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DIGITAL PLATFORMS AND DIGITAL ECOSYSTEMS IN THE DIGITAL ECONOMY

It describes what is a digital platform and what is a digital ecosystem, as well as their development and future in the digital economy, so as to achieve governance and optimization of the digital platform business ecosystem.

Keywords: *digital platform, digital ecosystem, digital economy*

The digital platform is an institutional digital service center that integrates technology, aggregates data, and enables applications. With intelligent digital technology as the component, data as the production resource, and standard digital services as the output, the digital platform enables institutional business innovation and efficient operation, assists institutional data management and value mining, and reduces the complexity of institutional technology operation and technology management.

Digital ecosystem is a complex use system composed of heterogeneous digital subjects and their complex relationships, such as providers and users of digital elements. It can improve system efficiency, promote information sharing, cooperation within and between subjects, and system innovation through interaction between digital subjects.

Digital economy refers to an economic system in which digital technology is widely used and has brought about fundamental changes in the entire economic environment and economic activities. Digital economy is also a new economic system in which information and business activities are digitalized. Human beings identify, select, filter, store and use digital knowledge and information to guide and realize rapid optimal allocation and regeneration of resources and high-quality economic development.

Through the digital platform, the digital economy will create more employment opportunities for the society and become an important cornerstone to promote people's livelihood development and social stability. The digital platform and ecosystem born on the basis of digital technology, due to its flexibility, openness and controllability, has gradually become the center of many companies' innovation activities and penetrated into many industries.

Establishment and current situation of digital platform economy. The overall architecture of the digital platform is based on corresponding management, data analysis and management as the core, and digital services as the interface. Through the network connection terminal, it ultimately provides customers, consumers, partners, suppliers and employees with various support and services. With the arrival of the second information revolution digital technology era, digital technology has fully penetrated into the entire economic development process. In the Internet digital platform economy, a large number of consumers, investors and platform suppliers have become the main body of the platform economy. With the continuous breakthroughs in information technologies such as cloud computing, big data, mobile Internet, and artificial intelligence, China's major Internet companies have begun to develop new financial products, design financial processes, and innovate financial service models on Internet infrastructure, making China's digital economy truly enter a new era of platform economy. With the further development of financial digital technology and the continuous introduction of national classified regulatory policies, digital platform economy, as a new organizational mode of productivity, has played a crucial role in optimizing resource allocation and promoting the development of China's Internet financial platform. However, in the process of the development of some digital platforms, there are still some problems and challenges. China's Internet non-public equity financing business is still in the exploratory stage, the overall enthusiasm of investors is not high, and the business model of the platform needs to be formed. We need to pay attention to serious violations such as false capital injection, illegal lending, and capital misappropriation, and we need to conduct real-time monitoring and information disclosure of data.

Value and governance mechanism of digital ecosystem. The participating members of the ecosystem are the core enterprises and their various partners that build the ecosystem. The core enterprise is the cornerstone and leader of the ecosystem. Other participants mainly include their suppliers, distributors, partners and third-party complements. Everyone is an independent individual, making decisions independently. Although in many cases, there may be an equity relationship between core enterprises and participating members, different participating members still have relative independence and decision-making autonomy. On this basis, due to a general shared vision of value creation or a specific value proposition, all parties come together to interact and participate in the collaborative process of value creation. We share the vision or a specific value proposition related to value creation, and jointly create value through common evolution and specialization. Ecological governance is the key guarantee for the successful implementation of the strategy, including three elements: the first is the boundary, which determines how ecology is closely connected with the environment, and how infrastructure supports ecology; The second is the membership. The openness, regularity, closeness and exclusiveness of its qualifications determine the degree of ecological participation; The third is power. Its stratification, sharing and transfer determine the control and vitality of ecology.

Economic Analysis and Prospect Based on Digital Platform and Digital Ecosystem. Understanding various users, suppliers, partners and their relationships in the digital platform business ecosystem is an important prerequisite for implementing the enterprise digital platform development strategy. In the context of extensive cooperation, it is an inevitable choice for enterprises to jointly promote the construction of digital platforms with the ecosystem. Establish the vision and goal of the digital platform, define the basic development direction, strategic priorities and feasible strategies of the enterprise digital platform, and translate the platform strategy into specific action steps. Establish application scenarios based on different stage goals, focusing on classification and stages, draw a short-term, medium-term and long-term development baseline, and formulate a clear digital platform development roadmap. Although the construction of a digital ecosystem is a great opportunity to overtake at a curve, many companies still do not realize its value today, and may have unknowingly missed the opportunity to build a digital ecosystem many times. Basically, it ignores the importance of various channels in meeting customer needs. Although digital ecology is a topic full of technology, it is undoubtedly necessary to build a digital ecology that is adaptable to human development, emancipates the mind, dares to do, creates a business ecology with a good living and investment environment, and an international ecology with open communication. That is to say, building a sound digital ecology will not come out of nowhere. Governments, enterprises, and individuals are indispensable and need to be nurtured together.

Conclusion. Based on the development history and current situation of digital platforms and digital ecosystems, and combined with the actual situation of China's digital economy and the formulation of relevant regulatory policies, this paper proposes some problems and challenges that need to be solved by the platform at this stage. Establish a free distribution market of resources on the platform. The business and service products need to be tested by the market. Through the evaluation of the response of the market and end users, we can promote the resources on the platform to favor the business with better market prospects and ensure the return of resource investment. Based on the market response obtained from the front-end business, it can also strengthen the monitoring and feedback of the use and operation effect of various services on the platform system, promote the improvement of various capabilities, and achieve the governance, continuous optimization, transformation and upgrading of the digital platform business ecosystem.

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