

CONCEPTUAL ASPECTS OF RESEARCH OF THE NATURE OF DIGITALIZATION AND ITS ROLE IN THE MODERN SOCIETY DEVELOPMENT

It is stated within the article that the study of peculiarities of the emergence and development of digitization processes is directly related to historical peculiarities of our society formation, its gradual transformation under the influence of a large number of factors of different nature. Active development of information technologies became the basis for further emergence of such processes and contributed to the deepening of their effect on the functioning of all spheres of the society. In view of this, in the context of the essence consideration of the category "digitization" it is also important to understand the features of the emergence and formation of the information economy, theoretical provisions of its development.

The authors emphasize that digital economy involves converting all information into digital form, giving new opportunities for its accumulation, rapid processing, contributes to providing more sound data for the implementation of managerial decisions.

The essence of the category "digitization" is considered within the article. Exactly such a detailed study to identify the content of this category has identified four approaches to its consideration, namely: information, process, structural and business oriented, and their detailed study made it possible to formulate the own author's view of the essence of the "digitization" category.

In particular, the authors believe that it is most appropriate to use the information approach, since information and the information technology play a key role in the development of digitalization processes.

Within the paper, it is proposed to consider digitization as a current stage of the society and economy development, which is accompanied by a considerable diffusion level of information technologies, information resources and social processes, which results in digitization of data of different nature, which enhances their use in all spheres of human activity.

The authors pay considerable attention to the matters of determining the features of digitization, its advantages and disadvantages for the development of, first of all, business entities.

Keywords: digitization; digitalization; digital technologies; information society; information resources; e-business, business models; e-commerce; digital products; digital process.

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