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## INNOVATIVE TECHNOLOGIES IN THE DIGITAL ECONOMY

**Abstract:** This article examines the information market, which is characterized as a pool of social, legal and economic relations that develop in the sale and exchange of information products between consumers, manufacturers and intermediaries, as well as methodological approaches to managing technological change are focused mainly on a clear link to industries.

**Key words:** Innovation, technology, digital economy, business, entrepreneur.

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### Introduction

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The rapid development of digital technologies leads to radical transformations not only in the economy, but also in society itself. So, due to the reduction of information costs, digital technologies significantly reduce the cost of economic and social transactions for the state, companies and individuals, promote innovation, in which transaction costs become practically zero, and also dramatically increase efficiency: existing activities and services become cheaper, faster or convenient. And finally, digital technologies facilitate integration: people get the opportunity to use services that were previously unavailable to them [1].

In parallel, the information market is being formed, which is characterized as a pool of social, legal and economic relations developing in the field of sale and purchase and exchange of information products between consumers, producers and intermediaries. This approach enhances the dominance of the information industry in the economy of a number of countries, the sphere of production and services is becoming more and more knowledge-intensive and innovative [2].

Over the past decade, the above processes not only led to fundamental changes in business models and the nature of consumer behavior in the modern economy, but also created the basis for the

transformation of a wide range of social processes, including high-tech production [3], economic activity, financial services, educational concepts and standards, areas of entertainment and leisure. This infrastructure, based on electronic interaction, is becoming a new vector in the development of the global economy, which acquires the status of digital as an economic activity based on digital technologies [4].

The past decade has seen a rapid development in digital technology. The population with access to the Internet increased between 2005 and 2016. from 1 to 3.4 billion people, covering more than 40% of the total population of the planet [5]. The number of households in developing countries with a mobile phone is higher than that with access to electricity or clean drinking water. Almost 70% of those in the lower quintile of the population own mobile phones, while in high-income countries this figure is 98% [1].

Existing methodological approaches to managing technological changes are focused mainly on a clear link to industries, large industrial companies that search for and implement new technological solutions in the field of production, new materials to achieve local (niche) competitiveness through their own sources of funding or borrowed funds ... At the same time, mechanisms for interaction with the state (regional) level on the management of technological change processes arise only if companies are included in the state (departmental) development program and

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receive funding opportunities from the budget. In all other cases, the strategies (programs) of socio-economic development at the regional level take into account technological changes indirectly, based on the existing trends in the development of industries through the growth of labor productivity and investment in fixed assets, without a clear idea of the intentions of industrial companies to change production technologies, transfer on the sixth technological order, competitive positioning of business in the global and national commodity markets.

However, the deepening contradictions between the processes of global competition and regional economic integration, going beyond the management of the competitiveness of individual local industrial industries, involving all participants in the full life cycle of products (LCP), necessitate a deeper study of the management of technological changes in business, especially for the territories of resource regions. ... In these conditions, the regional management system should be aimed at optimizing the development ratio of the existing basic sectors of specialization of raw material regions (resource and raw materials, infrastructure) and the formation of new sectors of the innovation and economic system that can not only withstand the global challenges of the world economy, but also ensure sustainable economic growth. on the basis of a change in the system of rights and responsibility between government entities and business entities for the technological development of the region, the transition to technologies of the sixth technological order. The study of world scientific, technological, economic and social trends allows us to distinguish two types of global challenges that cause the objective need to change the management formats of the regional authorities of resource regions and the mechanisms of interaction with business.

The transition to digital economy technologies is significantly determined by the innovative and technological activity of enterprises (organizations) that claim in their activities to change the strategic, market repositioning on world, national, regional

commodity markets (introduction of goods into new sales markets; into new groups-consumer segments; introduction of goods to new geographic markets). The costs of technological, marketing, organizational innovations in the Krasnoyarsk Territory amount to more than 60 billion rubles, which are engaged in by 85 organizations. At the same time, almost 99% falls on the cost of technological innovation 60.1 billion rubles. incl. product innovations - 49.9% (29.9 billion rubles), process innovations - 50.1% (30.1 million rubles). At the same time, the costs of technological, marketing, organizational innovations in the mining sector account for only 0.9% (547.1 million rubles). incl. 99% - the cost of technological innovation (543.9 billion rubles) (table 3.1.1). Considering that large companies represent the resource-mining sector in the Krasnoyarsk Territory, the costs of technological innovations are mainly carried out at their own expense - 50.4% (30.3 billion rubles) and at the expense of the federal budget - 41.4% (24.9 billion rubles). The funds of the region are used insignificantly. Of particular importance is the activity of enterprises in the field of marketing innovations, which allow activating the processes of international and national market repositioning in product markets.

The introduction of technological data is aimed at the regional economy will provide a wide sectoral coverage (basic infrastructure industries; resource and raw materials industries; high-tech industries) and maximum synergistic effects of development, such as reducing the level of negative impact of economic activities (production and consumption waste; emissions of pollutants into the atmosphere air; discharges into water systems) on the natural environment and public health; biodiversity conservation; the formation of new markets (services for biological treatment, water recycling, environmental and safe waste management, secondary raw materials and finished products based on waste and waste processing); ensuring energy efficiency; transition to new technological structures; preservation of the environment and ensuring the safety of life [6].

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