UDC 330.341.1:004.72]:[338.2:004](510)
DOI https://doi.org/10.32782/hst-2023-14-91-19

ESTABLISHMENT AND DEVELOPMENT OF THE NETWORK PLATFORM MODEL IN CHINA AND ITS IMPACT ON THE FORMATION OF THE DIGITAL ECONOMY

MYKYTA, SLIUSAR[1]

Abstract

Formulation of the problem. The digital economy is developing rapidly, and the digital technologies represented by the platform economy have not only become a new engine for promoting social and economic development, but also create new challenges for traditional resource allocation and market supervision. **The purpose of the article** is the theoretical and practical aspects of the formation and development of the model of network platforms in China and their impact on the formation of the digital economy. Research methodology – using the method of systemic analysis and synthesis, axiological, compartist, general philosophical – generalization, comparison, historical and logical, general civilizational, humanistic, a comparative and holistic analysis of the phenomenon of China's digital economy, which is formed on the basis of its platform type, was carried out. Research on the platform economy first began in the 1970s, but in recent years, due to the deep integration of digital technology and the real economic society, the rise of the Internet economy, and the development of trading platforms and social platforms, the platform has transformed into a business. The novelty of the article is that the new phenomenon of the platform economy is investigated as a new type and model of China's digital economy. At the end of 2020, China released the draft Measures for the Supervision and Administration of Online Transactions and Anti-Monopoly Guidelines in the Platform Economy, followed by the introduction of Data Security. Platform enterprises have the characteristics of a natural monopoly. **Research result.** The economy of the platform as a new economic model is analyzed. The directions of the development of big data as the basis of the new platform economy have been identified. The phenomenon of rapid expansion of the platform as an expansion of opportunities and risks and challenges is clarified. The development of large digital enterprises as an important innovative force of advanced digital technologies is shown. The directions of development of large platform companies in China were studied as a factor in the improvement of constant innovations and business models. The development of the digital economy as a national strategy of China is substantiated. **Conclusions.** Compared with the previous traditional business model, the platform economy digitizes real assets, making transactions more convenient and increasing transaction volume. The digital economy, represented by the platform economy, plays an obvious role in promoting the development of the digital economy as a new type of economy.

Keywords: model, network platforms, network platform, digital economy, natural monopoly, competitiveness.

Statement of the problem in a general form and its connection with important scientific or practical tasks. As a new economic model in the era of the digital economy, the platform economy has profoundly changed the market structure and business model of the traditional economy by realizing their combination. The digital economy, represented by the platform economy, plays an obvious role in promoting the development of the entire economy. From an economic point of view, the most important features of the platform economy are two-way markets and network effects. On the one hand, platform companies create a marketplace and allow customers to transact on the platform. On the other hand, platforms usually appear in the form of Internet companies that provide information and services to both sides of transactions using big data analysis to facilitate transactions and gain benefits. Due to the characteristics of network effects and economies of scale, platform economies are often more competitive than traditional markets. In the competition of platform companies, first-to-market companies tend to have more obvious competitive advantages. The development of big data, cloud computing, blockchain and artificial intelligence provides strong technical support for the development of multilateral platforms and digital platforms. Big data is an important technology used in the platform economy, and big data used in the platform economy is mainly about users' personal information. As the platform economy evolves, it is worth thinking about how to balance protecting user privacy and increasing economic efficiency. Cloud computing mainly provides Internet-based services for individuals and businesses and has become an important pillar of digital competitiveness. In the age of big data explosion, cloud computing

Corresponding author:
[1] Y. M. Potebnya Engineering Education and Scientific Institute of Zaporizhzhia National University (Zaporizhia, Ukraine)
E-mail: Slusarnikita18@gmail.com
ORCID iD: http://orcid.org/0000-0002-6423-9155

provides its own value through big data analysis (Andryukaitene, Voronkova, 2022).

Analysis of the latest research and publications, from which the solution of this problem was initiated and on which the author relies

The platform economy has the characteristics of dynamics and complexity. This study uses a bibliometric method to determine the current status of platform economy research. Starting with the research hotspots of the platform economy, by systematically sorting the literature on relevant topics in the country and abroad. First, it interprets the current situation of the development of the platform economy based on research and analysis of the characteristics of the platform economy and related supervision, and also extracts relevant The problem of monopoly analyzes the characteristics of monopoly and risks of the platform economy, then puts forward relevant proposals for the existing problems of the platform economy, and finally looks forward to the direction of platform economy research in the future to provide inspiration for platform economy development and research. In addition to economics and management, platform-related research also includes disciplines such as computers and information management systems. According to the transaction functions of the platform, multilateral platforms can be divided into trading platforms, social platforms and operating system platforms; according to user suggestions, they can be divided into physical asset platforms, digital asset platforms and labor platforms. Big data is an important technology used in the platform economy, and big data used in the platform economy is mainly about users' personal information.

Highlighting previously unsolved parts of the general problem, to which the specified article is devoted

The academic community generally believes that the new economy represents the platform economy as a new model that has shown extremely strong development potential during the epidemic. Some researchers note that the platform economy has become a new engine of economic growth. Compared to traditional enterprises, platform enterprises are more adaptable to complex problems and challenges, and their digital platform capabilities are significantly positively correlated with their ability to solve problems. The development of the platform economy has violated the rules of operation of the traditional market economy, and certain challenges arise from this. As a new economic model in the era of the digital economy, the platform economy has profoundly changed the market structure and business model of the traditional economy, realizing the combination of economies of scale. From an economic point of view, the most important features of the platform economy are two-way markets and network effects. On the one hand, platform companies create a marketplace and allow customers to transact on the platform. On the other hand, platforms usually appear in the form of Internet companies that provide information and services to both sides of transactions using big data analysis to facilitate transactions and gain benefits (Andriukaitene, Cherep, & Voronkova, 2022).

The purpose of the article is the theoretical and practical aspects of the formation and development of the model of network platforms in China and their influence on the formation of the digital economy.

Forming the goals of the article:

1. To analyze the platform economy as a new economic model.
2. Identify directions for the development of big data as the basis of a new platform economy
3. To find out the phenomenon of rapid expansion of the platform as an expansion of opportunities and risks and challenges.
4. Show the development of large digital enterprises as an important innovative force of advanced digital technologies.
5. To investigate the directions of development of large platform companies in China as a factor in the improvement of constant innovations and business models.
6. To justify the development of the digital economy as China's national strategy.

Research methodology – using the method of systemic analysis and synthesis, axiological, compartist, general philosophical – generalization, comparison, historical and logical, general civilizational, humanistic, a comparative and holistic analysis of the phenomenon of China's digital economy, which is formed on the basis of its platform type, was carried out.

Presentation of the main material of the study with justification of the obtained scientific results.

1. Platform economy as a new economic model

Compared with the previous traditional business model, the platform economy digitizes real assets, making transactions more convenient and increasing transaction volume. Due to the characteristics of network effects and economies of scale, platform

economies are often more competitive than traditional markets. In the competition of platform companies, first-to-market companies tend to have more obvious competitive advantages. Therefore, during the development of the platform economy, it is worth thinking about how to balance the protection of user privacy and increase economic efficiency. Cloud computing mainly provides Internet-based services for individuals and businesses and has become an important pillar of digital competitiveness. In the age of big data explosion, cloud computing provides its own value through big data analysis. Blockchain is mainly used in trading platforms. Using blockchain technology, the platform can reduce the error rate, significantly save transaction costs, and technically upgrade the traditional credit system. However, the emergence of new technologies has also brought many problems with transactions, so when using blockchain technology, it is necessary to pay attention to the security issues of blockchain-related transactions. Compared to traditional work methods, artificial intelligence can solve the problem of information asymmetry and increase the efficiency of factor allocation. Artificial intelligence technology is developing rapidly in China (Buhaychuk, Nikitenko, Voronkova, & et al., 2022).

How to make the AI industry more competitive is a challenge that needs AI's impact on employment In the long term, AI can cause changes in the overall employment structure of society. Judging by the clustering of the platform economy research literature, other economic forms related to the platform economy that have attracted much scholarly attention include mostly the sharing economy. Airbnb is a sharing economy model. Compared to traditional hotels, Airbnb has several characteristics that set it apart from several other competing companies. First, the marginal cost of the Airbnb platform is close to zero, which can expand the supply in a short period of time without increasing costs, and Airbnb The range provided is wider than that of ordinary hotels, which increases the range that users can choose from and improves customer utility and social welfare. From an economic point of view, network externalities and the effect of scale created by Internet platforms have contributed to the development of oligopoly and increased competition among small businesses; from a social perspective, the ability of platforms to create social connections diminishes. can exclude certain groups of people from sharing and communicating (Voronkova, & Nikitenko, 2022).

The platform of the sharing economy has expanded the scope of transactions and increased consumption, but since most shared products are temporary consumption, consumers do not like shared products as much as purchased private goods, which can also increase the rate of disposal of goods. Thus, the development of the sharing economy has many impacts on economic and social development. It is necessary to take into account not only the rapid expansion of enterprises caused by the development of the sharing economy, but also its negative impact on social development. The emergence of the "gig economy" has turned traditional business models and traditional employment models upside down. Unfair competition between Internet platform companies restricts sellers and consumers from freely choosing platforms, which harms the general welfare of society. At the end of 2020, China released the draft Measures for the Supervision and Administration of Online Transactions and Anti-Monopoly Guidelines in the Platform Economy, followed by the introduction of Data Security. Platform enterprises have the characteristics of a natural monopoly. At the initial stage of platform enterprise development, each platform can achieve scale-up. Despite the fierce competition between platforms, they are still able to gain new users all the time; after a certain period of time, the market will be saturated, and the scale of users will reach a certain limit. At this time, the competition among platform companies will change from "incremental competition" to "stock market competition". At the "stock competition" stage, the number of new users of platform companies reaches an upper limit. If a platform wants to increase its own user scale, it can only compete for user resources from competitors. The fields of finance and social networks are becoming increasingly prosperous, and platforms are playing an increasingly important role in market competition. It is easier for large enterprises to dominate the market and form a monopoly. The business model of platform companies differs from the model of the traditional economy, and the constancy of the user contributes to the formation of a monopoly. In terms of customer support, offline companies mainly want to retain old customers and usually give old customers discounts to attract old customers to buy again. The platform is mainly designed to attract new users and expand the scale of users (Kalyuzhna, Cherep, Voronkova, & Cherep, et al., 2022).

2. Directions for the development of big data as the basis of a new platform economy

In the context of the digital economy, data has become the key factor of production, data assets are also the core assets of the platform, and platform competition is gradually transforming from user competition to data competition. There are two main reasons for the platform's data monopoly: first, due to the network effect of the two-way market, after companies collect data, they will improve the quality of services through user portrait analysis to attract more consumers, and the network effect will be further expanded, forming a stronger and more competitive market. Platform companies dominated by oligarchs are expanding their scale in various markets. Leading platform companies are steadily growing in market power. It is an objective fact that the power of platforms is expanding at all levels. In this context, the nature of companies to pursue the interests of It can lead to abuse of power, which creates risks and challenges for state supervision. The technological transformation of enterprises has led to the economic model of the platform with the platform as the carrier (Kyvlyuk, & Voronkova, 2022).

Different platforms have different business models and methods of operation. The development of the platform economy in itself promotes social efficiency and development. The purpose of the platform monopoly is not to restrain the development of the platform, but to direct the platform economy to development in a direction that contributes to public welfare. Considering the current state of development and monopoly behavior of the platform economy, monopoly management can be strengthened from the following three aspects: 1) strengthen state supervision and contribute to the improvement of legislation. Platform monopoly differs from traditional monopoly. Most monopolistic behavior is ended by technology, and its monopolistic behavior is more hidden. Antitrust regulation must keep up with the times and use big data, artificial intelligence and other tools to improve the accuracy of government regulators; 2) strengthen data oversight. As a new factor of production, data has fully demonstrated its absolute value in platform competition. However, due to the characteristics of easy data access and zero cost, determining data ownership is more difficult (Voronkova V., Nikitenko, V. et al., 2022).

Therefore, comprehensive data ownership rights The data industry has created a system for data oversight. It plays a very important role. In determining ownership rights, different subjects can be divided in different ways. At the same time, different antitrust transaction standards may be formulated for different data; some platform companies have accumulated a large amount of information and data about users, and this data is likely to be privatized by the companies on the grounds of protecting user privacy. In strengthening data oversight, it is also necessary to distinguish between data monopoly and privacy protection; finally, it is necessary to establish a set of data exchange mechanisms between the government and companies. Provide an informational basis for data oversight; 3) study overseas experience, improve platform anti-monopoly regulation, and promote the development of the platform economy. The platform economy has the characteristics of large scale, rapid development and globalization. The development of the platform economy requires studying the experience of other countries, and the anti-monopoly fight against the platform requires the cooperation of many countries. Considering the current situation of my country's economic development, we must learn from foreign economies and lessons. In the process of the development of the platform economy, we will continue to review and develop the development path of the platform economy that meets the national conditions of my country (Marienko, 2022).

The platform economy uses the platform as a medium. Major contests such as algorithmic collusion, big data destruction, data monopoly, and "one-of-two" etc. are mostly completed by the use of technologies such as big data, artificial intelligence, and cloud computing. How to use these technologies? How to avoid the problems caused by these technologies while ensuring cost-effectiveness, and how to build ideas for platform development and regulation from a technical perspective is one of the areas worth studying in the future. Changes in the structure of social employment caused by the platform economy. Competition between platforms is mainly based on competition for data. Since most platform companies do not charge for basic services, this allows the platform to collect a large amount of user data, resulting in user data being privately owned by the company and used for profit. Determining ownership rights is still an issue under investigation. Compared with foreign research, the research contribution and impact of Chinese scientists on the platform economy need improvement, especially during the epidemic, when the global economy was affected, the platform

economy grew against the trend, showing strong economic viability, but at the same time platform companies (Slyusar, 2022b).

3. The phenomenon of rapid expansion of the platform as an expansion of opportunities and risks and challenges

The rapid expansion of the platform also brought many risks and challenges. With the convenient connectivity afforded by digital technology, low-income people can easily enter the labor market at very low cost and seek employment opportunities across the country. The best digital companies in various fields in my country are developing in new industries and directions, led by constant innovation in technology and business models. They have the attributes of technology enterprises and are the main force behind technological innovation in the digital age. Currently, we must adhere to the policy of "two steadfast" and public opinion to encourage and support the development and growth of the private economy and private enterprises. Due to the simultaneous resonance of multi-source policies and the self-discipline of platform companies, platform companies are encouraged to seize new opportunities in the process of adjusting the global industrial structure and planning, open up new fields and win new tracks. The digital consumption platform connects a large number of consumers and suppliers, can provide low-cost and convenient transactions and innovative service formats (Nikitenko, 2022).

Management of the development of industrial integration and efficiency improvement. The long chain multi-scenario intelligent manufacturing system relies on sensors, industrial software and network communication systems to form new types of object-object, human-human and human-computer interaction methods to realize mutual identification of items and resources, such as people, equipment, products and services Real-time connectivity improves the efficiency of resource allocation in the chain. It can provide timely service to users and plan service paths. At the same time, information such as equipment failure types, required service tools and accessories are simultaneously sent to the service engineer's terminal and remotely connected to the basic technical experts in real time. The industrial internet platform embeds a variety of digital services into the entire industrial chain. Commonly used links include financial services links, consumer customization links, smart purchasing links, market smart links for inventory and sales, etc., it is easy for service companies to find customers, and for leading companies to provide loans to partners, etc., to increase the economic efficiency of the entire industry chain with the help of opportunities for synchronous and effective cooperation.. An ideal energy network should meet four main requirements: increase the efficiency of the system, reduce emissions of the entire system, meet the energy requirements of the application side and ensure operational safety. Thus, it is necessary to inculcate and transform many different types of energy, and at the same time realize an intelligent and efficient orderly configuration to form the fusion of fossil energy and renewable energy, centralized and distributed complementarity, two-way interaction between supply and demand, and complete life cycle management energy Deploying in such a complex scenario is exactly the field where a digital intelligence platform can show its talents (Slyusar, 2022a).

4. Development of large digital enterprises as an important innovative force of advanced digital technologies

Large digital enterprises are the main source of innovation in digital industrial technologies. Big digital companies target market demand and use cases for technological innovation and create an instant, low-threshold online marketplace for new technology distribution based on hundreds of millions of consumers and tens of millions of enterprise users. The internal part of these technological innovations, that is, the application part, is driven by industry demand, and the relationship between industry succession is clear and smooth, and there is no so-called "conversion" problem. Large digital enterprises are an important innovative force of advanced digital technologies. Digital companies are investing heavily in R&D, and China's top three R&D investments are digital companies. Great digital enterprises are leaders who drive innovation in the industrial chain and can empower the entire chain. Leading digital companies know the strengths and weaknesses of each link in the chain and are aware of the impact of the application of new technologies on the entire industry chain (Metelenko, & Voronkova, 2022).

They can effectively realize the smooth flow of information and capital between chain companies and external resources, and ensure market and innovation for all parties. Relying on the aggregation and matching capabilities enabled by digital technologies, digital employment platforms can precisely match labor supply and demand at scale and with high efficiency to improve labor market

efficiency. A variety of digital platform companies provide a large number of jobs and are becoming a major point of employment growth. According to data from the Office for National Statistics, the role of digital platforms in promoting employment is particularly visible during the epidemic. In 2021, flexible employment will reach about 200 million people, and the number of people employed in the country has decreased by 4.12 million per year. However, the number of employees of large platform companies continues to grow. Employment channels for vulnerable groups. Cross-border digital trade platforms play an important role in promoting foreign trade. In recent years, my country's consumer-oriented digital platforms have become an important force for the stable growth of foreign trade, a new impetus for the transformation and modernization of foreign trade, and an important engine for innovation and development of foreign trade.

Many end-to-end full-chain platforms are now emerging, and they are closely related to the industry. For example, SHEIN, a cross-border e-commerce company, has created a digital agile supply chain using cloud platforms to integrate and connect internal supply chains, and automatically generate orders based on product sales and inventory status and send them to a cloud factory platform for intelligent acceptance solutions for backorders, automatic dispatching of orders, intelligent tracking of production progress and improved processing and production efficiency (Voronkova, & Nikitenko, 2022).

New products and services are introduced very quickly. Strong chains, solid chains, joint chains, additional chains. Digital technology can not only stabilize and strengthen the original industrial chain, but also deconstruct the original industrial chain and reorganize a more efficient industrial chain. For example, the cloud factory platform hosts thousands of manufacturers and suppliers, and flexible small orders that are constantly generated are reorganized with the production line and supply chain through an intelligent supply chain management system. In the industrial chain of the organization of the product, initially the stable production chain is deconstructed and replaced by a more efficient and flexible industrial chain. Digital technology has a powerful ability to create chains. It not only allows for high-frequency reorganization of the original chain, but also allows for the restructuring of more traditional off-chain links in the chain and is constantly looking for more efficient ways of division of labor and cooperation. This trend is unstoppable and will become the norm in the digital age. Businesses and related parties must be prepared for significant changes in the industrial chain. We must seize the opportunity and seize the commanding heights of future development. Nowadays, we must adhere to the "two steadfast", Promote the implementation of policy through the resonance of policy from several sources with the same frequency (Nikitenko, Metelenko, & Shapurov, 2022).

5. Directions for the development of large platform companies in China as a factor in improving continuous innovation and business models

The essence of a large platform company is a technology company. Leading digital companies in various industries in China are developing into new industries and directions under the guidance of continuous innovation in technology and business models. They have the attributes of technology companies and are a major force behind technological innovation in the digital age. Clarifying the positioning of technology companies contributes to the overall planning of enterprise development and management issues, the rational evaluation of monopoly issues, as well as the management of society and the public to correctly look at the development of large platforms. We should consider the platform as an important innovation organization, provide a broader platform for scientific research talents to showcase their talents, participate more in the entire process of making major scientific and technological decisions, and award more honorary degrees. For digital platforms, the density, depth and breadth of transactions are unprecedented, the complexity of transaction forms and content is unprecedented, and the rapid changes and adjustments of transaction rules and transaction relationships are unprecedented. The characteristics of digital platforms make it difficult for external regulators to actively monitor or control mass transactions on the platform based on reports. Businesses should step up building digital compliance systems (Slyusar, 2022c)

The digital platform is the subject of supervision and manages the local market. It formulates trading rules, provides trading algorithms and monitors the trading behavior of a large number of entities on the platform. It not only supports the development of the platform itself, but also empowers regulatory authorities. Secondly, it is the strengthening of international cooperation. The degree of internationalization of large digital platforms is relatively high. Oversight of platforms is a complex

issue in all countries and there are different studies and experiences. Cross-border regulatory cooperation is necessary. The second is equal market competition. The Central Economic Working Party clearly requires that the property rights of private enterprises, the rights and interests of entrepreneurs be protected in accordance with the law. Promoting the development of the digital economy has become China's main strategy. Facing the future, companies must stand at the height of coordinating the overall strategy of the great rejuvenation of the Chinese nation and the great changes in the world, coordinate the two major domestic and international situations, and the two major issues of development and security, and make full use of massive data and various application scenarios. The benefits that contribute to the deep integration of digital technologies and the real economy, contribute to the transformation and modernization of traditional industries, create new industries, new formats and new models, and continue to make my country's digital economy stronger, better and bigger" (Slyusar, 2022d).

6. Development of the digital economy as China's national strategy

Since the 18th National Congress of the Communist Party of China, the Party's Central Committee has attached great importance to the development of the digital economy and elevated it to national strategy. The Fifth Plenary Session of the Eighteenth Party Central Committee proposed: "Implement the strategy of strengthening the country through the Internet and the national big data strategy, expand the space of the Internet economy, promote the integration and development of the Internet and the economy" The 19th National Congress of the Communist Party of China proposed to promote deep integration of the Internet, big data, artificial intelligence and the real economy, and build a digital China and a smart society. Deep integration of the real economy to create an internationally competitive digital industry cluster. This shows that China's promotion of the development of the digital economy has risen to national strategy, especially after the development of the digital economy has entered the fast lane in the past 10 years. Significant achievements and progress have been made in the development of China's digital economy (Voronkova, Nikitenko, & Vasyl'chuk, 2022).

The pace of infrastructure construction is accelerating, with 5G and new infrastructure ahead of schedule. China has achieved full 5G coverage and became the first country with full 5G coverage. Second, the digital economy has become an impetus for China's transformation and modernization. Third, the ability of the digital economy to create new models, new scenarios, and new kinetic energy is getting stronger and stronger, and the level of integration of the digital economy is getting higher and higher. Chinese netizens have a large population and a high share. The Internet has had a major impact on people's lifestyles and community interaction patterns. 5G is accelerating advances in industry, transportation and healthcare. The Industrial Internet has created a large number of new tests at the workshop and enterprise level. On September 6, 2022, the Ministry of Industry and Information Technology released the "Guidelines for the Construction of Fully Connected 5G Factories" to promote the adoption of the new infrastructure. During the 14th Five-Year Plan period, my country will focus mainly on raw materials, equipment, consumer goods, electronics and other industries, as well as key industries such as mining, ports and power. capacity and encourage tens of thousands of enterprises to build fully connected 5G factories. As of June 2022, China's Internet penetration rate reached 74.4 %, which is largely in line with developed countries. The number of mobile payment users is the largest in the world. China is developing key principles to guide IT and digital policy at the international level: unquestioningly support IT and digital innovation; adopt information technology and digital "national development" (smart, proactive policies that support information technology innovation and implementation, promote the development of the digital economy, strengthen the leadership and support of the digital economy for the economy and society in the post-epidemic era. To accelerate the development of China's digital economy, we need to focus on several issues Global competition in the digital economy places increased demands on my country's research system, so it is necessary to accelerate the pace of development of the digital economy (Digital transformation of socioeconomic, management and educational systems of modern society, 2022).

Conclusions

The Chinese government is very concerned about the development of the digital economy. In recent years, it has intensively issued relevant policies, and the context of the digital economy has gradually become clear. Deep technological changes are taking place in the world now. New technologies that once seemed out of reach have become the norm. Technological progress is reflected in various

branches of industry, society and national development. British evolutionary economist Carlotta Perez believes that every major technical revolution has formed a corresponding techno-economic paradigm. This process will take place in two phases (20 to 30 years each): the first phase is the rise of emerging industries and the large-scale installation and application of new infrastructure, and the second phase is the vigorous development and harvest of applications in various industries. The digital economy has become a new driving force of economic activity. The global economy is accelerating the transformation of economic activity with the network information technology industry as an important content. The growth rates of the digital economy in various countries significantly exceed the general rates of economic growth (traditional rates of economic growth). The digital economy can increase the ability to attract mid- and high-level talent. China promotes the deep integration of the Internet, big data, artificial intelligence and the real economy, and builds a cyber state, a digital China and a smart society. The digital economy is a people-centric economy focused on personalized satisfaction of user needs, improving user experience and extracting potential benefits for users. According to the digital economy paradigm, the sharing economy, digital commerce, the gig economy, new retail, online consumption, contactless distribution, online healthcare, online education, one-stop travel, co-workers, remote work and the "stay economy at home" that has come about through integration and innovation. Competition between countries around the digital economy is intensifying. The digital economy is not only the fastest growing and most dynamic new driving force in the current national economy, but also represents the future direction of industrial development.

Список використаних джерел

Андрюкайтене Регіна, Воронкова Валентина. Філософія менеджменту інклюзивного розвитку в умовах цифровізації. *Соціально-гуманітарні виміри правової держави* : матеріали Міжнародної науково-практичної конференції (м. Дніпро, 27 жовтня 2022 р.). Дніпро : Дніпроп. держ. ун-т внутр. справ, 2022. С. 17–22.

Andriukaitene R., Cherep A. V., & Voronkova V. H. Level of corporate social responsibility: the case of tourism. *Управління соціально-економічним розвитком регіонів і держави* : збірник матеріалів XVI Міжнародної науково-практичної конференції / за ред. А. В. Череп. Запоріжжя : Запорізький національний університет, 2022. С. 183–186.

Buhaychuk Oksana, Nikitenko Vitalina, Voronkova Valentyna, Andriukaitiene Regina, Malysh Myroslava. Iteraction of the digital person and society in the context of the philosophy of politics. *Cuestiones Políticas*, 2022. Volumen 40, Número 72. P. 558–572.

Valentyna Voronkova, Vitalina Nikitenko, Bilohur Vlada Oleksenko Roman, Butchenko Taras. The conceptualization of smart-philosophy as a post-modern project of non-linear pattern development of the XXI century. *Cuestiones Políticas,* Volumen 40, Número 73, 2022. P. 527–538.

Voronkova, Valentina, & Nikitenko, Vitalina. Smart education in the digital age: from smart education to smart business. *Edukacja i społeczeństwo VII (Освіта і суспільство VII* : збірник наукових статей). Zbiór artykułów naukowych / T. Nestorenko. Bernatova, W. Duczmal (red.). Wyższa Szkoła Zarządzania i Administracji Opolu. Opole : wydawnictwo Wyższej Szkoły Zarządzania i Administracji w Opolu, Polska. P. 268–276.

Valentyna, Voronkova, Vitalina, Nikitenko, & Gennadiy Vasyl'chuk. European paradigm of socially responsible governance as conditions for exiting the COVID-19 pandemic crisis (Європейська парадигма соціально-відповідального управління як умови виходу з кризи пандеміЇ COVID-19). *Освітній дискурс* : збірник наукових праць / гол релд. О. П. Кивлюк. Київ : ТОВ «Науково-інформаційне агентство «Наука-технології-інформація», 2022. Випуск 39 (1–3). С. 26–36.

Воронкова, В. Г., & Нікітенко, В. О. Динаміка суспільних трансформацій в умовах багатополярного світу. *Соціокультурні трансформації та геополітичні виклики в умовах багатополярного світу* [Електронний ресурс] : тези доп. Всеукр. наук.-практ. конф. (Київ, 24 листоп. 2022 р.) / відп. ред. А. Кравченко. Київ : Держ. торг.- екон. ун-т, 2022. С. 55–58.

Калюжна, Юлія, Череп, Алла, Воронкова, Валентина, & Череп, Олександр. Крос-культурний підхід до управління організацією та необхідність формування командоутворення. *Цифрова трансформація соціоекономічних, управлінських та освітянських систем сучасного суспільства* : матеріали Міжнародної науково-практичної конференції 23–24 листопада 2022 року / ред.-упорядник: д. філософ. н., проф., В. Г. Воронкова. Львів – Торунь : Liha-Pres, 2022. С. 462–468.

Кивлюк, О. П., & Воронкова, В. Г. Філософська рефлексія інформаційної безпеки у цифровому середовищі: проблеми, ризики, правове забезпечення. *Innovative resources of modern science* : collective monograph / Compiled by V. Shpak; Chairman of the Editorial Board S. Tabachnikov. Sherman Oaks, California : GS Publishing Services, 2022. P. 160–172.

Мар'єнко В. Ю. Інформаційне забезпечення менеджменту в організаціях як складних системах в умовах цифровізації. *Modern scientific strategies of development* : collective monograph / Compiled by V. Shpak ; Chairman of the Editorial Board S. Tabachnikov. Sherman Oaks, California : GS Publishing Services, 2022. P. 62–81.

Метеленко Наталя, Воронкова Валентина. Управління цифровою трансформацією у програмах PHD з менеджменту. *Цифрова трансформація соціоекономічних, управлінських та освітянських систем сучасного суспільства* : матеріали Міжнародної науково-практичної конференції 23–24 листопада 2022 року / ред.-упорядник: д. філософ. н., проф. В. Г. Воронкова. Львів – Торунь : Liha-Pres, 2022. С. 636–640.

Nikitenko Vitalina. Digital transformation as a factor of professionaly oriented foreign language teaching improvement. *Humanities studies* : збірник наукових праць / гол. ред. В. Г. Воронкова. Запоріжжя : видавничий дім «Гельветика», 2022. Випуск 12 (89). С. 92–97.

Нікітенко Віталіна, Метеленко Наталя, Шапуров Олександр. Концепція цифро-вої трансформації як чинник підтримки сталого екологічного, соціального та економічного розвитку. *Humanities studies*: Collection of Scientific Papers / Ed. V. Voronkova. Zaporizhzhia : Publishing house "Helvetica", 2022. 12 (89). P. 142–152.

Слюсарь М. Ю. Місце і роль цифрових платформ в умовах розвитку Четвертої промислової революції. *International scientific innovations in human life* : the 8th International scientific and practical conference (February 16–18, 2022). Cognum Publishing House, Manchester, United Kingdom. 2022. С. 610–620.

Слюсарь М. Ю. Еволюція хмарних технологій в ІТ-індустрії та їх використання у менеджменті. *Економіко-правові дискусії* : матеріали ІІІ Міжнародної науково-практичної Інтернет-конференції студентів, аспірантів та науковців, 30 квітня 2022 р. Кропивницький : ЛА НАУ, 2022. С. 129–131.

Слюсарь М. Ю. Еволюція розвитку всесвітньої павутини інтернет. *Актуальні проблеми сучасної філософії та науки: виклики сьогодення* : зб. наук. праць / редкол. М. А. Козловець, Л. В. Горохова, О. В. Чаплінська та ін. Житомир : Видавничий центр ЖДУ імені Івана Франка, 2022. 192 с. С. 104–107.

Слюсарь М. Ю. Методологія дослідження IoT-платформ як складних інформаційних конструкцій управління мережами/даними, комунікаціями. *Молода наука-2022* : збірник наукових праць студентів, аспірантів, докторантів і молодих вчених : у 5 т. / Запорізький національний університет. Запоріжжя : ЗНУ, 2022. Т. 5. С. 80–82.

Цифрова трансформація соціоекономічних, управлінських та освітянських систем сучасного суспільства : матеріали Міжнародної науково-практичної конференції 23–24 листопада 2022 року / ред.-упорядник д. філософ. н., проф. В. Г. Воронкова. Львів – Торунь : Liha-Pres, 2022. 692 с.

References

Andryukaitene, Regina, & Voronkova, Valentina (2022). Management philosophy of inclusive development in conditions of digitalization. *Social and humanitarian dimensions of the rule of law* : materials of the International Scientific and Practical Conference (Dnipro, October 27, 2022). Dnipro : Dniprop. state University of Internal Affairs cases. 17–22.

Andriukaitene, R., Cherep, O., & Voronkova, V. (2022). Level of corporate social responsibility: the case of tourism. *Management of socio-economic development of regions and the state* : a collection of materials of the XVI International Scientific and Practical Conference / edited by O. Cherep. Zaporizhzhia : Zaporizhia National University. 183–186.

Buhaychuk, Oksana, Nikitenko, Vitalina, Voronkova, Valentyna, Andriukaitiene, Regina, Malysh, Myroslava (2022). Iteraction of the digital person and society in the context of the philosophy of politics. *Cuestiones Políticas.* Volumen 40, Número 72. 558–572.

Valentyna, Voronkova, Vitalina, Nikitenko, Vlada, Bilohur, Roman, Oleksenko, & Taras, Butchenko (2022). The conceptualization of smart-philosophy as a post-modern project of non-linear pattern development of the XXI century. *Cuestiones Política*s, Volumen 40, No. 73. 527–538

Voronkova, Valentina, & Nikitenko, Vitalina (2022). Smart education in the digital age: from smart education to smart business. *Education and society VII* : (Education and society VII: collection of scientific articles) / T. Nestorenko. Bernatova, W. Duczmal (ed.). Zarzadzania i Administracji Opolu Higher School. Opole : publishing house Higher School of Zarządzania i Administracji, Opole, Poland. 268–276.

Voronkova, Valentyna, Nikitenko, Vitalina & Vasyl'chuk, Gennadiy (2022). European paradigm of socially responsible governance as conditions for exiting the COVID-19 pandemic crisis. *Educational discourse* : a collection of scientific papers / head of the reld. O. P. Kyvlyuk. Kyiv : LLC "Science-Technology-Information Scientific Information Agency". Issue 39 (1–3). 26–36.

Voronkova, V., & Nikitenko, V. (2022). Dynamics of social transformations in the conditions of a multipolar world. *Sociocultural transformations and geopolitical challenges in the conditions of a multipolar world* [Electronic resource]: theses of reports. All-Ukrainian science and practice conf. (Kyiv, November 24, 2022) / resp. ed. A. Kravchenko. Kyiv : State. trade-economy University. 55–58.

Kalyuzhna, Yuliya, Cherep, Alla, Voronkova, Valentina & Cherep, Oleksandr (2022). A cross-cultural approach to managing an organization and the need for team building. *Digital transformation of socioeconomic, management and*

educational systems of modern society : materials of the International Scientific and Practical Conference November 23–24, 2022 / Editor-in-chief: Doctor of Philosophy, Professor, V. Voronkova. Lviv – Torun : Liha-Press. 462–468.

Kyvlyuk, O., & Voronkova, V. (2022). Philosophical reflection of information security in the digital environment: problems, risks, legal support. *Innovative resources of modern science*: collective monograph / Compiled by V. Shpak ; Chairman of the Editorial Board S. Tabachnikov. Sherman Oaks, California : GS Publishing Services. 160–172.

Marienko, V. (2022). Information provision of management in organizations as complex systems in conditions of digitalization. *Modern scientific strategies of development* : collective monograph / Compiled by V. Shpak; Chairman of the Editorial Board S. Tabachnikov. Sherman Oaks, California : GS Publishing Services. 62–81.

Metelenko, Natalya, & Voronkova, Valentina (2022). Managing digital transformation in management PHD programs. *Digital transformation of socioeconomic, management and educational systems of modern society* : materials of the International Scientific and Practical Conference November 23–24, 2022 / Editor-in-chief: Doctor of Philosophy, Professor, V. Voronkova. Lviv – Torun : Liha-Press. 636–640.

Nikitenko, Vitalina (2022). Digital transformation as a factor of professionally oriented foreign language teaching improvement. *Humanities studies* : a collection of scientific works / head. Ed. V. Voronkova. Zaporizhzhia : Publishing house "Helvetika". Issue 12 (89). 92–97.

Nikitenko, Vitalina, Metelenko, Natalia, & Shapurov, Oleksandr (2022). The concept of digital transformation as a factor supporting sustainable ecological, social and economic development. *Humanities studies:* Collection of Scientific Papers / Ed. V. Voronkova. Zaporizhzhia : Publishing house "Helvetica". 12 (89). 142–152.

Slyusar, M. (2022a). The place and role of digital platforms in the conditions of the development of the Fourth Industrial Revolution. *International scientific innovations in human life* : the 8th International scientific and practical conference (February 16–18, 2022) Cognum Publishing House, Manchester, United Kingdom. 610–620.

Slyusar, M. (2022b). Evolution of cloud technologies in the IT industry and their use in management. Economics – legal discussions: materials of the III International Scientific and Practical Internet Conference of Students, Postgraduate Students and Scientists, April 30, 2022. Kropyvnytskyi : LA NAU. 129–131.

Slyusar, M. (2022c). Evolution of the development of the World Wide Web, the Internet. *Actual problems of modern philosophy and science: challenges of the present* : coll. of science works / editorial M. Kozlovets, L. Gorokhova, O. Chaplinska [and others]. Zhytomyr: Ivan Franko State University Publishing Center. 104–107.

Slyusar, M. (2022d). Research methodology of IoT-platforms as complex information structures of network/data management, communications. *Young science-2022* : collection of scientific works of students, postgraduates, doctoral students and young scientists : in 5 volumes / Zaporizhia National University. Zaporizhzhia : ZNU. T. 5. 80–82.

Digital transformation of socioeconomic, management and educational systems of modern society (2022) : materials of the International Scientific and Practical Conference on November 23–24, 2022 / editor-in-chief, Doctor of Philosophy, Professor, V. Voronkova. Lviv – Torun : Liha-Press, 692.

SLYUSAR, MYKYTA – PhD student of specialty 073 Management,
Department of Management and Administration,
Y. M. Potebnya Engineering Education and Scientific Institute
of Zaporizhzhia National University (Zaporizhzhia, Ukraine)
E-mail: Slusarnikita18@gmail.com
ORCID iD: http://orcid.org/0000-0002-6423-9155

СТАНОВЛЕННЯ І РОЗВИТОК МОДЕЛІ МЕРЕЖЕВИХ ПЛАТФОРМ У КИТАЇ ТА ЇХ ВПЛИВ НА ФОРМУВАННЯ ЦИФРОВОЇ ЕКОНОМІКИ

Анотація

Постановка проблеми. Цифрова економіка швидко розвивається, і цифрові технології, представлені економікою платформ, не тільки стали новим двигуном для сприяння соціальному та економічному розвитку, але також створюють нові виклики для традиційного розподілу ресурсів і нагляду за ринком. Мета статті є теоретичні і практичні аспекти становлення і розвиток у моделі мережевих платформ у Китаї та їх вплив на формування цифрової економіки. Методологія дослідження – використання методу системного аналізу і синтезу, аксіологічного, компартивістського, загальнофілософьких – узагальнення, порівняння, історичного і логічного, загальноцивілізаційцного, гуманістичного, здійснено порівняльний та цілісний аналіз феномена цифрової економіки Китаю, що формується на основі її платформенного типу. Дослідження платформної економіки вперше почалися в 1970-х роках, але в останні роки, завдяки глибокій інтеграції цифрових технологій і реального економічного суспільства, підйому Інтернет-економіки, а також розвитку торгових платформ і соціальних платформ, платформа трансформувалася у бізнес. Новизна статті- досліджено новий феномен платформної економіки як нового типу

і моделі цифрової економіки Китаю. Наприкінці 2020 року Китай оприлюднив проекти «Заходів для нагляду та адміністрування онлайн-транзакцій» і «Керівництва щодо боротьби з монополією у сфері платформної економіки», після чого було введено «Безпеку даних». Платформні підприємства мають характеристики природної монополії. Результат дослідження. Проаналізовано економіку платформи як нову модель економіки. Виявлено напрями розвитку великих даних як основу нової платформенної економіки. З'ясовано феномен швидкого розширення платформи як розширення можливостей та ризиків і викликів. Показано розвиток великих цифрових підприємств як важливої інноваційної сили передових цифрових технологій. Досліджено напрями розвитку великих платформенних компаній у Китаї як чинник удосконалення постійних інновацій та бізнес-моделей. Обґрунтовано розвиток цифрової економіки як національної стратегії Китаю. Висновки. У порівнянні з попередньою традиційною бізнес-моделлю, економіка платформи оцифровує реальні активи, роблячи транзакції зручнішими та збільшуючи обсяг транзакцій. Цифрова економіка, представлена економікою платформ, відіграє очевидну роль у сприянні розвитку цифрової економіки як нового типу економіки.

Ключові слова: модель мережевих платформ, мережева платформа, цифрова економіка, природна монополія, конкурентоспроможність.

Received date 07.01.2023
Accepted date 15.01.2023
Published date 07.02.2023

How to cite. **Sliusar, Mykyta.** Stablishment and development of the network platform model in china and its impact on the formation of the digital economy. Humanities studies: Collection of Scientific Papers / Ed. V. Voronkova. Zaporizhzhia: Publishing house "Helvetica", 2023. 14 (91). P. 165–175.
doi: https://doi.org/10.32782/hst-2023-14-91-19