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DIGITAL ECONOMY OF THE TAMBOV REGION

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Abstract. The article deals with the digitalization of the economy issues as an accelerated introduction of digital technologies in the economy and the social sphere, which creates conditions for high-tech business, increases the competitiveness of both a separate subject of the Russian Federation and the country as a whole. The article traces the events related to the digital economy development in the Tambov region. The purpose of the article is to determine the features, problems and prospects for digitalization of the Tambov region's economy using agro-industrial complex as the example. First of all, the author noted the factors for the successful digitalization implementation in the economy at the regional level. The following are the main documents regulating the digitalization process and the digital transformation program of the Tambov region. Since the key industry in the region's economy is the agro-industrial complex, the article discusses digitalization in more detail using this industry as an example. Two main economy digitalization directions of the agro-industrial complex in the Tambov region are identified, which are 1) production processes digitalization, 2) the industry management sphere and the market participants' interaction based on a digital platform. The main difficulties that the Tambov region faces in the digitalization process and directions for solving emerging problems are also highlighted.

Keywords: digital transformation; digitalization; digital economy; regional economy; development; regional agro-industrial complex; agriculture.

JEL codes: P25; L96; R58.

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