

**Название публикации:**

Digitization and internetization of the russian economy: Achievements and failures

**Авторы:**

Bogoviz, A.V.a, Lobova, S.V.b, Alekseev, A.N.c, Koryagina, I.A.d, Aleksashina, T.V.e

- a. Federal State Budgetary Scientific Institution “Federal Research Center of Agrarian Economy and Social Development of Rural Areas – All Russian Research Institute of Agricultural Economics”, Moscow, Russian Federation
- b. Altai State University, Barnaul, Russian Federation
- c. Plekhanov Russian University of Economics Russia, Moscow, Russian Federation
- d. Plekhanov Russian University of Economics, Moscow, Russian Federation
- e. Russian University of Transport, Moscow, Russian Federation

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**Аннотация:**

The purpose of the article is to study the processes of digitization and Internetization of the Russian economy through the prism of their influence on a modern human. In order to evaluate the current state and successes of modern Russia in the sphere of digitization and Internetization of economy, the methods of horizontal and trend analysis are used, with the help of which the authors study the dynamics and assess the progress of the Russian economic system in implementation of these processes. In order to study the social consequences that accompany the processes of digitization and Internetization of the Russian economy, the authors use the method of correlation analysis for analyzing the connection (correlation) between the indicators of socio-economic development of the economic system and the indicators of digitization and Internetization of economy. As a result of the research, it is concluded that sustainable growth of quantitative indicators of digitization and Internetization of the Russian economy shows the achievement in this sphere. At the same time, the authors found the failures in management of these processes, the most serious of which is orientation at improvement of macro-economic indicators. According to the existing model of management, the processes of digitization and Internetization of the Russian economy are aimed at increase of effectiveness of state management, optimization of business processes, and increase of economic growth rate. The authors developed a new model of digitization and Internetization of the Russian economy, which allows ensuring growth of the living standards of the Russian population, this stimulating the improvement of the indicators of socio-economic development.

**Ключевые слова:**

Digitization, Internetization, Russian economy, Analog to digital conversion, Economic analysis, Economics, Population statistics, Correlation analysis, Economic growth rate, Internetization, Quantitative indicators, Russian economy, Social consequences, Socio-economic development, Sustainable growth, Economic and social effects