

STATE POLICY IN THE FIELD OF DIGITAL TRANSFORMATION OF THE ECONOMY

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Introduction. Digital transformation is an important direction of modern development of economies, as it contributes to the improvement of productivity, innovation and competitiveness. Government regulation plays a key role in ensuring effective transition to the digital economy [1]. This literature review examines the strategies of state regulation of digital transformation proposed by various foreign authors and scholars in order to identify the best practices and approaches applicable to improve the efficiency of these processes.

Strategies of state regulation of digital transformation

European Union. The European Union (EU) is one of the leaders in digital transformation. According to the European Commission (2020) report, the main areas of public policy in the EU are infrastructure development, support for innovation and regulation of the digital market. The Digital Single Market strategy aims to remove barriers to online commerce and improve access to digital services across Europe.

Pelkmans and Renda (2014) note that the EU's success in digital transformation largely depends on coordinated policies between member states and harmonisation of the regulatory framework [2]. For example, the GDPR (General Data Protection Regulation) is an important step towards ensuring data security and user trust in digital services.

United States of America. In the US, the emphasis of public policy is on supporting innovation and competition. Venkatesh and Bala (2008) highlight that the

US government aims to create a favourable environment for start-ups and technology companies through tax incentives and grants. The Digital Economy Act (Digital Economy Act, 2017) aims to incentivise the development of digital technologies and support SMEs.

Parker, Van Alstyne and Choudary (2016) in their paper "Platform Revolution" discuss the importance of the platform economy and the role of the state in regulating digital platforms [3]. They note that state policy should be aimed at ensuring fair competition and consumer protection, which requires the development of new regulations that take into account the specifics of the digital economy.

China. China is one of the world's leading players in digital transformation, thanks to active government support and strategic planning. According to a report by McKinsey Global Institute (2017), the key elements of China's strategy are investments in infrastructure, education and research. The Internet Plus programme (Internet Plus) and the Made in China 2025 plan aim to integrate digital technologies into industry and create smart factories.

Zenglein and Holzmann (2019) note that the success of China's digital transformation is also related to centralised management and long-term planning [4]. An important aspect is state control over data and the internet, which allows for effective regulation of the digital economy, although it has been criticised by Western experts in the field of human rights and freedom of expression.

Japan. Japan is actively promoting digital transformation through its "Society 5.0" strategy, which aims to create a highly integrated digital society [5]. Morikawa (2016) notes that key elements of Japan's strategy include infrastructure development, support for research and innovation, and cybersecurity regulation [6].

Sako (2018) highlights that the Japanese government actively supports the private sector through subsidy programmes and tax incentives. International co-operation aimed at sharing experiences and developing joint projects in digital technologies is also an important aspect [7].

South Korea. South Korea is one of the world leaders in digital transformation

due to active government support and a high level of technological development. According to the OECD (2018) report, key elements of the South Korean strategy are investment in infrastructure, support for start-ups and the development of digital skills in the population.

Kim and Lee (2019) note that the South Korean government actively supports SMEs through grant programmes and tax incentives. Creating favourable conditions for attracting foreign investment and cooperation with international technology companies is also an important aspect [8].

Important aspects of state regulation of digital transformation

Infrastructure and connectivity. One of the key elements of successful digital transformation is the development of infrastructure and access to high-speed internet. For example, in the EU, the 5G network strategy aims to ensure widespread internet access and improve connectivity. Brown and Brown (2018) emphasise the importance of infrastructure as a foundation for the development of the digital economy and the adoption of innovative technologies [9].

Education and skills. The development of digital skills in the population is an important aspect of public policy in the field of digital transformation. In the US and Europe, training and re-skilling programmes aimed at training people to work in the digital economy are being actively implemented. Westerman et al. (2014) note that investments in education and digital skills development contribute to accelerating the process of digital transformation and increasing the competitiveness of the economy [10].

Support for innovation and startups. Government support for innovation and startups plays a key role in the development of the digital economy. Many countries, such as the US and South Korea, actively support startups through grant programmes, tax incentives and the creation of incubators. Gawer and Cusumano (2014) in their paper on platform strategy emphasise the importance of supporting innovative companies to create new business models and technologies [11].

Regulation and standardisation. Regulation and standardisation of digital

technologies are important aspects of public policy. For example, the EU has developed standards for data protection and cybersecurity such as GDPR. Brousseau and Penard (2007) note that standardisation helps to reduce barriers to the adoption of new technologies and increase user confidence in digital services [12].

Cybersecurity. Cybersecurity is an important aspect of public policy for digital transformation. Japan and South Korea have developed programmes to protect information systems and prevent cyberattacks. Von Solms and van Niekerk (2013) emphasise the importance of cybersecurity in protecting critical infrastructure and ensuring sustainable development of the digital economy [13].

Conclusion. Analysing the strategies of state regulation of digital transformation in different countries shows that success depends on a comprehensive approach that includes infrastructure development, innovation support, human resources training and cybersecurity. The experience of advanced countries such as the EU, the USA, China, Japan and South Korea demonstrates the importance of public policy coordination, long-term planning and international cooperation [14]. For Uzbekistan, which is striving for digital transformation, it is important to take into account these best practices and adapt them to national conditions in order to ensure sustainable development of the digital economy and increase the country's competitiveness at the global level.

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