

Название публикации:

Entrepreneurial Risks in the Realities of the Digital Economy

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Аннотация:

The topic of the development of the digital economy has become one of the priorities at the international level, and on the agenda of the G20 Summit, held July 7-8, 2017 in Hamburg. In the communiqué of the leaders on the results of the summit in the framework of the digital block, the heads of state of the G20 stressed the importance of developing digital literacy. Russia has initiated a discussion on consumer protection in the G20 format. The particular relevance of these issues for the global community is noted in the article by the President of the Russian Federation V.V. Putin dedicated to cooperation in the framework of the twenty. The advantages and opportunities of the digital economy are undoubted. However, the risks and challenges that consumers of the digital economy face daily threaten the harmonious development of new models of this sector of the economy. In this article, the authors tried to consider business risks in the realities of the digital economy. People and their level of confidence in new technologies and market models are not only key elements, but also the most important indicators of the successful development of the digital economy. © The Authors, published by EDP Sciences, 2018.

Ключевые слова:

Business risks, Digital economy, Digital literacies, Entrepreneurial risks, Global community, Harmonious development, New technologies, Russian federation