

Digital platforms and ecosystems: new paradigms of economic policy

Научный руководитель – Капогузов Евгений Алексеевич

Гусева М.Р.¹, Салих Ж.Х.²

1 - Московский государственный университет имени М.В.Ломоносова, Факультет политологии, Москва, Россия, *E-mail: maria.r.guseva@gmail.com*; 2 - Московский государственный университет имени М.В.Ломоносова, Факультет политологии, Москва, Россия, *E-mail: salihzasmin@gmail.com*

Digital platforms and ecosystems have become a key element of the modern economy, transforming traditional approaches to value creation, pricing, and regulation. They form new paradigms of economic policy based on network effects, data as the main resource, and global communication. In the context of digital transformation, there is a need to rethink the role of government, business, and consumers in the formation of prices and values (Khan, 2017, p. 715) [n1].

The Role of Digital Platforms

Digital platforms such as Amazon, Uber, and Airbnb are reshaping traditional markets by creating new models of interaction between producers and consumers. Their key feature is the ability to generate network effects when the value of the platform increases with an increase in the number of users. This leads to the concentration of markets and the formation of monopolies, which requires new approaches to antimonopoly regulation (OECD, 2020, p. 50) [n3].

Digital platforms collect and analyze vast amounts of data, which becomes the main source of their competitive advantage. The data allows for personalized services, optimized processes, and demand forecasting, changing traditional pricing mechanisms. However, this also creates risks related to privacy and data security, necessitating the development of new norms (OECD, 2019) [n2].

Ecosystems like Apple or Google integrate products, services, and partners into a single network, creating additional value for consumers. They form new value chains where price is determined not only by the product's value but also by its integration into the ecosystem. This is changing approaches to economic policy, requiring a review of cross-industrial interactions and the global nature of ecosystems (GeeksforGeeks, n.d.) [n4].

Challenges Posed by Digital Platforms and Ecosystems

- Monopolization of Markets: Large platforms dominate markets, limiting competition and innovation (Khan, 2017, p. 735) [n1].
- Taxation Issues: The global nature of platforms makes it difficult to tax them at the national level (OECD, 2019) [n2].
- Ethical Issues: The use of data and the impact of platforms on society require the development of new ethical standards (OECD, 2020, p. 78) [n3].
- Labor Market Transformation: The rise of digital platforms is changing employment patterns, increasing the share of freelance and gig work while reducing traditional job security (Tuko.co.ke, n.d.) [n5].
- Regulatory Challenges: Existing laws often fail to adequately regulate digital platforms, necessitating the adaptation of legal frameworks to ensure consumer protection and fair competition (Khan, 2017, p. 780) [n1].
- Inequality Growth: While digital platforms provide opportunities for global participation, they can also deepen economic inequality by concentrating wealth and control in the hands of a few dominant players (OECD, 2020, p. 95) [n3].

- Cybersecurity Threats: As digital platforms become increasingly interconnected, they are more vulnerable to cyberattacks, requiring stronger global security measures and infrastructure protection (GeeksforGeeks, n.d.) [n4].
- Dependence on Technological Giants: Small businesses and startups often rely on the infrastructure of large digital platforms, making them dependent on their policies and pricing mechanisms (Tuko.co.ke, n.d.) [n5].
- Environmental Impact: The expansion of digital platforms contributes to increased energy consumption in data centers and logistics operations, necessitating sustainable business practices and carbon footprint reduction strategies (OECD, 2019) [n2].

Adaptation of Economic Systems

Traditional economic systems, including market, command, and mixed economies, are undergoing changes due to the influence of digital platforms. The market economy is becoming more flexible because of digital technologies, making it easier to adapt to demand fluctuations. However, this also leads to increased inequality, necessitating a review of social policy measures (GeeksforGeeks, n.d.) [n4].

The increasing role of artificial intelligence and automation within digital platforms presents both opportunities and risks. While AI-driven solutions improve efficiency, optimize pricing strategies, and enhance user experiences, they also pose risks such as algorithmic bias, market manipulation, and potential job displacement (OECD, 2020, p. 110) [n3].

The introduction of decentralized technologies, such as blockchain, could potentially reduce the monopolistic power of large platforms by ensuring more transparent and fair transactions. Smart contracts and decentralized finance (DeFi) systems may create new economic opportunities and challenge traditional regulatory approaches (Tuko.co.ke, n.d.) [n5].

Future Trends and Policy Directions

- 1) Development of Digital Taxation Mechanisms: Governments will need to develop more effective taxation frameworks to ensure that multinational digital platforms contribute fairly to national economies (OECD, 2019) [n2].
- 2) Stronger Antitrust Regulations: Policymakers must refine antitrust laws to prevent excessive market concentration and encourage fair competition (Khan, 2017, p. 790) [n1].
- 3) Enhancing Data Protection Regulations: Strengthening privacy policies and cybersecurity measures will become a key priority (OECD, 2020, p. 125) [n3].
- 4) Promoting Digital Inclusion: Governments and organizations must address the digital divide to ensure equitable access to digital platforms and economic opportunities (GeeksforGeeks, n.d.) [n4].
- 5) Balancing Innovation and Consumer Protection: Striking a balance between fostering technological advancements and safeguarding consumer rights is crucial (Tuko.co.ke, n.d.) [n5].
- 6) Sustainability in the Digital Economy: Digital platforms should integrate sustainable business models that reduce environmental impacts, such as optimizing logistics and reducing energy consumption (OECD, 2019) [n2].
- 7) Global Cooperation on Digital Governance: Countries will need to collaborate on international regulations to ensure fair competition and the ethical use of data (OECD, 2020, p. 150) [n3].
- 8) Rise of Decentralized Platforms: Blockchain-based and peer-to-peer platforms will challenge traditional business models by promoting transparency and reducing intermediaries (Tuko.co.ke, n.d.) [n5].

- 9) Expansion of the Metaverse and Virtual Economies: The growing integration of digital assets and virtual spaces will reshape economic activities, requiring new policy frameworks (GeeksforGeeks, n.d.) [n4].
- 10) Ethical AI Development: Policymakers and businesses must ensure that artificial intelligence is developed and deployed ethically, avoiding biases and ensuring fair decision-making processes (OECD, 2020, p. 175) [n3].

Digital platforms and ecosystems are reshaping global economic policy paradigms, requiring a comprehensive reevaluation of regulatory frameworks, taxation systems, and consumer protection strategies. The key task of economic policy in the digital era is to balance innovation, competition, and social responsibility while ensuring inclusive and sustainable economic growth.

References

- 1) 1. Khan, L.M. (2017). Amazon's Antitrust Paradox. Yale Law Journal, 126(3), 710-805. URL: <https://www.yalelawjournal.org/note/amazons-antitrust-paradox> [n1]. 2. OECD (2019). Addressing the Tax Challenges of the Digitalisation of the Economy. URL: <https://www.oecd.org/tax/beps/beps-actions/action1/> [n2]. 3. OECD (2020). Digital Economy Outlook 2020. URL: https://www.oecd-ilibrary.org/science-and-technology/oecd-digital-economy-outlook-2020_bb167041-en [n3]. 4. GeeksforGeeks (n.d.). Types of Economic Systems and Their Importance. URL: <https://www.geeksforgeeks.org/types-of-economic-systems-and-their-importance/> [n4]. 5. Tuko.co.ke (n.d.). Types of Economic Systems: Advantages and Disadvantages. URL: <https://www.tuko.co.ke/288209-types-economic-systems-advantages-disadvantages.html> [n5].