MAIN ISSUES OF DIGITALIZATION AND INFORMATIZATION

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Annotation. *This article identifies topical issues of digitalization and informatization. The categories of information data protection, such as basic security, digital hygiene and additional security, are considered. The main instrument of digital development, such as monitoring network phenomena in the economy, is highlighted. The sub-indices of the Network Readiness Index are presented in detail, their impact on society is indicated. As a result, we carried out an analysis of the ways of developing the information environment and proposed options for ensuring the security of digital data.*

Key words: *digital economy, digital security, IT infrastructure, informatization, digital environment, economic security, digital threat.*

The process of digitalization and informatization affects most areas of human life. This causes a high need to develop measures to ensure digital security. Security in the digital environment is a measure aimed at protecting confidential data and confidentiality in general, the availability and integrity of information from hacker attacks and unauthorized interventions.

Currently, organizations have a developed IT infrastructure and continue to develop it. Thus, the probability that at least one computer will be able to infect the entire network increases. In this case, it is important that every employee adheres to digital security. Otherwise, the reputation of the entire organization may be compromised. It should be remembered that any device, both official and personal, can become a channel of attack and a threat.

The problems of ensuring economic security in connection with the complication of social, economic, political processes and phenomena are becoming more acute. Modern areas of activity can be sources of previously unknown challenges and threats. This requires the development of new principles to minimize them.

World experience shows that ensuring economic security is the most important condition for stability and achieving results in the development of individual countries and society as a whole. It can be described as a set of economic, political and legal instruments that help protect vital economic

interests. In a broader sense, economic security is characterized by the ability of the institutional system to protect the interests of key economic actors on the basis of national and international legal norms while respecting national and economic traditions and values.

Divide the following categories of protection:

1. Basic security.

2. Digital hygiene. This category contains actions that are optional but highly recommended.

3. Additional security.

In addition, most countries have implemented national infrastructure protection programs that define technical and functional criteria for digital technologies and help identify potentially vulnerable elements by developing rules and procedures to ensure access to them. For example, some OECD countries (Austria, Belgium, Portugal, Sweden, Czech Republic) have established computer emergency response teams to better share information and develop partnerships with private sector organizations, as well as coordinate digital interaction between countries. There is a general recognition of the need for further international cooperation, the implementation of specific operational initiatives in the field of international and regional security in the digital environment, as well as other forms of bilateral and multilateral assistance.

In recent years, organizations large and small are increasingly facing serious digital threats that affect their economic security. From an economic point of view, these threats can affect the reputation of organizations, financial components, damage their competitiveness, undermine their innovative efforts and market position. Such threats can compromise the availability, integrity, or confidentiality of the information systems on which economic activity is based.

The main tool for monitoring the development of network phenomena in the economy is the Networked Readiness Index (NRI), a comprehensive indicator proposed by the World Economic Forum and the International Business School INSEAD. Currently, this index is considered the most complete and reliable source of international assessment of the impact of post-industrial development factors on the competitiveness and prosperity of countries. It is used as an analytical tool for compiling comparative estimates reflecting the level of development of the components of the network economy, and contains the following sub-indices:

- ecological development;
- readiness of the company to use digital technologies;

- actual use of digital technologies by large economic operators;
- the importance of digital technologies for the economy and society.

The first three sub-indices can be seen as the driving force that determines the size of the fourth sub-index, i.e. the impact of digital technologies on society and the economy.

The development of a networked economy requires, in particular, appropriate market conditions, governance and a regulatory framework that creates a secure business environment.

The readiness of the state for the network economy largely depends on the interest of the main economic entities and their willingness to use network technologies in their daily activities. They are measured by the availability of network infrastructure and access to digital information, the cost of connecting to networks and the level of competition in the industry, the company's ability to effectively use digital technologies due to the presence of basic educational skills [1, 2, 3].

Such a study of the processes of formation of a global digital society suggests that responding to the challenges of various aspects of economic activity requires the recognition of interconnected and integrated approaches to the intersection of various scientific disciplines, combined with intellectual depth and a comprehensive consideration of long-term consequences. The world community will be able to answer new questions only in the context of joint efforts and resources, which requires a revision of the existing system of economic relations.

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