



INDEPENDENT AND JOINT EFFECTS OF THE LEVEL OF CONVERGENCE AND DIGITAL PRODUCTS

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Abstract: The article shows the business model of joint business organization within the framework of convergence and the modeling bases of convergence processes. In business organization, it is justified that convergence has a significant impact on the development of convergence of business companies. The business foundations of the convergence of regional districts have been developed in the conditions of the digital economy.

Keywords: Convergence framework, joint business organization, business model, convergence processes, divergence, optimal order, company merger, Financial convergence, system efficiency.

The independent and combined effect of the degree of convergence and digitalization products can have not only positive, but also certain negative consequences. Therefore, the formation of a complete list of possible directions for increasing the efficiency of joint business includes the following activities in advance:

- to identify all potential opportunities to increase efficiency in connection with the characteristics of the level of economic convergence and the use of a certain digital product, including relevant conditions, factors and the content of the business organization itself;
- identify possible negative consequences of economic convergence and digitization effects that may adversely affect joint business performance;
- development of management decisions aimed at reducing possible negative consequences;
- assessment of the possible actual result of the joint business, i.e. comparing the efficiency gains due to the possible positive effects of convergence and digitization with the decrease in efficiency due to the possible negative effects.

The result of this analysis will be a list of joint business activities, the development of which will increase its effectiveness.

Developed below an algorithm for creating an initial set of all possible routes to increase the efficiency of joint business, which is carried out within a certain level of convergence when using a specific digitalization product.

The sequence of actions of this algorithm includes the following four steps:

1. clarify the considered level of economic convergence for which the





joint business will be established and the specific digitization product used within it;

2. define a list of prerequisites, factors and values of business model parameters for the level of convergence in question and the specific digitization product used in it;

3. determine the characteristics of the content of the necessary conditions, factors and parameters of the business model;

4. creating a list of all possible ways to increase joint business efficiency (based on the analysis of the content of the prerequisites, factors and parameters of the business model, taking into account the risk assessment of the interaction between economic convergence and digitization).).

The initial set obtained as a result of the presented algorithm is used to select specific directions for increasing business efficiency.

In general, the analysis showed the following.

The characteristics of the interaction between the level of convergence and digitization lead to different contents of the prerequisites, factors and parameters of the business model, which, in turn, determines the feasibility of clarifying their contents under the influence of different levels of economic convergence. various digital products. Convergence and digitization processes can affect joint business efficiency in different ways, so it is necessary to take this fact into account when forming a list of possible directions for increasing its efficiency.

In addition, the following should be noted. In general, since digitalization can have both positive and negative effects on the processes of economic convergence, this fact should be taken into account when identifying all possible directions for increasing efficiency. The real size of the positive effect of one or another direction of efficiency improvement, usually measured in monetary terms, between the potential, the maximum possible economic effect resulting from the introduction of the considered direction of efficiency improvement should be defined as a difference. costs associated with obtaining it. At the same time, the possible negative consequences measured in monetary units are a considered way to increase efficiency. should be taken into account among the costs of implementing the system, i.e. possible negative effects of digitization should be taken into account.

Later on. When choosing a criterion of joint business efficiency, the initiator first of all raises the question of whether the chosen criterion of efficiency ensures the achievement of its goal - to increase its competitiveness. This means that



whatever criterion is chosen for joint business effectiveness, it should be related to solving the problem of increasing the competitiveness of the initiator of joint business creation.

Additional requirements for building an effective joint venture include:

- business efficiency should be calculated taking into account not only positive, but also possible negative effects of digitalization on economic convergence processes;
- the search for the most effective methods of increasing efficiency should be based on all possible areas characterized by a certain degree of convergence, provided that a certain digital product is used in it.

As mentioned above, the list of all possible directions for improving business efficiency, determined by the content of the prerequisites, factors and parameters of the business model, is the interaction between a certain level of economic convergence and specific digitization. related to the characteristics of the secret. product. Note that the algorithm for creating an initial set of all possible directions for increasing business efficiency, which is carried out within a certain level of convergence when using a certain digitization product, includes:

- determining the level of economic convergence at which the joint venture will be established and the specific digitization product used within it;
 - determine the relevant list of prerequisites, factors and values of business model parameters;
 - determine the characteristics of the content of the determined conditions, factors and parameters of the business model;
- making a list of all possible ways to improve joint business efficiency.

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