

Digitalization as a Factor of Sustainable Development of the Economy and Economic Security

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Abstract. This article discusses topical issues of economic sustainability of enterprises, as well as the development of the digital economy in various industries in Russia and in the world as a whole, ways and means of improving economic security in the context of global digitalization. When writing the article, the goal was to reveal the essence of modern trends in the development of the state and organizations. The current and possible impact of digital technologies on the labor market is also assessed, which is of interest to all members of society and organizations that, in the era of digitalization, will have to face new problems and master all the opportunities that fall out of this process. Digitalization, which began in the 20th century, is beginning to gain momentum and, in the near future, may surprise the world community with its results.

1 Introduction

To date, in modern society, such a concept as a "modern person" has become entrenched. Today, in modern society, the use of developed technologies in production and also being for a person is not new. New technologies are used in production, in medicine, for military purposes. Gradually, the world is moving into global digitalization, where society people become interdependent in all aspects.

In the field of healthcare, I successfully use high-performance computing systems for diagnosing me, also for the treatment of deadly diseases, based on the data obtained during the examination and, you can get an individual plan for the treatment of patients. To date, such technology as "Artificial Intelligence" has been developed and successfully used. Already today, more than 1,000 operations have been performed using AI to remove rectal cancer.

Also, the use of AI in the agro-industrial complex significantly increases the productivity of agriculture, AI solves many major problems. FAO LLC said that by 2060 the world's population will increase to 10.0 billion people, where the need for food will increase significantly, by an average of 60% [7].

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Despite the huge volume of various studies that touch upon such issues as the stability of the economic system of the enterprise, which shows the economic potential and determines its position in the market, and at the same time improves the competitiveness of enterprises. Digitalization, the introduction of digital technologies in their work, which will quickly and effectively be able to respond to potential changes in the economy.

Economic development is a process of structural transformation with continuous technological innovation and industrial modernization, which increase labor productivity and are accompanied by improvements in infrastructure and institutions, which reduce transaction costs. Industrial policy is essential for a country to prioritize the use of its limited resources to promote technological innovation and industrial modernization by overcoming inherent external and coordination problems in structural transformation. Economic development covers almost all areas of the economy, with changes reflecting the specific situation in individual sectors of the country and the world economy [2].

Today, the world community is closely watching the main trend in the development of the world economy, which began at the end of the 20th century - global digitalization. The digitalization of the economy is not a new phenomenon, but it has reached a new turning point [1].

2 Materials and Methods

Politicians, economists and industry leaders are fiercely discussing digital transformation about its impact on society. As digitalization permeates society, there is growing concern about how it affects issues such as employment, wages, inequality, healthcare, and education, and the pace of technological change exacerbates this problem. Given the relatively long period of time of previous technological revolutions, especially the industrial revolution, and the pace of digital transformation in such rapid steps, businesses need to do so. prompt action.

Digitalization is a general term for the digital transformation of society and the economy, describing the transition from the industrial era, characterized by analog technologies, to the era of knowledge and creativity, characterized by digital technologies and innovations of digital business [4]. Around the year 2000, various digital technologies (mobile Internet, artificial intelligence, Internet of Things, etc.) made great progress and evolved from expert applications into people's daily lives. Digital transformation is a fundamental transformation that has occurred in the economy and society for almost 50 years. It began in the early 1990s with the spread of the Internet and the advent of such services. like AOL and Compuserve. The expansion of Internet connectivity in the late 1990s and the first hype at the turn of the millennium led to digitization. This is also facilitated by high-speed Internet access and mobile Internet. In the future, faster mobile Internet (5G) combined with IoT and artificial intelligence technologies will expand the use of robotics. Digitalization will fundamentally change the future of the economy.

Ever since mankind mastered the account and there was money on which their digital designation was indicated, the economy, one might say, has become digital. But, before the advent of computers, calculations were carried out on analog devices (bills, mechanical counting machines, analog computers, etc.). In the era of global computerization, only technological means have changed, which have large amounts of memory, smaller sizes, allow you to keep counts "in digital" and allow you to speed up all types of operations many times over.

The digital revolution is making adjustments to our society at lightning speed, creating great opportunities, transforming many social and economic activities.

Digitalization refers to the process of using various digital technologies in order to improve quality, reduce costs and increase revenues.

In Russia, the beginning of the digitalization of the economy was laid around 2016 with the widespread use of broadband Internet in the regions. The transition of the Russian economy to an innovative development model, in which the digital economy will prevail over the resource model, is an urgent task at the moment.

Today, the problem area of the Russian economy is the low "index of intellectual robotization".

№	Company	City	Specialisation of industrial robots
1	Bit Robotics	Moscow	High performance industrial robots for the food, pharmaceutical and packaging industries.
2	AvangardPlast	Novosibirsk	Grinik industrial robotics arms for working injection molding machines. Partner of company ARKODIM(Kazan)
3	Record engeneering	Ekaterinburg	Industrial manipulators (analogues of popular foreign industrial manipulators, including robotics ones.) load handling and lifting devices for specific transported products.
4	Arkodim	Kazan	Series of industrial robotic arms - console type with three five and seven axles. Popular modifications Arkodim welding robot, manipulator for injection molding machine palletizer.
5	Eidos robotics	Kazan	Hexapod industrial robotic arms with six degrees of freedom for a wide class tasks
6	VAZ	Tolyaty	Few models of universal industrial robots with angle axel system and 6 levels of movements for contact, arc, laser welding, aplying adhesives? Warehousing and transporting goods, laser and plasma cutting.

Fig 1. Russian companies producing industrial robots

3 Results and Discussion

Currently, the issue of creating a digital economy and ensuring economic security is one of the most important, since the main priority of the functioning of the digital economy is the creation of economic security of the state and business.

A necessary condition for the stable innovative development of socio-economic systems is to ensure a high level of economic security.

An important factor that hinders the growth of the digitalization index in business is the lack of attitudes to the digital development of employees. Employers simply do not see the need to invest in this area.

A new feature of technological change is that robots will replace not only the work of muscles, but also the work of the brain, since this is not only technologically, but also cost-effective. Already today, some news is written by the computer itself - without typing with human fingers. Digitalization means the destruction of jobs: jobs that will be at risk over the next 10 to 20 years due to computerization, automation, and robotization are on the rise. While there is no consensus on exactly how many jobs will be lost, it is clear that the

number will be very high. According to various studies, in Europe, on average, 54% of jobs are at risk. [6]

However, it should also be noted that digitalization, together with the elimination of jobs, will create new types of jobs, new sectors, new products and new services (data analysts, data miners, data architects and software and application developers).

Modern engineering with the use of workflow-type software complexes that automate full or partial automation of business processes with the help of automated coordination of contractors automates through the work cycle system, for example, by recording certain routes and obtaining appropriate reports. This ensures the creation of a unified information system that supports business processes in various structural divisions of the company. At the same time, its functions are not limited to the simple collection, storage and receipt of information on economic transactions, but also to ensuring proper handling of information, material and financial flows. As a result, the automation of most processes directly affects routine, repetitive operations, significantly increasing the efficiency of corporate functions and opening up new prospects for development.

Many organizations are rightly concentrating their digital investments on sales and marketing, responding to customer preferences that shift toward digital channels. There are different jobs in digital marketing, such as developing marketing campaigns, supporting, providing the right content for the organization, attracting people through social media, checking and maintaining the flow of visitors to the website [2]. Digital marketing is a good example of how digitalization is creating new jobs. It's also worth noting that these jobs don't pay well. The roles and responsibilities of digital marketing exist to develop strong and innovative digital marketing strategies. At this stage, digital marketing is vital to business and brand awareness. It seems that every other brand has its own website. And if they don't, they at least have a social media presence or digital advertising strategy. Digital content and marketing are so prevalent that consumers now expect and rely on it as a way to learn about brands. The main types of digital marketing are as follows:

- Search Engine Optimization (SEO);
- Content Marketing;
- Media Marketing;
- Pay Per Click (PPC);
- Affiliate Marketing;
- Native advertising;
- Marketing Automation;
- Advertising mailing;
- Online PR;
- Inbound Marketing.

4 Conclusions

Digitalization of the economy leads to an inevitable change in the socio-economic system of society and its individual spheres, this is a progressive and significant part of the modern economy. The emergence of the term "digital economy" implies a transition to a new level of management of the production of goods and services based on the use of modern information technologies. [5]

The digital economy today is a serious link that affects the growth of the economy and is directly related to the measurement of GDP, labor productivity and well-being in all sectors of the economy.

However, the main problem is that without the adoption of appropriate measures, the large gap between countries with a weakly developed Internet and countries with a high level of digitalization will increase.

Our state needs to improve its intellectual, personnel, technological advantages, build a flexible regulatory framework for the introduction and implementation of digital technologies in all spheres of life.

All this will help maintain competitiveness in the global market and achieve positive results. Developing policies that take into account all these diverse aspects is difficult, but it is indispensable.

Customers today are much better informed than they were when the Internet was just beginning to spread. New technologies such as artificial intelligence and blockchain will continue to radically change business models and companies until 2040. Thus, digitalization in the company is a topic for the top management of both an individual enterprise and the entire state.

Therefore, the digital transformation of the national economy is becoming a necessary condition for ensuring and promoting national prosperity. At the same time, it is necessary to take into account the impact of digitalization on various industries and sectors of the economy. The last few decades have been characterized by a significant increase in computing power and a decrease in the cost of automating so-called routine tasks, which are performed according to clear and precise rules and can therefore be embedded in computer code. This has led to a polarization of the labor market in advanced economies, where the share of middle-income, routine-intensive occupations is declining, and the share of high- and low-paying jobs is increasing.

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