DIGITAL PLATFORMS AS A FACTOR OF THE INTERNATIONAL ECONOMY DEVELOPMENT

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The main aspect of modern international economic are digital platform, which lead to changes in competitions and form new challenges [1]. Comparison of the composition of the world's top 20 companies (by sector and industry) by market capitalization shows drastic shifts. So, in 2009, seven companies from the oil mining and gas mining sectors entered the top 20 (35 % from total), while there were only three companies from the technology and consumer services sector, including digital platforms, and three more companies were from the financial sector).

By 2018, the picture has changed significantly: the number of companies providing technology and consumer services in the top 20 has grown to eight (40%), and financial – to seven. Only two companies from the oil and gas and mining industries remained in the top 20. Of the top 10 companies in 2009, only two remained in 2018. Four of the top 10 firms in 2018 weren't even in the top 100 in 2009 (Amazon, Alibaba, Facebook, and Tencent). Even more remarkable is the shift in the next aspect. In 2009, oil and gas companies accounted for 36% of the total market capitalization of the top 20, financial services companies - 18%, technology and consumer services – 16%. By 2018, the share of the latter increased to 56%, and the share of financial services – to 27%, while the share of oil and gas companies in the total market capitalization over the same period decreased significantly and amounted to only 7%. At the same time, the world's leading digital firms are highly geographically concentrated. Among the 70 most expensive digital platforms in the world, most are based in the US, followed by Asia (especially China). [2]

In the digital business models of the global economy, two interrelated forces drive value creation: platformization and monetization of the rapidly expanding digital data. Digital platforms are central actors in the economy, and digital data is a key resource. Their interaction has a significant impact on the receipt of added value and its value.

G. Parker defines the platform as "… a business based on creating opportunities for evaluative interaction between external producers and consumers. The platform provides an open, participatory infrastructure for these interactions and establishes governance conditions for them». [3]

Digital platforms offer mechanisms for these interactions online, and can be:

- intermediaries when they connect different groups of people, that is, the "sides" of multilateral markets. [4] So, Facebook connects users, advertisers, developers, companies and others; Uber - passengers and drivers;

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- infrastructures that can rely on different sides of the markets. For example, users can design Facebook profile pages, and software developers can create apps for the Apple App Store. In fact, any particular firm itself can only be partly a platform business. In the case of Apple, its activities are mainly focused on the sale of high-end consumer goods, i.e. traditional business.

Platforms can be organized and developed taking into account their functionality, coverage (at the level of firms, industries or the economy as a whole), territorial coverage and openness. Depending on the underlying operations, platforms can be categorized into two types [5]:

1. Transaction Platforms – bi- / multilateral platforms or bi- / multilateral markets offering infrastructure, usually an online resource, supporting exchanges between different actors and closely related to transformations in the global digital economy [6] (these platforms have become the main business model for large digital corporations like Amazon, Alibaba, Facebook, and eBay, as well as those that provide digital support like Uber, Didi Chuxing, or Airbnb).

2. Innovation platforms (engineering or technology platforms) - the way firms or sectors use "components and subsystems shared in a product family". [7] At the industry level, such platforms provide ways to share common projects and interact across sectors. Examples of such platforms are operating systems (for example, Android or Linux) and technology standards (for example, MPEG video) that offer a common approach for firms to interact within a sector. At the firm level, these platforms were created as part of product offerings, adding functionality for their specific models.

The key factor driving the growth of any digital platform is associated with the so-called "network effects" – the benefits received by platform users from additional users joining it. Platforms involve two or more partners: they can be, for example: accommodation providers and tourists (Airbnb): advertisers and consumers (Facebook): sellers, buyers, payment processors and logistics providers (Alibaba). Thus, in addition to direct network effects, platforms also have indirect (end-to-end) network effects, where the expansion of one side of the market increases the added value for the other group. The presence of network effects is an incentive for the rapid growth of successful platforms, as additional users make the platforms more attractive. Network effects can also generate "blocking effects"; participants are more likely to stay on the platform rather than move to competing platforms, which can pose challenges for governments in terms of ensuring that markets remain competitive.

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DIGITALIZATION OF ECONOMIC AND LEGAL POLITICS IN UKRAINE

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The digitalization of relations in the economic sphere has become significant revolutions, which should affect the state economic policy, the provisions of which (but without mentioning the digitalization of the economic sphere) are enshrined in the Economic code of Ukraine [1]. This gap is to some extent filled by-law of 2018 [2], but its status does not indicate the proper attention of the state to this new direction of state economic and legal policy.

Digital technologies provide ample opportunities for the transformation of the public administration system, in particular in the field of administrative services. At each new stage of integration of digital technologies and their development ("digitization" of processes, e-government, digital government) there are significant changes, both in the use of various technologies and in the organization of public authorities, interaction with citizens and more. Thus, if at the first stage information technologies are a tool for the implementation of certain public administration reforms, then in the future - in the process of digital transformation - they create opportunities for the implementation of various public policy options that can not be implemented without the use of technology.

At the same time, it should be noted that if in the early stages of integration into the innovative state-building system, information technologies made it possible to optimize and automate existing administrative procedures (often based on standardization of procedures), now, at the stage of digital government, technologies are considered creation of goods adapted in terms of composition and procedure to the individual needs of citizens, which improves the quality of public services and public goods, their social

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