

S. M. Ilchenko¹, J. V. Kroukovsky²¹Omsk Humanitarian Academy, Omsk, Russian Federation²Russian Communications Corporation (Rostec State Corporation), Moscow, Russian Federation

Strategic aspects of digital transformation processes modeling in modern economy

Abstract. The basis of this paper is the study of the approaches of Russian and foreign scientists to the analysis and comparison of methods for modeling economic processes in the context of globalization and the transition to a new technological order. The main attention is paid to the issues of economic and mathematical modeling of the processes of transformation of mechanisms of interaction of economic entities on the principles and conditions of a new economic order (Digital Economy) are of particular relevance. The need to process BigData, identify non-obvious dependencies and build multivariate scenarios using predictive and prescriptive analytics tools is in demand. It is obvious that global economic systemic changes affect all existing mechanisms of interaction between economic entities. Their effective analysis requires the making of qualitative and quantitative models of these mechanisms to increase the competitiveness and efficiency of economic entities for its sustainable development as a whole. Development of models of interaction between economic entities to achieve a strategic goal – sustainable economic development. It is important that modern tools for digitalization of business processes should make this methodology transparent, controllable and dynamic. The scientific innovation of this research lies in the understanding of models of economic processes and mechanisms from the standpoint of a systematic approach using new information technologies. In our paper, we determine further prospects for the use of economic, mathematical and qualitative analysis of the modern economy processes in the context of digital transformation and the transition to a new technological order.

Keywords: economy, digital economy, models, digital transformation, sustainable development.

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Information about the authors

Svetlana M. Ilchenko

Cand. Sc. (Econ.), Associate Professor, Senior Researcher. Omsk Humanitarian Academy (2a 4th Cheluskintsev st., Omsk, 644105, Russian Federation). ORCID ID: <https://orcid.org/0000-0002-9492-7960>. SPIN-code: 7713-5751. Author ID: 620200. E-mail: ilchenkosm@yandex.ru

Jaroslav V. Kroukovsky

Cand. Sc. (Econ.), Associate Professor, Head of IT-department of Russian Communications Corporation (Rostec State Corporation) (13 bld. 40 2nd Zvenigorodskaya st., Moscow, 123022, Russian Federation). ORCID ID: <https://orcid.org/0000-0002-4814-2089>. SPIN-code: 4754-4915. Author ID: 860072. E-mail: kroukovsky@yandex.ru