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STATUS AND PRIORITIES OF THE RUSSIAN SOCIAL SPHERE DEVELOPMENT IN THE DIGITAL ECONOMY

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Abstract. The article shows that in modern conditions of social sphere digitalization development, its role and place is especially increasing, which has a direct impact on the “new” quality of life and the country’s economic growth level. In this regard, it becomes relevant to identify the key problems of social development in Russia and ways to overcome them, as well as assessing the quality of life and development guidelines in the new economic conditions. The purpose is: theoretical and methodological substantiation of strategic priorities for the social sphere development under the digitalization of the Russian economy influence. Research method and methodology: the author's state monitoring and social sphere transformation in the digital economy was carried out using general scientific cognition methods, analytical methods and techniques, as well as statistical analysis methods. As a result, the Russia's social sphere state was determined and the priorities and directions of its functioning were proposed, taking into account the other countries’ positive experience, which contribute to the strategic goals’ achievement. In this regard, it is strategically important to increase

labor productivity from the digitalization scale; infrastructure and market development of digital professions; ensuring high standards of living, equal opportunities for every person; achieving a new quality and accessibility of social services; ensuring the social sphere technological development in the digital economy. The digitalization processes significance is shown with the highlighting of qualitative effects in the social sphere.

Keywords: social sphere; digital economy; state; strategic priorities; the quality of life.

JEL codes: I31; O30; O35.

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