Possibilities of application of digital tools by the organizations of sphere of services and trade in the Russian Federation

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Abstract. The majority of subjects of economic activity of the Russian Federation (including the enterprises of sphere of trade and services) in the conditions of development of digital economy are compelled to use in economic practice the most various tools based on modern information technologies and application of resources of the Internet. As the main reasons for the expansion of the set of digital solutions that are used by modern enterprises, we can call the change in the requirements of the legislation of the Russian Federation, which predetermines the rules of organization and conduct of commercial operations by economic entities. Modern technologies are also used in the implementation of relations with government agencies (for example, in the framework of relations with the Federal tax service). The state expands the range of interaction with enterprises and organizations through electronic systems at different stages: it can be registration of an economic entity, submission of reporting forms on tax payments in order to implement the fiscal function of the state, request information about the counterparty through electronic systems to minimize the risks of economic activity. In addition to these facts, often modern information technologies and digital products are used by participants of economic relations voluntarily. In this case, their application can be aimed at optimizing business processes, ensuring rapid response to trends in the external environment and customer requests. The transformation of the sphere of trade and services under the influence of the expansion of the range of information technologies is ultimately focused not only on improving the efficiency of economic activities of individual economic entities. The introduction of digital solutions into economic practice qualitatively changes the processes of providing services, ultimately increasing the social efficiency of their economic activities.

Key words: digitalization, digital business strategy, retail, service

1. Introduction

Under the influence of macro-environment factors, economic entities of various industries are involved in a tough competition. To ensure sustainable work, they are forced to find various possible innovative solutions that will help meet the needs of consumers, promote quality services. Certain stages of the process of providing services of various kinds are subject to transformation in the present reality under the influence of the expansion of the possible range of digital solutions. IT technologies have become widespread in the economic practice of enterprises in most industries, and modern digital technologies are a necessary condition for the development of enterprises (Juhani Uukko, Mina Nasiri, Minna Saunila, Tero Rantala, 2019) [1] there is a close relationship between the sustainable development of organizations and the digitalization of business, as the use of IT tools has become a major factor affecting the financial and operational performance of trade and services enterprises.
The use of modern digital tools in the practical activities of enterprises in the service sector and trade allows organizations to successfully compete in the market, provide services of various kinds, attract and inform new customers. The range of use of innovative digital tools is quite wide: it can affect the optimization of internal and external processes of the organization, building a system of relationships with customers, which ultimately leads to the formation of new value for the consumer, the development and formation of new products or services in the digital environment. (Dorleta Ibarra, Jaione Ganzarain, Juan Ignacio Igartua, 2018) [2]. This fact contributes not only to the interests of the individual enterprise, but also to increase the availability and safety of services of various kinds and goods for the consumer.

2. Literature review

The digital transformation of services and trade is a topical subject of research by many authors. The generalization of digital transformation vectors depending on the targets is based on the study (Zeljko Tekic, Dmitry Koroteev, 2019) [3]. A number of papers consider the impact of digital transformation on business models of companies and resource constraints, including for small and medium-sized businesses, which include a significant part of the enterprises of the service sector and trade (Harry Bouwman, Shahrokh Nikou, Mark de Reuver, 2019) [4]. This thesis is supported by a number of other researchers (Adrian Yeow, Christina Soh, Rina Hansen, 2018) [5]. The way organizations operate is subject to change under the influence of digital trends. Early research (Kathleen Keeling, Debbie Keeling, Peter McGoldrick, 2013) [6] But in terms of integration and inter-industry interaction, digital technologies determine the effectiveness of organizations as a whole, their recognition and demand (Ralf Härtling, Christopher Reichstein, Patrick Laemmle, Alexander Sprengel, 2019) [7]. In addition, a number of authors show how the use of digital tools between individual enterprises or the state and economic entities has been transformed under the influence of various factors (Indrit Troshani, Marijn Janssen, Andy Lymer, Lee D. Parker, 2018) [8] and (Margherita Pagani, Catherine Pardo, 2017) [9]. Some researchers delve into the geopolitical and regional aspects of the problem to identify the essential facts that determine the possibility of digital technologies introduction (Ylber Limani, Larry Stapleton, Peter P. Groumpos, 2018) [10]. Finally, within the framework of the definition of industry specificity (Johan Frishammar, Javier Cenamor, Harald Cavalli-Björkman, Emma Hernell, Johan Carlsson, 2018) [11] and (Tobias Johansson, Johan Kask, 2017) [12] came to the conclusion that it is necessary to implement a multi-channel strategy and synthesis of the application of digital tools both on the physical site and in the online environment. This thesis is supported by research (Patrick De Pelsmacker, Sophie van Tilburg, Christian Holthof, 2018) [13], and (Eleonora Pantano, Virginia Vannucci, 2019) [14] because the format and scale of the enterprise determines the availability of resources of various kinds, and, therefore, the ability to implement digital tools. Studies (Kim Willems, Annelien Smolders, Malaika Brengman, Kris Luyten, Johannes Schöning, 2017) [15] illustrate another aspect related to the empirical experience of individual enterprises.

3. Materials and methods

The present study is based on traditional General scientific research methods. By observing, collecting and processing information, the study was able to identify and analyze the main trends inherent in the introduction of digital tools in trade and services in the Russian Federation.

Comparison with global global trends also allowed to determine the need to expand the trends of digitalization in Russian industries. As a result of generalization and systematization of the information
obtained, the possible effects of the introduction of digital tools in the practice of economic entities of trade and services are formulated and grouped into blocks.

4. Results

Digital technologies in the global economic space play an important role in the formation of a competitive economy of the state. The contribution of the digital sector of the Russian Federation to GDP (table.1) (this includes the production and sale of IT equipment, services and services, software, etc.) was 3% in 2018.

Table 1

| №  | Country       | Share of GDP |
|----|---------------|--------------|
| 1  | Korea         | 12.0         |
| 2  | Sweden        | 8.6          |
| 3  | Finland       | 8.3          |
| 4  | US            | 7.4          |
| 5  | Hungary       | 7.3          |
| 6  | United Kingdom| 7.1          |
| 7  | Czech Republic| 6.9          |
| 8  | Japan         | 6.9          |
| 9  | Estonia       | 6.6          |
| 10 | Germany       | 6.3          |
| 11 | France        | 5.7          |
| 12 | Denmark       | 5.3          |
| 13 | Canada        | 5.1          |
| 14 | Norway        | 4.8          |
| 15 | Poland        | 4.6          |
| 16 | Italy         | 4.5          |
| 17 | Russia        | 3.0          |

Along with this fact, the strengthening of the role of digital technologies in the activities of economic entities in other sectors of the economy is obvious. Services, trade are an important component in the system of relations between producers and consumers. According to the statistical observation [17], the share of trade in the formation of gross value added in 2018 is about 14%, and services of various kinds (including education, health, sports and leisure) is another 7.5%. As for specifics of the relationship with the consumer, it can be argued that these activities reflect the main trends of the market. In the conditions of globalization of space and digitalization of economy as a whole, and also in the context of branch component, modern digital technologies become the important tool promoting the most complete realization of the mechanism of rendering of services by the majority of the organizations. This concerns, first of all, changes in the procedure and opportunities for the provision of relevant services by business entities associated with the use of electronic methods of data transmission. [18] The Interest of the state in this regard is to make demands and make legislative changes in the order of relations with economic entities. Requirements from the state control (supervision) were formalized in terms of business activities, where many procedures are carried out in electronic form. Legislated obligation of business entities to integrate the functionality of cash register operations with state
authorities (Federal tax service), via operators of fiscal data, use equipment to fix the fact of sale, to reflect the transaction I cash receipt (fiscal document) simultaneously with the notification of bodies FNS electronically by transmitting data through the Internet. The costs of companies to implement online cash registers and fiscal drives amounted to 30 billion rubles in 2017. At the end of 2018, 2.3 million online cash registers were registered, about 120 million transactions are recorded daily, and their daily turnover is 70 billion rubles. 21 organizations are registered as operators of fiscal data. [19]

The costs of implementing the unified state automated information system USAIS for the implementation of state control over the volume of production and turnover of ethyl alcohol, alcohol and alcohol-containing products amounted to 284 million rubles. The use of such a system allowed to ensure the completeness and reliability of accounting for the production and turnover of ethyl alcohol, alcohol and alcohol-containing products; with the possibility of detailing to the subject of the Russian Federation, the manufacturer, type, product name, strength, volume, correctness of the excise duty. This system also made it possible to implement transparency of import operations for the import of alcohol and other alcoholic products with the control of the correctness of the excise duty. This tool helped to reduce the volume of sales of counterfeit products, provided control of shipping documents confirming the legality of transactions with alcohol-containing products. The end user has the opportunity to independently verify the authenticity of alcoholic beverages using the online services of the USAIS system based on the barcode.

Areas of implementation of digital solutions in the activities of trade and service organizations are diverse and affect all areas of their functioning. Digitalization forces entrepreneurs to adapt and pay significant attention to digital tools and activities in the online space.[20]

The combination of strategic directions of innovative development of retail with the main competitive strategies allows retail technology systems to plan the implementation of organizational, marketing, information, technological innovations approaching the target competitive advantages.[21]

5. Discussion

It is possible to list their main possible directions:

- use by control and Supervisory authorities of digital tools for legalization of business, realization of fiscal function of the state;

- use of modern equipment, cash registers, payment terminals, including self-service;

- organization of events to stimulate and promote goods or services using 3D technologies, as well as virtual and augmented reality technologies;

- digital solutions for the implementation of omni-channel and cross-platform approach at the point of sale;

- use of the Internet and SMM to promote and process consumer responses;

- the use of big data technologies for the analysis of demand;

- use of artificial intelligence technologies (e.g. virtual assistants);

- application of digital tools for solving local management tasks on planning and control over certain types of resources of organizations.
6. Conclusions

The introduction of digital technologies in the activities of enterprises in the service sector and trade is a necessity. The impact of digitalization on all aspects of economic activity of enterprises is increasing. In addition to legislative intervention by the state in the process of digitalization of economic activity, it is important to note the interest of individual economic entities. The range of solutions based on digital tools is quite wide.

The growth of digital technologies is constrained by a number of factors. As a rule, trade and service enterprises do not have sufficient financial resources to implement costly projects. The decline in real disposable income directly affects the performance of organizations, which also, in turn, does not contribute to the formation of a portfolio of digital tools.

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