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Autore Popkova Elena G.

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Sommario/riassunto

This book includes the best studies on the results of the International Scientific and Practical Conference "New behaviors of market players in the digital economy," which was held by the Institute of Scientific Communications on July 8, 2021, online, in YouTube format. This book is devoted to the study of digital economy markets from the standpoint of various market players—society (consumers), entrepreneurship, and the state—from the standpoint of various sciences—economic, managerial, social, and legal-which ensures the multidisciplinarity of the book. The uniqueness of the book lies in the application of a new scientific and methodological approach to the study of digital economy markets—simulation modeling. The advantages of a game-based scientific and methodological approach to reducing the uncertainty of economic processes and systems—a combination of quantitative and qualitative analytical methods, a systematic consideration of economic processes and systems from a socio-economic point of view—make it especially suitable for studying digital economy markets. The book identifies the impact of globalization and digitalization on the modern economy and industry markets. The trends and features of the use of advanced technologies in the digital economy markets are studied. The modern practices of business management and business integration in the digital economy are considered. The foundations of economic security and sustainable development of markets and enterprises in the digital economy are revealed. The book is suitable for scientists studying the markets of the digital economy, who will find in it scientific and methodological recommendations and developments on the application of game theory, as well as ready simulation models of the digital economy markets.