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DIGITAL ENVIRONMENT AS AN IMPERATIVE FOR THE DEVELOPMENT OF INNOVATIVE ACTIVITY OF ENTREPRENEURIAL STRUCTURES

Theoretical research has been carried out to reveal the diverse and complex interconnections of the digital economy and current innovation processes that form a single digital technosphere based on the totality of tools and competencies of three system warehouses “economics – technology – management”. The relationship revealed here highlights the specificity of digitalization of the global space for the future.

The development of the digital economy is of an innovative nature, which is reflected in a wide range of platforms, networking, sharing, technology, non-intermediary, personalization, omnichannel, freelancing and crowdfunding. The multiplicative effect they generate, in turn, changes the format of innovative activity of economic agents by accelerating and scaling the processes of creation and diffusion of innovations in the electronic environment. The new technological cycle is a catalyst for the modernization of business models of innovative production. Based on the observed patterns of development of economic processes in robots, the replacement of innovative activities as a set of approaches is specified to ensure a complementary exchange of resources, capabilities, ideas, technologies for accelerated This is not the promotion of technologically advanced and competitive products to reduce the gain and/or other corrosive effects.

An important feature of innovative activity among the emerging critical minds of the digital space is the obviousness of the essential risk of achieving the planned result.

The digital middle, on the one hand, provides wide opportunities for the development and development of all-round innovations, allowing access to extensive resources and new markets, less territorial boundaries, and otherwise, to achieve more dynamic ruinous, due to the instability of the economy. In these minds, a business structure that can independently create innovative activities, develop nutrition through digitization and scaling up the creation of unique products and services.

It is important to have access to the latest sources of resource support, expert knowledge, and great data to ensure advanced development. Therefore, the key determinants of this activation are the mechanisms and tools that ensure the phenomenon of digitalization and ensure the necessary level of efficiency in innovation management. Before this, we must first network the partner networks, provide targeted government support and ensure marketing solutions are taken.

References

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