

IMPROVEMENT AND IMPACT OF DIGITAL ECONOMY

In this day and age, the importance of economic science is increasing sharply. New coming technologies and digital abilities have totally changed the way of people's daily life and professional activity. Due to the reasons mentioned above, economic research has become much more crucial compared to the time until recently. Early career researchers play the main role in exploring updating dynamics of the economy and searching for solutions to deal with issues.

The study of digital life area becomes one of the most essential point of economic research. It provides an effect on all sectors of the economy, such as trading, business, management, finance, international economic relations. It should be mentioned that digital technologies automate business processes so that an owner can easily coordinate them. Otherwise, company participants ought to cope with challenges caused by updated service opportunities.

Following those ideas, the Digital (New) Economy is rather about dynamics than sustainability. This research includes its main role that is to analyze the formed system of Internet based economy, find out the key aspect which influences mostly on modern economic research, and figure out how digital transformation impacts on economic systems.

Digital and traditional economies differ primarily in their reliance on technology and physical infrastructure. Companies used to work only by having physical offices. However, nowadays many organisations implement online workplaces and cooperate with professionals all over the world. This causes globalisation of the economy, develops cooperation system between the partners within national and other borders, and helps people to keep in touch despite their place of living.

Virtual technologies, Internet connection and financial services create an area of improving digital economy. All activities that use online tools, such as automatic platforms, mobile applications, and online shopping provide an impact on modern economy and make it much better.

Information is one of the most significant elements of the digital economy. Data is the engine powering the digital economy and serves as the strategic asset of the 21st century. Companies gather and evaluate data to find ways of improving their products and meeting consumers' needs.

Innovation is another aspect that should be mentioned. Virtual technologies are developing very fast, and companies must get on with these changes. For instance, artificial intelligence is used by many businesses to make processes work automatically and reduce monthly payments.

Modern economic research consists of different and captivating areas of daily life. Artificial intelligence is at the top of its popularity. AI is used by companies to analyse large amounts of information and can make future predictions about organisation affairs. For example, companies widely use AI to make marketing strategies and improve them in the shortest period of time.

Another important and recently developed area is digital platforms. These can be any online marketplaces which are used for buying products online. Virtual sources facilitate selling and using products.

Term "e-commerce" is generally used to describe all purchases and sales of goods and services that take place over online networks. More people are accustomed to buying products through the Internet than ever before. Consumers change their behaviour,

creating new opportunities for business improvement. E-commerce consists of different areas, such as digital order, digital delivery, and digital marketplace transactions. These transactions include: Business-to-business (B2B) e-commerce, Business-to-consumer (B2C) e-commerce, Peer-to-peer (P2P) e-commerce. At the same time, it creates challenges for traditional shopping in the malls.

Companies collect large amounts of information every day. This data helps them to make economically effective decisions. FinTech is known as a rapidly growing and crucial field. Online payments, banking, and cryptocurrencies constitute together an essential area of economic research. The technologies, mentioned before, offer financial services as affordable, accessible and convenient tools. However, it also raises some questions about consumers' privacy and protection from hackers.

The influence of the digital economy is significant and it causes an effect on the modern economic system. Business model of trading has changed significantly. For instance, instead of traditional selling in stores, companies have switched to selling goods online.

Digital technologies also develop company productivity so much. However, it also requires deeper knowledge. Some processes can work automatically, which helps to reduce costs and increase effective working. That is why organisations can produce more goods in the shortest period of time and minimise usage of resources.

Those changes are also transforming the whole labour market. Some new jobs are presented in the information technology sector, data analysis, and digital marketing now. Nevertheless, some traditional jobs are in danger of becoming forgotten and disappearing at all. This racing of getting well-paid job sets high demand for specialists with soft and hard-skills.

One more crucial characteristic is global economic integration. Digital technologies allow companies to function internationally and it does not depend on workers' location. It is more effortless for small businesses to enter global markets, sell their products there and compete with large companies.

Moreover, digital transformation also brings new challenges. Access to technology can differ across the countries. This creates a digital inequality and worldwide economy looks fractured.

Nonetheless, alongside having plenty of advantages, such kind of transformation also has some risks. One of the biggest problems is cybersecurity. The more data is posted online, the higher the risk of cyberattacks is. Companies ought to invest as much as possible into security systems to protect their users and their information, and governments also must create specific laws to regulate personal data protection.

Inequality is one more issue that organisations encounter. For instance, some countries and regions have better access to digital marketplaces due to having advanced technologies at their disposal. This causes drastic differences between economy development and ways of running a business.

There are several risks connected to losing a job. Automation of the actions can replace human workers in some cases. This can provoke and lead to social problems and intensify lever of low-income families, if governments do not react and stop this process.

Finally, economy's instability can cause some trouble. Upcoming technologies change traditional markets extremely quickly. Companies are not always flexible, therefore it is sometimes difficult to adjust to new technologies.

To sum up, digital transformation is the key part and the most important direction in current economic studies. It changes the practical way of economy and creates new opportunities for business development.

The digital economy is based on technologies, information, knowledge, and innovation, which are the areas demanding thorough studying. Since digital transformations strongly affect business, jobs, the global trade, and the world economy, this field requires much research.

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