

ECONOMIC POTENTIAL IN INCREASING DIGITIZATION PLACE

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Abstract : The formation of management platforms based on the digitalization of the economy allows for the reorganization of the management process at all stages of socio-economic systems.

Key words : economic potential , labor resources , productive forces

As we know, digital governance platforms are considered the foundation of the current stage of economic development. It is on the basis of this new tool that digitalization is carried out in all sectors of the economy, along with the network governance effect of digital transformation.

The first goal of conducting research is to study terms theoretically and compare them in terms of meaning, starting with identifying their specific characteristics, and then studying the functions, principles and other aspects of these terms as a scientific approach. As a result of the research conducted during such research, a certain direction of a certain field of knowledge is formed, its content and essence are revealed, which ensures the effective use of research methods and tools.

It should be noted that the study of the concept of "economic potential" as an economic term in the literature applied to the economic sphere continues to develop rapidly in the last quarter of the 20th century and the beginning of the 21st century. This term initially expressed the production potential of industrial enterprises in the process of economic production, but today the term "Economic potential" used in modern science, on the other hand, began to take shape as a term with an economic content, including resources within the economic system, that is, resources reflecting the capabilities of available material and labor resources.

In carrying out any research, first of all, the theoretical study of terms and their comparison in terms of meaning, determination of their specific characteristics, then the tasks and functions, principles and other aspects of these terms are studied as a scientific approach. As a result of the research conducted during such research, the direction of a certain field of knowledge is formed, the content and essence are revealed, and the effective use of research methods and tools is ensured.

In the literature related to the economic sphere, the study of the concept of "economic potential" as an economic term has been developing rapidly in the last quarter of the 20th century and the beginning of the 21st century. It should be noted that "economic potential" as a term was formed gradually and somewhat changed its original essence. Initially, this term expressed the production potential in the process of economic production, that is, to describe industrial enterprises, but today the definitions of the term "economic potential" used in modern science include two main aspects. On the one hand, it reflects the potential of existing resources, and on the other hand, it has been formed as a term with an economic content that includes resources in the economic system, that is, material and labor resources.

A systematic approach to the concept of capacity began to emerge in the late 1960s and early 1970s. One of the first in the scientific literature ¹to use the concept of production capacity as a category was A.I. Anchishkin. During the formation of the category of economic capacity, many scientists of the former Soviet Union, including E. Gorbunov ², E. Figurnov ³, S. Belova ⁴, Y. Lichkin, A. Kotler, and A. Sigichko, put forward the idea that “economic capacity” means the totality of available resources. The Encyclopedia of the Former Soviet Union defines the concept of the economic potential of a national economy as "the quantity of labor resources and the quality of their training, the volume of production capacities of industrial and construction organizations, the potential of forestry, the length of transport routes and the availability of transport vehicles, the development of non-production sectors, scientific and technical achievements, and the reserves of mineral resources being explored, that is, the elements that make up the productive forces of society ⁵. "

In his research, P. Ignatovsky defines the term economic potential as "modern machine systems and other labor tools, the entire scientific and production arsenal, explored and mined raw materials and energy reserves, labor resources, and vast production experience ⁶. "

According to the economist B.M. Mochalov: “Economic potential is the maximum value of the resulting indicator, which can be achieved through the optimal use of a combination of factors. Based on this concept, the potential of any economic system, including a country, industry or individual enterprise, is defined as “characterized by the rational use of existing resources, the volume of resources and the maximum possible production of material goods and services that can be achieved in the future ⁷.” Modern economists, for example, E.V. Lapin, define: “The economic potential of an enterprise is the maximum volume of material goods and services that can be produced and provided under conditions that ensure timely and fully productive use of a certain amount of existing economic resources. This indicator characterizes the maximum possible profitability of the production system ⁸.” However, from the above definitions, it can be said that the approach based on the use of existing resources, in our opinion, raises a number of controversial aspects and problems. First, the existing components of economic potential. The connection and interaction between them are not fully taken into account.

Secondly, this term only describes one aspect of economic processes.

¹ Anchishkin A. Prognozirovanie rosta sotsialisticheskoy ekonomiki - M.: Ekonomika, 1973.

² Gorbunov E. Ekonomichesky potencial razvitiya sotsialisticheskogo obshchestva // Voprosy ekonomiki, 1981, No. 9.

³ Figurnov E. Proizvodstvennyy potencial sotsialisticheskogo obshchestva // Politicheskoe amobrazovanie , 1982, No. 1

⁴ Belova S. Proizvodstvennyy potencial sotsialisticheskogo obshchestva // Ekonomicheskie nauki, 1983, No. 1

⁵ Kotler A. Formirovanie i ispolzovanie trudovogo potenciala // Voprosy ekonomiki, 1987, No. 9.

⁶ Ignatovsky P.A. Ekonomicheskiy potencial i usloviya deystvennosti khozyaystvennogo mezhykhna // Planovoe khozyaystvo. 1980. No. 2. S. 76 .

⁷ Ekonomichesky potencial razvitiya sotsializma / pod ed. B.M. Mochalova. M.: Ekonomika, 1982. 280 p.

⁸ *Economic potential enterprise: monograph* / E.V. Lapin [i dr.]. M.: Universitetskaya kniga, 2002. 210 p.

Thirdly, the set goals and objectives are achieved by identifying and assessing the indicators of the economic potential of the enterprise, and this process must be ensured continuously.

At the same time, it should be noted that any economic activity and its result are directly dependent on the availability of economic factors or resources. In particular, the scale and quantity of production factors or resources, as well as the level of effective use of these resources, reflect the state of economic potential. The second approach to studying the term "economic potential" interprets this term only as the ability of the socio-economic system. Within the framework of this approach, the term "economic potential" can be interpreted as follows. In particular, some scientists explain that the economic potential of enterprises is formed on the basis of the fact that firms and companies, as subjects of the production process, are engaged in the production of products and services to consumers, while in modern economic dictionaries, economic potential is understood as "the sum of the general capabilities of the country's economy, its sectors, enterprises, to carry out production and service activities, to ensure consumer development, and to meet the needs of the population." At the same time, KA Zadumkin and IA Kondakov define it as follows: "The economic potential of a country is determined by its natural resources, means of production, labor resources, scientific and technical potential, and accumulated national wealth ⁹.

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4. Kholboyev UX Theoretical issues of increasing the competitiveness of the service sector. Journal of Management Values & Ethics. August 24 Special Issue, ISSN-2249-9512, page 291-296.

⁹ Zadumkin , K.A. Nauchno-technicheskiy potential region: otsenka sostoyaniya i perspektivy razvitiya [Text]: monograph / K.A. Zadumkin , I.A. Kondakov. - Vologda: ISERT RAN, 2010. 205 p.