

INNOVATIVE-DIGITAL DEVELOPMENT OF THE COUNTRY'S ECONOMY IN THE CONDITIONS OF GLOBALIZATION

Abstract. The study considers two laws of innovation and digital development, including the law of formation of a global innovation civilization and the law of global market integration of innovation and digital globalization of national economies.

Keywords. economic law; innovative-digital development; globalization aspect.

Today, trends in the development of innovative economy and the formation of its digital component determines the situation when market leaders are "made" not by many years of experience and access to economic resources, but the ability to adapt to new conditions and change according to new challenges. Digital technologies and innovative developments over the past decade have helped to find real valuable sources of efficiency and rapid competitive development. However, to ensure this, the country's innovation and digital economy must develop taking into account a number of important laws and patterns of gradual, systemic and purposeful development. We consider it expedient, in this context, to single out and consider two key laws of innovation and digital development - the law of formation of a global innovation civilization and the law of global market integration of innovation and digital globalization of national economies. The first of them - the law of formation of a global innovation civilization is manifested in the following three areas {Innovation strategies of countries in conditions of uneven global economic development [1].

1. Intensive formation of a new socio-technological method of production, which is based on technotronic-informational and innovative-intellectual way of global production. At the same time, the global crisis, which destabilizes the budgets of most countries, is "pushing" governments to transfer some of their powers to informal online communities, which sharply increases the disaggregation of states.

2. The economic hubs of innovation and digital technospheres today are the EU, Japan and the United States. Globalization is a process that involves three stages in the evolution of the economic system, which are caused by factors of production, investment and innovation; at the same time, it is a period of institutionalization of the world economy in a global form or a period of transition to the stage of achieving a new quality of life (primarily on an innovation-digital basis). As for digital globalization, it poses difficult challenges for countries to adapt to dynamic socio-economic modernization and reform in terms of becoming a new virtual reality. If we talk about globalization in the field of innovation is manifested primarily in the growing share of foreign funding for research in most developed and new post-industrial countries, in the growing number of research units of TNCs in favorable regions.

3. The global space of innovation and "figures" manifests itself as a new institutional and organizational format in the post-industrial period of human economic relations, designed to correct shortcomings and strengthen innovation and digital development of all countries through the institution of collective filtering of innovation and digitization of economic relations.

4. Natural innovation and digital development is aimed at both digital globality and innovation locality. Glocalization leads to the fact that innovative "globality is not a one-dimensional space, but translocality, becoming a measure of the growing convergence of the poles" of digital globalization and innovative locality. Characteristic features of innovation and digital glocalization are permeability, instantaneity, multilevel, reversibility of information and energy connections from the innovator to the planetary level. Glocalization covers large and diverse regional macrostructures (eg EU) and different interregional innovation and digital economic relations, as well as the internal structure of each macroregion and regional microstructures within national innovation and digital systems [3].

The second law of innovation and digital development of the country's economy, which needs special attention, is, in our opinion, the law of global market integration of innovation and digital globalization of national economies. Its effect, in modern conditions, is manifested in the following aspects: - there are trends that participants in innovation and digital networks and hubs from different countries can make more effective decisions than individual (institute of collective filtration) and join efforts to create together new benefits (institute of collective creation of innovations). That is, the foundations for a line economy are laid; - the common vision is constantly adjusted during mutual agreements, forming a basis for continuous generation of innovations. The emerging synergy of interaction gives the global innovation digital network and the innovation-minded community the ability to self-development and formation

Directions of institutional changes by 2025 at the mega level - in the direction of non-sovereign players (informal networks of officials, international business communities, alliances in the field of innovation) at the local level - in the direction of forming domestic innovation hubs at the global level - official international institutions in innovation and cross-border innovation macro-regions, technosphere (artificial environment of human-innovative life) "digital man"; - internationalization of innovative economies, characterized by the strengthening of the relationship and interdependence between the subjects of international economic relations in the field of innovation, "figures" and national economies or economies of all countries; - transnationalization (manifested in the growth of the number of international firms, digital enterprises working in the field of innovation and the expansion of their innovation and digital activities) [2].

The considered laws of innovation and digital development of Ukraine's economy allow us to say that today - in the digital age, the country's success depends largely on progress in building a knowledge society, and digital development plays an important role in accelerating economic and social development. Ukraine's information sphere determines its economic and innovation-digital potential, which, of course, affects all spheres of society and the country's competitiveness in the international arena in the new virtual reality.

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