchange with other cryptoassets. "Irreplaceable" in this context means that it is unique, both in terms of the object it describes and in value. That is, a collectible picture, which is represented by a token and is the only one of its kind, cannot be replaced by another similar one, because another such picture no longer exists in nature. That is why NFT is the non-fungible token that is able to create original digital products by converting them into digital assets.

Successful examples of creating digital assets in metaverses are the following companies that promote their brands using NFT technology:

1)Nike releases virtual sneakers for digital avatars.

In the fall of 2021, Nike signed an agreement with the Roblox platform to create a full-fledged Nikeland virtual world. It has numerous stadiums, sports fields and shops where users can buy branded clothes and shoes for their avatars.

2)Adidas is mastering the Sandbox universe

Adidas also promotes products under its own brand in the digital world. For this, he had to become a partner of the game platform Sandbox and the crypto exchange Coinbase. In the near future, the manufacturer plans to launch its adiVerse universe, within which it will start producing branded NFT collections.

3)Louis Vuitton has launched a digital puzzle game.

The user is invited to go on a journey through colorful locations, where he can learn about the history of the luxury luggage manufacturer and find a collectible NFT from the famous crypto artist Beeple.

4)Gucci celebrated its birthday in the metaverse.

For this, a virtual exhibition "Gucci Garden" was opened on Roblox. Digital avatars of users will be able to walk around the luxurious showrooms and explore the company's fashion collections, which were released in different years.

5)The Gap brand launched the sale of NFT hoodies, Victoria's Secret - NTF underwear.

Digital artist Brandon Sainz worked on the creation of fashionable digital hoodies. The cost of an NFT-skinny varies from $8 to $415. In turn, Victoria's Secret filed four patent applications related to metauniverses at the beginning of 2022. It is known that the company plans to engage in the creation and sale of NFT collections of underwear and various accessories.

6)Procter & Gamble engages in eco-advocacy through metaverses.

The retailer has developed its virtual world BeautySphere, which broadcasts the principles of inclusivity and responsible beauty.

7) McDonald's has opened a virtual restaurant, and Domino's is already selling digital pizza in Decentraland, "entering" it absolutely free, thanks to enthusiastic developers.

8)Samsung and Dyson have created home appliance stores in Decentraland[3]

The given examples confirm the growing interest of well-known global brands in the creation of digital brands as one of the forms of digital assets.

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Экономическая безопасность предприятия в условиях цифровой экономики

М. А. Шандер[1] , Е.А. Гордеева[2]
[1]магистрант 1-го года обучения по специальности «Деловое администрирование»
[2]Phd, доцент кафедры экономики и международного бизнеса
marina.shander070600@mail.ru,gordelena78@mail.ru

[1,2] Карагандинский университет имени академика Е.А. Букетова, г.Караганда

Аннотация: На сегодняшний день процесс цифровизации экономики является фундаментально важным для развития конкурентоспособности Республики Казахстан. Цифровая экономика предназначена для трансформации и усилении преимуществ во всех сферах экономики, несет в себе и определенные риски, ранее которые не возникали и не имели места быть. Внедрение новейших технологий несет в себе новые виды рисков которые являются прямой угрозой для экономической безопасности предприятия, что в свою очередь требует изучения и пересмотра.

Ключевые слова: цифровизация, экономическая безопасность предприятия, экономические риски, цифровые риски на предприятии.

В настоящее время цифровизация экономики является одним из основных приоритетных направлений Республики Казахстан. В рамках данного направления была принята программа « Цифровой Казахстан»[1] , которая направлена на глобальные изменения экономики посредством внедрения цифровых и коммуникационных технологий в различные сферы такие как экономические, политические и социальные. Цифровая экономика подразумевает создания цифрового рынка и внедрение цифровых решений во всех областях экономики, в частности на предприятиях. С одной стороны это дает неограниченные возможности для решения экономических проблем, с другой стороны, в силу нехватки опыта, это вызов для преодоления новых вершин в глобальной цифровой среде. Таким образом системное изучение специфики цифровой экономики, а также инструментов и способов, процессов становления в Республики Казахстан, является актуальной проблемой исследования. Стоит отметить, что с внедрением цифровой экономики возрастают различные виды рисков для деятельности предприятия. Такие негативные явления как хакерские атаки, внедрение в систему программ вирусов и программ шпионов, потеря контроля над программных обеспечением является прямой экономической угрозой деятельности предприятия, именно поэтому исследование данного аспекта является актуальным и требует детального и всестороннего изучения.

Проблемами экономической безопасности предприятия в условиях цифровой экономики занимаются ряд современных отечественных и зарубежных ученых[2]. М.А. Положихина является исследователем цифровой экономики и деятельности предприятия и описывает это как социально-экономический феномен, большой акцент делая на европейском опыте внедрения новых технологий. Такие ученые как Л.Д.Капранова, объектом исследования считают состояние и перспективы развития цифровой экономики. Так же стоит отметить таких авторов как Г.И. Абдрахманова, К.О Вишневский и Л.М. Гохберг которые являются приверженцами трендов и компетенций в цифровой экономике, Г.С. Баймухамедов и М. Ф.

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