

DIGITAL ECONOMIES: OPPORTUNITIES AND CHALLENGES

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Abstract: *In this study, we aim to study the digital economy and its impact on businesses and users, assessing the easy and fast access to products and services that lead to increased efficiency and efficiency.*

Key words: *virtual, technologies, development, result, digital economy, online business.*

INTRODUCTION

The digital economy emerged as an innovative economy that uses digital technology and electronic communication to carry out economic and business activities in a wide range of sectors, including e-commerce, digital marketing, digital financial services, software development, computer games and cloud services. . The use of digital technologies and electronic communications has led to a significant shift in online business interactions, leading to improved user experience, faster processing, and easier access to services and products. The digital economy is recognized as a major factor in economic growth and development in many progressive countries and is constantly expanding due to its significant impact on economic and business activities. The digital economy has a significant impact on various economic, social and cultural sectors, including changes in the way people work and interact with each other, promoting a more flexible and remote work routine, and increasing global engagement. In addition, the digital economy has affected education, health, entertainment and other sectors. Advances in technology and electronic communication have led to the digitization of the global economy, and the role of the digital economy in the

development of global digitization is crucial. Its impact is expected to increase in the coming years.

ANALYSIS AND RESULTS

What can be the possibilities of the digital economy. According to the results of the study, the possibilities of the digital economy for companies in terms of developing competitive advantage include: the availability of digital technologies; optimization of internal processes in companies; digitization; Digital Convergence .

The newest technologies, complex telecommunications infrastructure, low computer literacy, as well as the lack of many cultural and digital marketing skills, high cost of data, poor network availability, high cost of digital tools, constantly changing technologies and high cost are among the challenges of the digital economy. In the digital economy, there are also options for business as follows. Online advertising is a major driver of the digital economy, promoting business growth and paving the way for digital innovation. The most successful advertising companies combine a large user base with complex algorithms for collecting, analyzing and processing user data to facilitate effective targeted advertising.

New technologies are playing an increasingly significant role in enhancing the tourist experience, and many tourism industries are adopting these technologies to improve travel experiences for tourists. Four such technologies include virtual and augmented reality, the Internet of Things (IoTs), robotics and artificial intelligence (AI), and electronic payment systems. Virtual and augmented reality offer tourists the opportunity to experience tourist destinations through images and videos before traveling to their destination. Augmented reality can also be used to provide tourists with information about the space and facilities around them. The IoTs can be used to manage and control facilities in hotels and tourist centers, while robotics and AI can be utilized for services such as greeting guests, cleaning rooms, and guiding tourists. Electronic payment systems are another beneficial technology for tourists as they eliminate the need to carry cash and enable the easy use of various services [8].

CONCLUSIONS AND SUGGESTIONS

Digital technologies increase the ability of the economy to absorb and adapt the existing knowledge elsewhere for building indigenous capacity for development. Not only external markets enable countries to improve entrepreneurial capabilities and increase production linkages, but also facilitate inflows of foreign direct investment and encourage local firms to participate in the global value chains. Digital technologies are enablers for rapid technological change and economic conversion.

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