With the maturity of digital technologies such as AR, IT, and AI, digital transformation helps products become smarter. In 2020, beauty brand L'Oreal announced the launch of a new smart beauty product, Perso. The skincare version of Perso can judge the quality and problems of the user's skin through the user's photo and then customize the skin care plan for the user based on the AI system. The product automatically dispenses a blend of skincare lotions suitable for the user. Also, as early as 2015, MODA proposed the concept of a digital makeup artist. It uses 3D printing inkjet technology to complete the entire makeup. To a large extent, personalized and exclusive functions make consumers dependent and increase customer loyalty.

The powerful functions of smart beauty products have made it a new trend. According to Forrester's research, 77 % of consumers are willing to pay more for a brand that offers a personalized product service or product experience [2]. Numerous companies are using digital technology and new ways to solve the problem of personalization. L'Oreal officially acquired ModiFace, a Canadian beauty technology company, and launched its own «Makeup Genius». Similarly, Shiseido has developed US-based artificial intelligence company Giaran to launch its virtual makeup app that offers customers a customized experience. The blessing of digital technology helps beauty products transform from a single product to a combination of products and services. This will have a positive effect on the beauty market. Beauty companies should comply with the development of smart beauty products and strive to develop products that lead the trend of consumers, to gain a leading edge in the future competition of agility, personalization, and service.

Digital transformation acts on the operation of beauty products, which can realize the integration of online and offline, and communicate with omnichannel resources. Online sales channels are convenient and fast. And consumers' loyalty to beauty brands and acceptance of recommendations is closely related to digital media exposure. According to statistics from Hivency, four out of five consumers purchase beauty products after seeing a recommendation on digital media. Therefore, in this era of «Traffic is King», beauty companies should increase their drainage expenditures appropriately to cope with the fierce market competition. Shelf deployment, product trials, and manual services in offline stores can increase consumer experience and trust. The digital system can break the boundaries between online and offline, customer group boundaries, and supply boundaries. For example, DEEPEXI DR can help the entire industry achieve a more modern management model, refined cost control, and efficient collaboration.

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THE GREEN RECOVERY AND SUSTAINABLE DEVELOPMENT OF THE DIGITAL-DRIVEN ECONOMY

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The development of big data products such as artificial intelligence, the Internet of Things, the Internet, and cloud computing has promoted the wave of digitization. The instability of the epidemic has caused economic shocks, but the digital non-contact, low energy consumption and high-efficiency characteristics have promoted economic recovery and development. This article proposes a framework that outlines the three critical areas of digital drive for economic green recovery and sustainable development: digital campaigns the green recovery and sustainable development of the industries; digital drives the green recovery and sustainable development of the consumption; digital drives the green recovery and sustainable development of the market.

Keywords: digital; industries; consumption; market.

«ЗЕЛЕНОЕ» ВОССТАНОВЛЕНИЕ И УСТОЙЧИВОЕ РАЗВИТИЕ ЦИФРОВОЙ ЭКОНОМИКИ

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Развитие продуктов больших данных, таких как искусственный интеллект, Интернет вещей и облачные вычисления, способствовало волне цифровизации. Нестабильность эпидемии вызвала экономические потрясения, но цифровая бесконтактная связь, низкое энергопотребление и высокоэффективные технологии способствовали восстановлению и развитию экономики. В этой статье предлагается схема, очерчивающая три ключевые области цифрового движения к «зеленому» восстановлению экономики и устойчивому развитию: цифровые стимулы для устойчивого развития отраслей; цифровые технологии для зеленого восстановления и развития потребления; цифровые технологии для восстановления и устойчивого развития рынка.

Ключевые слова: цифровизация; отрасли промышленности; потребление; рынок.

In recent decades, digital, as an essential driving force for economic development, has become an important trend in world development and the trend of the times. COVID-19 caused a brief downturn in the economy. But according to Celerity's survey report, 63 % of leaders believe the Covid-19 situation has prompted them to embrace digital transformation earlier than initially planned [1]. The advancement and the innovation of digital technology promote the development of the industry, the upgrade of consumer groups, and the transformation of the consumer market.

Digital is a scientific and technological force backed by digital communication technology and information technology. It includes forms of existence led by the Internet, the Internet of Things, mobile technology, and artificial intelligence. The power of digital is not only experienced at the technical level of cloud computing, big data analysis, and the Internet of Things. Digital innovation and creativity have also promoted the improvement of the industry, providing companies with new products, new consumption, and the real opportunity of services to transfer to new markets. Digital has two unique advantages. First, low energy consumption and high efficiency. Second, it can realize the functions of self-learning, self-renewal, and self-improvement through data feedback.

The European Union defines the green recovery of the economy as a more resilient and tolerant sustainable economic model for the earth [2]. Some scholars believe that green recovery means taking measures to deal with the coronavirus's social, economic, and environmental

impacts [3]. Although there is no uniform standard for the meaning of green recovery, all the goals are to rebuild the balance between the economy and the environment. Therefore, this article's explanation of the green recovery refers to considering ecological balance and a green economy based on the original economy. Although Covid-19 impacted economic growth, it also ushered in an opportunity for economic structural adjustment. For example, as the external market demand continues to be sluggish, many foreign trade companies have begun to work hard to explore the domestic market and increase product advantages through innovation. This provides a critical window for the recovery of the green economy. Covid-19 has also exposed many of the disadvantages of the original traditional intensive manufacturing industries. The lack of close contact during the epidemic, the restriction of labor mobility, and the increase in costs have all urged the reform of these enterprises. These opportunities for change have spurred a green recovery of the economy.

Sustainable economic development has always been a hot issue and challenge. Sustainable development is the development that not only meets the needs of contemporary people without harming the needs of future generations [4]. Compared with the green recovery of the economy, the sustainable development of the economy focuses more on the level of development. Especially the sustainable development of new industries, new consumption and new markets.

The green recovery of the industry is to transform the traditional black industry into a green industry. Through the use of digital can be used to accelerate the pace of transformation of traditional enterprises. For example, the traditional high-pollution, high-energy consumption, and low-efficiency industries are transformed into a green industrial chain. According to the Global e-Sustainability Initiative, ICT can help other industries reduce global greenhouse gas emissions by 20 % by 2030 [5]. Digital can use high-tech digital technologies to optimize energy production and fully tap the development advantages of traditional industries by breaking the development inertia and interest rigidities of these traditional industries. For example, product life cycle traceability, etc.

Another aspect of the digital drive for industries refers to the sustainable development of new industries. For example, the development of renewable energy, the establishment of smart cities in digital cities, the development of new digital media, etc. During the epidemic, new digital media keenly perceive the space for development. They use big data and digital innovation to provide contactless delivery, online work, and control and share epidemic data to meet the needs of current consumers. For the full year of 2021, TikTok app revenue will reach $2.3 billion, a year-on-year increase of 77 % [6]. Therefore, digital can fundamentally promote the sustainable development of emerging industries and achieve economic leaps.

Consumption is the engine of economic growth and the strong momentum of the dual cycle at home and abroad. Consumer demand is the most fundamental demand and the starting point of economic development. To meet the new needs of consumers during the epidemic period, the application of digital technology has unlocked many new forms of green consumption, implemented the upgrade and iteration of consumption, and promoted the green recovery of consumption. For example, the 5G telemedicine system can build medical big data, save medical expenses, and fill the gap of traditional medical care. The sustainable development of consumption driven by digital is mainly implemented in four points: consumption concept, consumption habits, consumption structure, and consumption pattern. Digital brings more avant-garde consumption concepts, such as product-service systems. It will transform from product-oriented to service-oriented. Consumers need functions rather than products, and the sharing economy has been derived from this, which has promoted the change of consumer attitudes. The convenience brought about by the formation of consumption concepts subtly changes the consumption habits of consumers. Xiaomi, Huawei, Samsung help customers build their ecosystems and change consumers' consumption habits through intelligent ecosystems. In addition, system updates, product updates, and the introduction of new products have driven the upgrade of consumption structure and promoted the transformation of consumption patterns.

The market is an important intermediary in the economic system and a key platform that links industry and consumption. It includes establishing market mechanisms, adjustment of supply and demand, expansion and guidance of consumption, etc. Digital helps the market establish more intelligent agents. For example, the use of smart technology to make market mechanisms more transparent can provide fairer service opportunities and increase well-being. Digital integration and online and offline consumption interaction have spawned new business models that better satisfy the relationship between supply and demand. Digital uses the barrier-free digital public service system to further expand consumption capacity. Therefore, concerning the market, digital has driven the green recovery and sustainable development of the market with the help of new technologies and new business model upgrades.

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THE POSITIVE ROLE OF DIGITAL TECHNOLOGY IN CHINA'S ECONOMIC DEVELOPMENT AND TECHNOLOGICAL INNOVATION DURING THE COVID-19

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This article expounds the shape of world economic development under the influence of COVID-19, discusses the importance of China's development of digital technology on this basis, and briefly introduces China's measures and specific actions to develop digital economy and digital technology innovation.

Keywords: digital economy; digital technology; China's technological innovation; China's economy; global economy.

ПОЛОЖИТЕЛЬНАЯ РОЛЬ ЦИФРОВЫХ ТЕХНОЛОГИЙ В ЭКОНОМИЧЕСКОМ РАЗВИТИИ КИТАЯ И ТЕХНОЛОГИЧЕСКИХ ИННОВАЦИЯХ ВО ВРЕМЯ COVID-19

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