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SMALL BUSINESS IN THE DIGITAL ECONOMY AND ITS SECURITY

Abstract: This article examines the sphere of the digital economy and the development of the modern economy.

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Introduction

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Small business currently requires a transition to a qualitatively new state and the search for new growth points, which is due to the rapid development of information technologies, the policy of import substitution, and the state course towards building a digital economy.

Today, the digital economy has become especially popular in recent years. The main publications fall on the period from 2014 to 2017, and most of the studies are of a point nature and describe individual cases of the application of information technology in various industries. Thus, A. Kuntzman defines the digital economy as "a modern type of economy characterized by the predominant role of information and knowledge as determining resources in the production of material products and services, as well as the active use of digital technologies for storing, processing and transmitting information." RK Asanov believes that the digital economy is based on the production of electronic goods and services and their distribution using e-commerce. BN Panshin argues that the digital economy is based on network services. However, at the same time, one can note a small number of works devoted to the role of small business in the formation and development of the digital economy. The insufficient level of use of information technologies significantly limits the possibilities of expanding the market for goods and services, the deployment of joint investment projects, the implementation of large-scale research and

engineering projects. In a situation of acceleration of technological development processes characteristic of the knowledge economy, a low level of information and communication connectivity actually blocks the processes of technological, economic and social development. For example, to accelerate the processes of socio-economic development of Siberia and the Siberian regions, it is necessary to overcome the factor of low density of entrepreneurial activity, expand opportunities for online communications, create conditions for intensifying cooperation between all subjects of economic, technological, social and cultural life. Small business is the key factor integrating the interaction of all stakeholders of the market system. As you know, a similar point in the scientific analysis of any problem is the definition of the methodological foundations of its study. The structure of such bases includes: - first, the definition of logic, that is, the sequence of the study of the problem; - secondly, the formulation of methods by which the analysis of the problem is carried out [1].

Some scholars are investigating the social role of small business (hereinafter - MP) in the regional economy. According to E. N. Tumilevich: "The need to develop small business and conduct a "specific" state policy in relation to this sector of the economy is often justified by the fact that small businesses play a high socio-economic role in the development of the state, protecting the population, increasing competition, leading to an increase in quality of goods, quality of life, etc. At the same time, the identification of the role of small business in the Russian Federation, in our opinion, should be done

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from the standpoint of socio-economic efficiency” [2].

The development of a modern economy based on the use of the latest digital technologies, the creation of new materials, the analysis of large data sets, the development of new management systems, leads to a change in the principles of competitive relations. Competition is taking place not only for the redistribution of existing markets in the "red ocean", but more - for the formation of new markets for goods, services, technologies in the "blue ocean", competition for management systems based on new digital platforms. In such conditions, the digital economy changes the understanding and essence of the economic security of the state, business, household, individuals, generates new threats and risks for participants in economic processes and relations [3]

At present, information technology (IT technologies) in our country has become of paramount importance both for the development of the country's economy and for the security of the state as a whole. With the development of the digital economy and the use of the latest digital technologies, the daily life of society, industrial and economic relations, and the economic structure of the country begin to change [4].

At the same time, new requirements for communication and information systems, computing power, services, etc. automatically arise. In the functioning and development of the digital economy, it is important to ensure information and economic security of the state and business, the protection of personal data and privacy in an all-encompassing digital space. ... At the same time, IT technologies, the introduction of which is a possible impetus for the development of the country's economy, introduce certain risks to the digital economy.

The emerging prospects create a wide field for the growth of new risks that cannot be quantified, characterized by the lack of reliable information on the links between the causes of risks and the onset of adverse consequences. The presence of hypothetical risks that are practically not calculated and analyzed, since there is no scientific knowledge in the relevant field.

So, the development of the digital economy generates certain risks and threats both for the individual citizen of the country and society, and for the sovereignty of the state as a whole. The problem

of information inequality is alarming, and here we can agree with the position of V. V. Ivanov and G. G. Malinetskiy: “The main problem of the information society is information inequality, that is, the differentiation of users by the level of access to information. This is due to political, economic, technological, subjective and criminogenic factors. So, for example, at the political level, the differentiation of information is necessary to solve political problems, tasks of public administration, etc. But the uncontrolled centralization of information, its differentiation can lead to a situation where the information operator can exert direct unauthorized influence on certain segments of the population (for example, electorate)”[5].

The main goal of the information security of the state with the development of the digital economy should be to achieve a state of protection of the individual, society and the state from internal and external information threats. This should help preserve the rights and freedoms of the individual, improve the quality and standard of living, preserve the country's sovereignty and sustainable socio-economic development. For this it is necessary: - to ensure the security of the country's information and telecommunications infrastructure at all its levels; - create conditions for Russia to become one of the leading countries in the export of information security services and technologies; - take into account national interests in international interaction on information security issues; - to ensure organizational and legal protection of the individual, business and the state when interacting in the digital economy; - use domestic technologies to ensure the integrity, confidentiality, authentication and availability of transmitted information and its processing; - to use domestic software (hereinafter referred to as software) and equipment, as well as information security technologies. Thus, the problem of expertise of new digital technologies arises already at the stage of their creation in order to identify risks and threats to the digital economy in order to minimize possible negative consequences. The issue of choosing a risk management method (impact on risk) remains important, for this it is first necessary to carry out identification, assess the likelihood and consequences of each type of risk, which will allow developing a system of measures that do not allow, prevent or reduce possible damage.

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