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DIGITAL POTENCIAL OF COUNTRIES AND COMPANIES

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***Key words:** digitalization, digital potential, digital evolution, telecommunications, digital prospects, scores and rankings, digital evolution index, digital potential of companies, digital potential of countries.*

***Abstract.** Countries and companies are focused on improving efficiency use digital technology to grow their economics and businesses quickly and intelligently. They measure the results of digital adoption, digital potential, digital prospects. Countries and companies learn citizens and employees in new digital skills. Majority of countries and companies in this category make digital strategy an integral part of their corporate strategy. Improving efficiency can increase profits and generate a steady stream of revenue, but the biggest plus goes to those who can realize full digital potential. All levels of authorities and companies's management should be responsible for developing digital strategy. Strong digital leaders streamline decision-making and enable innovation and digitalization. Strong digital leaders act as champions in driving digital initiatives, and the countries and companies prioritize experience and advanced ways of businesses.*

We are living in a time of big reboots. Globalization is under attack in many parts of the world, the exchange of data across borders is growing exponentially. Digital flows are now responsible for growth of Gross Domestic Product in whole world than trade in traditional ways and goods. Automation, synthetic intelligence, the Internet of Things, and business models like the "sharing economy" are changing the way we do business and our lives in generally. It is in this context that the Fletcher School at Tufts University, in partnership with Mastercard, is introducing the Digital Evolution Index (abbreviated DEI). It is an extension of the earlier Digital Evolution Index, the world's first test of the pulse of the global digital economy, which was reported in a widely read Harvard Business Review article "Where the digital economy develops the fastest" [1].

Digital Evolution Index is a comprehensive data-driven assessment of the progress of the digital economy in countries, combining a lot of different indicators on four key factors: conditions of supply, conditions of demand, institutional environment and innovation and change. The resulting framework reflects the state and speed of digital evolution

and determines the implications for investment, innovation and policy priorities. Digital Evolution Index also highlights the changing nature of risks posed by our continued use of digital technology. To this goal the research covers the key issue of "digital trust" of citizens or employees and counterparties [2].

Digital Evolution Index includes a new analysis of digital trust that also takes into account:

- the reliability of the digital environment for each country;
- quality of user experience;
- attitude towards key institutions and organizations;
- and user behavior when they interact with the digital world;
- etc.

Digital Evolution Index is of great interest to all participants in the digital economy, given the concerns about the security of sensitive information, cyber attacks and consumer concerns – about digital systems and their reliability, digital companies and their growing dominance, as well as the leaders of digital companies.

Ranking of the 2019 IMD World Digital Competitiveness show that top performing countries largely focused on the factors that contribute to the generation of knowledge. Western economies remain as the main digital hubs and leaders as global knowledge centers. Several Asian economies improved this year reducing the digital gap mainly through an advancement in the technology and future readiness factors. However, it seems that they remain dependent of western economies for the generation of knowledge.

Business, government and public representatives are joining forces to provide everyone with access to the Internet and to ensure the safety for all users in the space of digitalization. Digital Evolution Index offers a way to study and measure the level of “trust of digitalization” and assess the state and speed of development of digitalization. In addition, the Digital Evolution Index reviews various examples of the implementation of digital services around all the world, which allows each country to study and to apply experience and practices of other countries [3].

Strong digital leaders with the most digitalization and developed digital economy among countries are:

- Norway;
- Sweden;
- Switzerland;
- Denmark;
- Finland;
- Singapore;
- South Korea;
- Great Britain;
- Hong Kong;
- USA.

These countries demonstrate high rates of digital development, maintain it and continue to lead in the diffusion of innovations. But with the proliferation of innovations and constant change, the current status of "digital leader" will not ensure leadership in the

future. Openness to innovations and stimulation of their implementation will help these countries create potential for further growth in digitalization.

At the same time countries with slowing growth rates are:

- Australia;
- countries in Western Europe;
- Scandinavia.

These countries have shown steady growth for a long time, but now they have noticeably slowed down the pace of development. Without innovation, these countries have the risk of lagging behind the leaders of digitalization.

Despite the relatively low overall level of digitalization, following countries are at the peak of digital development and are demonstrating sustainable growth rates, which attracts investors. These countries can be named "Promising":

- China;
- Kenya;
- Russia;
- India;
- Malaysia;
- Philippines;
- Indonesia;
- Brazil;
- Colombia;
- Chile;
- Mexico.

These countries have the potential of digitalization to take the lead position in the digital world.

Distressed countries face serious challenges associated with low digital development and slow growth:

- South Africa;
- Peru;
- Egypt;
- Greece;
- Pakistan.

Digital trust is a factor that is not easy to understand and measure. However, it remains the key condition for the development of the global digital economy. We understand the growing importance of trust in the digital economy and its impact on digital behavior of countries and companies.

In the context of the digital economy, trust is the situation when users decide to transact, interact and consume online. In essence, it determines the quality of interaction between those who trust and those who guarantee this trust.

Trust is examined in four dimensions: environment, experience, relationships and behavior to reflect the complexity of digital trust and the interactions between givers (users) and guarantors. These four elements constitute the pivotal points around which digital trust revolves between donors and guarantors.

Consumers are more tolerant of technical disruptions that occur when using Internet services or conducting online transactions in countries with a higher level of digital trust. The degree of digitalization can be a key condition for understanding consumer behavior and assessing trust of the digital environment.

People believe that business and authorities should act as a guarantor of trust and therefore they should increase level of digital trust among citizens and employees. In addition, they believe that trust is a key factor that determines the competitiveness of a country's digital economy.

In conclusion the author pays special attention, that countries and companies are focused on improving efficiency use digital technology to grow their economics and businesses quickly and intelligently. They measure the results of digital adoption, digital potential, digital prospects.

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О ПОДХОДАХ К ФОРМИРОВАНИЮ НАЦИОНАЛЬНОЙ ТРАНСПОРТНО-ЛОГИСТИЧЕСКОЙ СИСТЕМЫ В РЕСПУБЛИКЕ ИРАК

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Ключевые слова: транспорт, логистика, инновации, транспортно-логистическая система, транспортная отрасль Ирака.

Реферат. В статье рассмотрено важное значение укрепления роли частного сектора в грузовых и пассажирских перевозках. Для повышения эффективности государственно