

Using digital ecosystems in public-private partnership

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Abstract. Public-private partnership can be considered one of the most priority areas for the development of social and transport infrastructure, improving education and healthcare systems, and attracting private capital to the economy. Effective implementation of infrastructure and investment projects within the framework of public-private partnership allows the state and private investors to benefit, and ultimately all citizens. State administrative levers should be focused on the formation of the legal framework necessary for effective cooperation between private business and government agencies. Public-private partnership can play an important role in the implementation of state targeted programs. The participation of private capital in these programs will make it possible to save the expenditure of public funds, as well as increase the return on investment activities. The use of the digital ecosystem within the framework of public-private partnership makes it possible to simplify the interaction of the private sector of the economy with public institutions. Thanks to the use of the digital ecosystem, the state will be able to more effectively select partners for the implementation of joint projects. The use of the digital ecosystem will save time on the examination of promising investment projects. The use of digital economic systems allows to reduce the time costs necessary for making effective management decisions, as well as to increase labor productivity. Digital ecosystems are able to bring public-private partnership to a qualitatively higher level of relations between business and the state.

1 Introduction

Among the most rapidly developing modern business models, digital ecosystems can be distinguished. Digital ecosystems represent a business project with a large number of participants, business processes and information services functioning on the basis of mutually beneficial relationships. Digital ecosystems can be created by one company and many players in the form of a marketplace. Due to the presence of a synergistic effect, the digital ecosystem allows its participants to receive additional benefits from participating in this ecosystem.

According to [1], the digital ecosystem is based on some digital information subsystem, through which its counterparties interact with each other. This interaction creates new values.

According to [2], examples of digital ecosystems can be (Figure 1):

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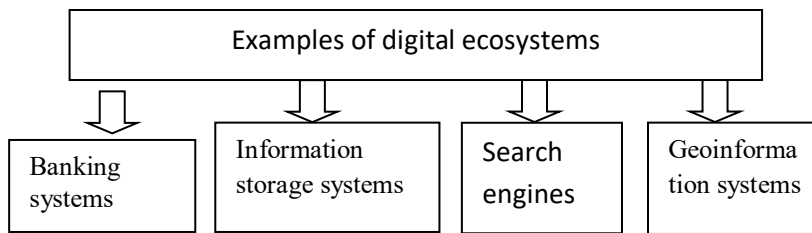


Fig. 1. Examples of digital ecosystems.

According to [3], the unified information space enables users of digital ecosystems to receive a significant range of information services. The digital ecosystem allows you to satisfy a large number of requests from its users. Usually, within a certain digital ecosystem, users have the opportunity to use all the services provided to them through the use of a single account.

According to [4], large and medium-sized enterprises are interested in using digital ecosystems, since this contributes to increasing their labor productivity. At the same time, the introduction of digital ecosystems requires the use of additional computer power.

According to [5] the new consumer model, direct communication between consumers and producers of goods and services is of paramount importance. This, in turn, inevitably requires the implementation of digitalization of the business processes used. As an example of digital ecosystems for working with customers, digital self-service platforms are b2b platforms.

According to [6], the digital ecosystem contributes to the creation of conditions to meet the needs of consumers, as a result of optimizing the flow of production processes and processing a large amount of data.

According to [7], the digital ecosystem provides an opportunity for potential buyers to create a unified system of access to a variety of services and goods. This property of digital ecosystems allows them to develop rapidly.

According to [8], the rapid development of use in business practice is facilitated by direct sales of goods and services to end consumers, as well as the opportunity to provide a wider range of services and goods offered.

According to [9], digital ecosystems are able to provide marketing communication and promptly inform consumers about new products, as well as about the advantage of these products over competitors' products.

Public-private partnership is gaining more and more popularity in many countries of the world every year. Within the framework of modern geopolitical conditions for sustainable economic growth, effective interaction of command-administrative and market management mechanisms is required, which properly complement each other.

According to [10], public-private partnership in most cases represents the transfer by the state to the management of the private sector of the economy in the operational management of infrastructure facilities, such as bridges, railways and highways, tunnels, hospitals, educational institutions.

According to [11], public-private partnership is an organizational and institutional mutually beneficial alliance between business and the state in order to implement regional, international and state projects in various sectors of the economy.

According to [12], public-private partnership as a form of cooperation between business and the state contributes to the successful state social policy.

According to [13], the main motivation of the private sector of the economy to participate in public-private partnership is the possibility of selling their goods and services in new markets or a guaranteed and stable order in the face of the state. For the state, the use of public-private partnership makes it possible to attract private investment in the

implementation of capital-intensive and resource-intensive infrastructure projects, as well as the development of various sectors of the economy, which ultimately makes it possible to achieve an increase in the level of well-being of the population.

According to [14], business representatives have the necessary motivation and competencies to make the most effective management decisions when implementing infrastructure projects. In addition, private companies with business experience can more accurately assess the investment attractiveness of projects and will not take part in projects that do not benefit them.

According to [15], public-private partnership should provide for the distribution of risks within the framework of the project implementation. At the same time, private investors may seek to take on more risks in exchange for higher incomes, and the state body participating in the public-private partnership will seek to reduce the risk in order to avoid excessive responsibility.

The relationship between the state and business within the framework of public-private partnership is regulated by bilateral agreements, regulatory and legal documents. An effective public-private partnership should be based on the principles of partnership in order to obtain mutual benefit, while each of the parties will be guided primarily by their own interests. Within the framework of the globalization of economic relations, public-private partnership can be considered as one of the main tools for increasing the level of efficiency of the national economy, which promotes the rational use of financial, labor, technical and material resources of the state.

According to [16] with public-private partnership, business, investing, has the opportunity to acquire the opportunity to receive instead of the object the opportunity to provide services with payments determined by the volume and quality of services provided.

According to [17], the state performs an important function in front of all citizens, providing them with the necessary vital benefits, while business has a whole arsenal of advantages, among which, effective management, rational use of available resources, a high level of quality of services provided, skills in finding and attracting customers, the use of innovative technologies are of the greatest importance.

According to [18], public-private partnership can become an effective mechanism for reforming economic relations. For the state, this is a great opportunity to implement many promising projects in industry and in housing and communal services.

At the same time, one of the most serious obstacles to the implementation of the mechanism of public-private partnership is corruption, which manifests itself at the stages of preparation and holding of a public tender, as well as during the implementation of an investment project.

2 Methods

This study is based on the analytical method. This made it possible to study the issues raised in the work in their development, unity, as well as interrelationships.

Taking into account the task and purpose of this study, functional-structural and systematic research methods were used.

This made it possible to study a number of issues related to the use of digital ecosystems in public-private partnership.

3 Results

In our opinion, in order to create conditions for effective interaction between private business and the state, it is advisable to create a specialized department of public-private partnership

under the Ministry of Economy. This department should be given special necessary powers to carry out the examination of projects within the framework of public-private partnership.

The main purpose of the functioning of this unit should be methodological, informational and methodological support of private partnership projects.

To this end, it is proposed to create state registers of public-private projects, which would include both projects under implementation and projects under planning.

An important role in this should be played by a digital ecosystem that would allow real-time access to project documentation.

This made it possible to attract private investors, including foreign ones, to implement various government programs. The digital ecosystem will allow private investors to save time on preparation and approval of documentation for participation in public-private partnership, to participate remotely in auctions and tenders.

The digital ecosystem will allow the public to monitor the correctness of budget spending in real time, as well as ensure transparency of the legal procedures carried out.

The digital ecosystem will allow the state to more effectively choose partners for public-private partnership.

The Department of Public-Private Partnership, based on a practical analysis of the implementation of joint projects between business and the state, will also develop proposals to improve the investment climate in the country, as well as develop regulatory documents regulating entrepreneurial activity.

In our opinion, the Department of Public-private Partnership should pay special attention to the analysis of concession projects.

4 Discussion

Public-private partnership is one of the most important areas for the development of social and transport infrastructure, the development of education and healthcare, and attracting private investment into the economy.

Successful implementation of infrastructure and investment projects within the framework of public-private partnership allows private capital, the state and ultimately the entire population to benefit.

State administrative levers should be aimed at creating the legal framework necessary for effective cooperation between business and government agencies.

Public-private partnership can play an important role in the implementation of state targeted programs. The participation of private capital in them will save budget spending and increase the return on investment activities.

The use of the digital ecosystem within the framework of public-private partnership makes it possible to simplify the interaction of private business with public institutions.

Thanks to the use of the digital ecosystem, the state will be able to more effectively choose business partners for the implementation of joint projects.

The use of the digital ecosystem will save time on the examination of promising investment projects.

5 Conclusions

The use of digital economic systems allows to increase labor productivity, reduce the time costs necessary for making effective management decisions.

Digital ecosystems are able to bring public-private partnership to a qualitatively higher level of relations between business and the state.

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