

:

18 2010 286.

3. , : /

 // . - 2009. - 5. - .30-33.

THE RELEVANCE OF STUDYING THE PROCESS OF BUSINESS MODEL TRANSFORMATION IN A ROBOTISED ECONOMY

-

: ,

The study of the transformation of business models in a robotised economy is of particular relevance in today's world. Robotisation is currently one of the main causes of transformation of business models in industry, even though it is also influenced by digitalisation, globalisation, and shifts in technological patterns. These conditions are fundamental to the transformation of business models, which in turn affects the economy as a whole. It is equally important and relevant at the present stage of development to study the process of robotization in this or that production, as every year technologies become more complex, robots are modernized. To assess their effectiveness, relevance and prospects it is necessary to constantly research this process. This is especially promising within countries where industry is well developed, as it is the most practical and effective application of these technologies.

At the moment, "the economy is characterized by a high degree of dynamism and increasing role of intangible factors - information, knowledge, new technologies, human capital – in the processes of economic systems development" [1, p. 125]. The introduction of robots into the production process contributes to changes in the business model of the company, according to which it builds its future strategy. In this regard, there is a need for a more detailed study of the impact of robotization in the production process, because the knowledge of these mechanisms contributes to the implementation of robotic technology, which will lead to the improvement of both the industrial economy and the economy of the country as a whole.

Today's businesses, organizations and firms are developing, improving and progressing, and they need a high-quality business model to determine the prospects, and to understand what they are going to work with in this or that area of activity, according to which they will be able to achieve great results. There are several approaches to defining the concept of "business model", all of them have a diverse nature, as each business has its own specifics of work, its own characteristics, depending on which builds a business model that is suitable for the company.

Consideration of the transformation of business models in industry under the robotics economy is necessary to better understand the impact of new technologies on production in general, which in turn will allow selecting the most appropriate business models for a given industrial complex, as well as understand how they can be influenced if necessary to change the mechanisms of its operation.

1. Kalenov, O. E. Business Model Transformation: from Classical Organization to Ecosystem / O. E. Kalenov // Bulletin of Plekhanov Russian University of Economics. – 2020. – . 17. – 3(111). – . 124–131.

CONSUMER SOCIETY AS AN ECONOMIC PHENOMENON

.
: ,

The society of the 21st century is often called a "consumer society", emphasizing that the basis of our civilization is the satisfaction of little understood, but constantly growing needs that are formed under the direct influence of modern production and at the same time are stimulated by social, cultural, psychological means [1, p. 63]. As Jean Baudrillard noted, a consumer society is a society in which consumption has become the main content of social life, pushing production and accumulation into the background. And this is no longer just consumption as a material practice, but its other form – consumerism, which is not limited to meeting needs, but expresses a person's attitude to things, ideas, other