Using the proposed model will significantly reduce the need for raw materials in the enterprise. In addition, a significant reduction in the likelihood of errors when making managerial decisions.

The presented model allow to specify the technological complex of works and the need for raw materials, provide an opportunity to establish boundaries between the complex of works, for which the producers-executors are responsible and, in general, the responsibility of the entire corporate structure of food production.

References

1. *Mokhnenko, A*. Integration of the Supply Chain Management and Development of the Marketing System / A. Mokhnenko, I. Perevozova, L. Horal, N. Hrechanyk, A. Ustenko, O. Malynka, Mykhailyshyn // International Journal of Supply Chain Management . — 2020. — № 9 (3). — P. 496—507.

2. *Naumov, O. B.* Strategic planning of marketing activities of an agricultural enterprise / O. B. Naumov, L. M. Naumova, P. V. Voronzhak // Ukrainian Journal of Applied Economics. — 2017. — №2 (1). — P. 77—84.

УДК 338.1

A. A. Zvereva, M. A. Levchenko
Russian customs Academy Rostov branch, Rostov, Russian Federation

NEW ECONOMIC MODEL FOR PROTECTION OF COMPETITION IN GLOBAL MARKETS

Introduction. The digital revolution, which has taken over the world economy, every year changes the tendencies of management, economic activity. Specialized management agencies, digital boards and programs are being established to facilitate the synthesis of the two real and virtual worlds. There is no doubt that even at the third industrial revolution stage, the role of digital economy and digitization as a whole can be assessed. But nevertheless, for a more full implementation of these processes, certain strategies are needed that ensure economic development and eliminate imbalances in different areas of public life, because digitalization was like a panacea for the 21st century, penetrating into the world community and affecting all its spheres — from social to economic.

Breakthrough digital economy technologies are actively restructuring the foundations of economic activity. The main development trends in the digital economy are fast: platforms, sharing and development of "hygeconomy". These dynamics along the entire value chain provide a high level of adaptability for producers and consumers through quick response and high adaptability. The latest business-related strategies improve performance and facilitate ease of entry into global markets through the use of connectivity and accelerated data processing. But competition from new business processes also encourages conventional enterprises to implement innovations in order to preserve their economic performance and prevent the lag.

In order to maintain their position, policymakers need to ensure effective regulation of consumer protection and appropriate oversight and enforcement measures.

Main part. The Organization for Economic Cooperation and Development (OECD) has started a public consultation on tax implications of digitalization. The reforming of tax policy in the framework of digitalization is also discussed by the European Union policy makers in an effort to solve tax problems for the digital market.

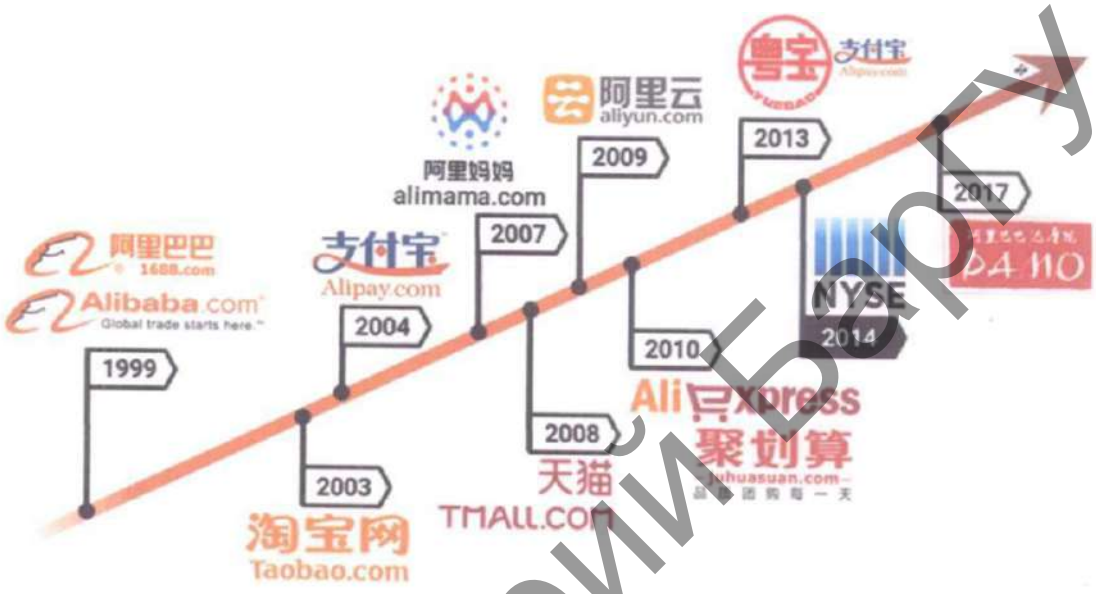
An effective approach to many conflicts and disputes, as well as to managing economic imbalances, has been the creation of specialized platforms operating within the public and private sectors. Using such virtual platforms, the government plays a coordinating role in business activities, ensuring cooperation and predicting models of public service delivery in the future.

Electronic commerce platforms allow small and medium business participants to facilitate job creation and allow them to get the most out of economic activity. Experts estimate the increase in the cost of e-commerce to $994 billion. up to $994 billion by 2020.

An example of the idea to create such a business framework is the new product of the world largest Asian company Alibaba in China — Taobao. This market platform is the biggest in the world to use peer-to-peer (P2P) decentralized networks for sales and purchases. The formation of this platform allowed economically inactive regions to become producers and sellers using the new platform. The increase in investment in the development of such areas allowed for the creation of a huge number of jobs, becoming a new strategy for the restoration of rural areas and their integration into the digital economy. As a result of this impact, the number of poverty and joblessness rates has fallen, and Taobao's villages have now become a national policy priority for China's rural recovery. Alibaba Group has invested 10 billion yuan in building maintenance centers in the remote areas, expanding logistics and building networks, thus increasing the competitiveness of individual regions.

The example of this company shows how the creation of digital platforms affects inclusive economic growth by involving different regions in economic activities.

The sharing model (picture 1) described above helps to make the most beneficial use of the existing assets, providing unprecedented business opportunities and creating advantages by cutting transaction costs for the consumer and providing better quality goods and services, which directly affects the level of competitiveness of a certain economy or company in the global market. In the UK, which originally implemented such a model for the digital economy era, it was calculated that a shared economy of £0.5 billion in 2014 would provide a contribution of £9 billion to the UK economy by 2025, thus providing A model for the digital economy era, it was calculated that a shared economy of £0.5 billion in 2014 will contribute £9 billion to the UK economy by 2025, thus offering additional opportunities in the form of material resources and raising the level of the country in the digital economy. The collaborative economy model also calls for the development and implementation of educational programs and new training and retraining models.



Picture 1 — History of Alibaba creation

The main recommendations for policymakers in the new economic model for competition protection concern certain areas:

– development of approach of strategic foresight based on forecasting of further development of digital society, appropriate technologies that can give considerable possibilities in the field of economic activity and improvement of competitiveness level of national economies and individual enterprises;

– intensify public-private cooperation to detect the stagnation situation and implement the most appropriate measures, monitor the situation, detect trends and develop solutions in a crisis situation. Create a “regulatory sandbox”, “tender problems” for public and private sectors, an example of such a strategy are the Israeli Ministry of Health;

– to eliminate the separation of government structures, create horizontal structures using digital transformation managers;

– quickly action approaches (agile approaches) as part of initiatives of the digital government. An example of such approach may be the implementation in the UK of an organizational model in ING Bank, oriented to rapid response;

– modernization of the obsolete legal framework that prevents the entry of digital technologies, conducting cross-border business, new business models and digital services;

– updating the competition policy in order to maintain economic agents oriented to the creation of platforms, multilateral markets and network effects.

Digital economy leaders such as Korea, Singapore, Canada, Australia and France have created strategic forecasting agencies to track possible risks and opportunities for growth or to maintain their competitive advantage. As a way to protect competition in global markets, Korea has adopted the Master Plan for the Smart Information Society and set up a joint Steering Committee for the Smart Information Society, which consists of not only government agencies but also experts from the private sector to manage the socio-economic impact of technological change.

Conclusion. Therefore, a new epoch in the global economy development implies continuous development and modernization of the national economy in an effort to maintain competitive advantages and protect national markets from global competition. The creation of a new economic model of competition protection depends on the new platforms that enable to realize and complement the implemented model within the digital economy, the current legislative framework and new subjects of “response” in the digital industry.

References

1. Программа «Цифровая экономика Российской Федерации от 28 июля 2017 г. № 1632-р. // СПС «Консультант Плюс».
2. Об информации, информационных технологиях и о защите информации : Федер. Закон, 27 июля 2006 г., № 149-ФЗ // СПС «Консультант Плюс».
3. О вхождении Российской Федерации в состав учредителей автономной некоммерческой организации «Цифровая экономика» : распоряжение Правительства РФ от 14 марта 2018 г. № 421-р // СПС «Консультант Плюс».
4. *Веснин В. Р.* Управление человеческими ресурсами. Теория и практика : учебное пособие / В. Р. Веснин. — Оренбург : АСВ, 2014. — С. 112.
5. *Ясеновец, И. К.* Цифровая Россия: Новая реальность / И. К. Ясеновец // McKinsey & Company. — 2017. — № 9. — С. 98—99.
6. *Кравченко, М. В.,* Оценка готовности организации к изменениям / М. В. Кравченко // Конкурентоспособность в глобальном мире: экономика, наука, технологии. Киров. — 2018. — №1 (8). — С. 1065—1069.
7. *Беликова, К. М.,* Цифровая интеллектуальная экономика: понятие и особенности правового регулирования (теоретический аспект) / К. М. Беликова // Наука и образование : хозяйство и экономика; предпринимательство; право и управление. — 2018. — № 8 (99). — С. 82—85.