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## **TRENDS IN MODERN ECONOMIC DEVELOPMENT OF DIGITALIZATION AND ITS IMPACT OF THE LIFE OF SOCIETY**

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In recent decades, the world has been rapidly developing towards a new type of economy, where digital technologies are becoming the main tool for its formation. The expansion of the role of information technologies in the work of the private and public sectors is the basis for the transition to a digital State.

The main goal of the state program "Digital Kazakhstan" is to increase the competitiveness and quality of life of the economy of Kazakhstan through the progressive development of the digital ecosystem. In terms of the current level of digitalization, Kazakhstan is also a catch-up country in the e-intensity rating of the international consulting company The Boston Consulting Group. In order to overcome the status of catch-up, the program requires the presence of revolutionary, breakthrough measures in all areas of digitalization, which are on the agenda of the countries of the world. These areas include the digital transformation of traditional sectors of the economy, the development of human capital, the digitalization of the activities of government agencies, the development of digital infrastructure, as well as the breakthrough in the development of the entrepreneurship ecosystem in the field of digital technologies and, as a result, the transformation of production and the creation of added value in the real sector of the economy. In the 90s, the state program for forced industrial and innovative development was launched, the International Educational Program "Bolashak" was initiated, and the formation of "e-government" began in 2005. A number of elements of the innovative ecosystem have also been created in Kazakhstan, the Fez "Alatau" ATP, AEO "Nazarbayev University" will operate, and the international Technopark Astana hub will be launched. 3/4 of the adult population of the country has a basic level of digital literacy, and more than 3/4 have access to the internet. This is an important base on which we will be the basis in the implementation of the program.

In his address to the people of Kazakhstan on January 31, 2017, the head of state announced the third modernization, which is the core of digitalization, the need to develop new industries created using digital technologies and "it is important to ensure the development of communications, access to mass fiber-optic infrastructure. The development of the digital industry will give impetus to all other industries." The national plan for the implementation of the President's address to the people of Kazakhstan dated January 31, 2017 defines criteria for achieving the goals of the third

modernization of the country - Kazakhstan will enter the top 30 developed countries of the world by 2050. To do this, the average annual growth rate of the economy should be at the level of 4.5 - 5%. Key drivers of the new growth model should be economic sectors that can provide 70% of GDP growth, employment, export and investment attraction. In accordance with this, priority directions in the vanguard of the Third Modernization were approved. The remaining 30% of growth is expected to be provided by social and ICT sectors in the short term.

The president of the country noted the relevance of the fight against cybercrime, religious extremism and terrorism in the fifth priority of the Third Modernization. In the address of the head of state, the government and the National Security Committee were instructed to develop the concept of "Cyber Shield of Kazakhstan", the purpose of which is to ensure the information security of society and the state in the field of informatization and communications, as well as protect the privacy of citizens in the use of information and communication infrastructure.

The implementation of the Digital Kazakhstan program involves adhering to five basic principles.

Principle 1 - "digitalization of flagship industries". The main and fastest macroeconomic effect of the program will depend on the implementation of digital transformation of existing sectors of the economy. In this context, the main task of digitalization of industries is a large-scale increase in labor productivity, which can be achieved both through the introduction of new technologies and due to the accompanying adaptation of existing business processes.

Principle 2 - "Step by step". The Republic of Kazakhstan will focus on the introduction of the most advanced technologies, ignoring the tested solutions in favor of tomorrow's innovations.

Principle 3 - "be flexible". When making changes to the program, the agile approach may be used in cases stipulated by the current state planning system.

Principle 4 – "partnership with business". Effective implementation of the program is impossible without the active role of the private sector. The state will attract both large businesses and SMEs to solve specific problems that are logically solved by the efforts of the private sector. In order to implement effective interaction, it is necessary to specify the means of attracting and stimulating economic entities for fruitful cooperation with the state. In this regard, special conditions will be created to attract investment in digital projects, that is, to minimize the costs of digital transformation of enterprises.

Principle 5 - "adaptation of regulation". As a result of the implementation of the program, various issues arise that require changes in regulation and standards. The state demonstrates its initiative to adopt the most progressive legislation to create conditions for a breakthrough in comparison with countries at a similar stage of digital development.

The basis for the effective development of the digital economy is digitalization, under the influence of which the economy develops more efficiently and its competitiveness increases. The sphere of influence of new technologies is unlimited - Social Life, Production, Science, Business, Management, etc. the digital economy

affects the national economy through the use of innovative digital information and communication technologies: the Internet, mobile networks, sensor networks, online mode, electronic document management, accounting and storage of information.

Currently, there are many definitions of the concept of "digital economy" that focus on a specific aspect of the impact of the digitalization trend on the national economy, such as:

- use innovative digital information and communication technologies;
- provide ICT for various types of interaction; use the internet, mobile and Touch Technologies;
- use of electronic document management, modern electronic communication channels, methods of accounting and storage of information;
- creating new business models, new markets and new consumers, etc. the analysis of various definitions of the digital economy means that each of them highlights only some of its most important features.

Basically, the implementation of digitalization requirements meets the current trend in the development of the economy and society and thus increases the efficiency of their development to some extent the existence of prerequisites for digitalization at the state, sectoral levels, as well as at the level of individual households and citizens. Therefore, the task of the state to take into account the prerequisites of the digital economy as favorable conditions that contribute to digitalization is to create opportunities for their implementation.

The modern development of all countries is significantly influenced by the current trend of development of the economy and society - digitalization, which is based on the digital transformation of any information. Digitalization covers all levels and spheres of public life, including the sphere of activity of individual economic entities. A characteristic feature of the activities of all economic entities is their competition. Therefore, all economic entities face the problem of preserving their business, increasing its efficiency and competitiveness. It is the solution of these problems by various economic entities that determines their search for appropriate mechanisms.

The process of transformation of the digital economy in terms of its scale and impact on society is considered a new industrial revolution. Its development will lead to radical changes in the world community and give an impetus to the rapid growth of many countries. At the same time, digitalization represents a new paradigm of accelerated economic development of the world economy. Its study in terms of changing modern society, which has replaced informatization and computerization based on digital information representation, leads to an increase in the efficiency of the economy and an improvement in the quality of life. Digitalization has largely replaced informatization and computerization, which meant the use of computer equipment, computers, and information technologies to solve individual economic problems. The great possibilities of digital representation of information lead to the fact that it forms a whole technological environment, that is, the "habitat" of digitalization, within which the user can create the necessary technological, instrumental, methodological, documentary, partnership, etc. environment for solving all classes of tasks.

To compare the digitalization of the countries of the European Union with the rest of the world as a whole, the international digitalization of the economy and society index I-DESI — International Digital Economy and Society Index 2, proposed by the European Commission, is used, which evaluates the implementation of the same trend requirements as the DESI index, but on slightly modified principles. The difficulty of obtaining the necessary information on digitalization coverage of different countries has led to the division of all evaluated countries into two subsets.

The first of them includes the European Union, Japan, South Korea, the United States, Australia, Canada, Iceland, Norway and Switzerland as individually assessed units. To assess the level of digitalization of the countries of this subset, 5 enlarged parameters are used, but unlike those calculated on the basis of 31 indicators of the DESI index, when determining the values of these parameters of the I-DESI index, 28 indicators are used, which do not always correspond to the indicators used in the calculation of the DESI index. The second set of countries where the level of digitalization will be evaluated included all the countries of the first set and, in addition, Brazil, China, Israel, Mexico, New Zealand, Russia and Turkey. But to assess the level of digitalization of the countries included in this second set, 28 indicators are used. If a country is included in two subsets, then the value of its index in the first subset is calculated on the basis of 28 indicators, and the value of its index in the second subset is determined only on the basis of 18 indicators. At the same time, the rules for summing 28 indicators in 5 enlarged parameters for the countries of the first subset may generally differ from the rules for summarizing 18 indicators in 5 parameters for the countries of the second subset. This situation leads to the fact that countries in terms of the value of the index can only be compared from a single subset.

Global economic crises pose new challenges and lead to increased state participation in the economy due to the focus of state policy on ensuring the necessary social protection of the population. An indirect consequence of the high activity of the state is the unwillingness of the population and business to take risks and the need to change their behavior as an economic agent in the context of modern challenges. However, the digital revolution that is taking place before our eyes leads Kazakhstan to the need to include digitalization in its development plans as a state policy. In the main world ranking of ICT development under the auspices of the UN - ICT Development Index, Kazakhstan ranked 52nd out of 175 in 2016, without changing its position since 2015. As a result of the implementation of the program and other strategic directions, the country will rise in the rating to the 30th place by 2022, to the 25th place by 2025 and to the 15th place by 2050. Therefore, there is preparation and all the necessary prerequisites for achieving the ambitious goal set in this program and implementing the necessary changes to achieve it.

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## **DEVELOPMENT OF THE LABOR MARKET IN THE DIGITAL ECONOMY**

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The emergence of new trends in economic activity related to the widespread use of the Internet and various types of mobile devices, the development of electronic and computer technologies and, as a result, the increasing efficiency of the provision of goods and services, indicate the transition to a new level of economic development. Such a new vector of development is the transition to the digital economy. The rapid development of digital technologies has led to transformational processes in modern society: the structure of the economy is changing, a new communication system is being formed. The relevance of the functioning of the labor market in the conditions of digitalization is determined by the need to identify and take into account the risks of subjects of labor relations.

The development of digital technologies produces global changes in the economy and society. Currently, the most developed countries of the world are going through the process of a new industrial revolution, as a result of which an innovative type of economy is developing, known as "Industry 4.0". One of the main trends in the development of the economy of the last decade is the penetration of digital technologies into various spheres of society. Digital transformation is aimed at simplifying human life, improving the quality of life and improving economic indicators. The digital economy refers to the economic activity of creating, distributing and using digital technologies and related products and services [1].

The labor market is the sphere of formation of demand and supply of labor, labor services. Through the labor market, the majority of the working population gets jobs and incomes. The labor market occupies an important place in the system of social and labor relations. The introduction of digital technologies automates many operations of labor activity, in connection with which, significant changes in personnel needs and requirements for them are caused, and also creates an effective and fast job search, including the possibility of remote work. According to The Future of Jobs study, by 2025, due to the automation of all spheres of human activity, more than half of all work tasks will be performed by machines. For comparison, in 2018, 71% of the work was done by human labor, and only 29% of the processes were automated. The research data is also confirmed by the McKinsey Global Institute (MGI), which estimates that in the coming decades up to 50% of work operations in the world can be automated. Thus, many professions will cease to exist, but in return, vacancies with fundamentally different qualifications will appear, which will require retraining or advanced training of many employees [2]. The process of blurring the boundaries between typical and