

## **НАПРЯМ 7. АКТУАЛЬНІ ПРОБЛЕМИ РОЗВИТКУ СУЧАСНОЇ ЕКОНОМІКИ**

### **USING THE POTENTIAL, CREATIVITY AND KNOWLEDGE OF THE COMMUNITY TO IMPLEMENT SPECIFIC TASKS IN ECONOMY 4.0. OPPORTUNITIES AND THREATS OF CROWDSOURCING<sup>1</sup>**

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«Information society» – this concept was created in 1963 by Tadeo Umesao, but it became popular in the 21st century with the increasing availability of new technologies and the progressive use of information and communication technologies (ICT) in individual sectors of the economy, including public administration. Data and information have become the raw material that citizens use by ICT and with their help they e.g., shape a new paradigm of representative democracy, transforming it into e-democracy [2, p. 47]. According to Alvin Toffler, from the end of the 20th century, the economy enters the post-industrial stage (the third wave), in which knowledge and information constitute the most important resources, and thus transforms into a «super-symbolic economy» [4, p. 64]. Dirk Helbing even claims that we are becoming a «participatory market society» characterized by «ubiquity of information, bottom-up participation, ‘co-creation’, self-organization, and collective intelligence» [3, p. 197]. In practice, the omnipresence of digital technologies and the progressive networking of individual dimensions of human activity, including social relations, led to the fact that researchers define the effect of the ongoing digital transformation more often as «Economy 4.0».

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<sup>1</sup> The abstract is based on excerpts from a scientific article that will be published under this title in 2022.

The use of the concept of Economy 4.0 as an effect of the socio-economic digital transformation, initially taking place in the industry (Industry 4.0), is justified, and one of its trends has become the use of crowds to obtain knowledge, data, or other resources under crowdsourcing. In view of the above, it can be concluded that we are entering the next stage of the information society development, where communication with the administration becomes two-way (in line with e-governance), and e-participation is increasingly taking the form of an open call, where an anonymous crowd helps shape better quality public services.

Crowdsourcing has great potential, but there are several challenges that need to be dealt with, in order to be able to use this bottom-up, creative and open process to achieve top-down goals [1, p. 15]. The aim of the speech is to try to determine the potential of using crowdsourcing in Economy 4.0.

### **References:**

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3. Helbing, D, *The Economy 4.0*. In: *Next Civilization*. Springer, Chams, 2021. P. 197-223.
4. Kundera E. *Koncepcja gospodarki nadsymbolicznej Alvina Tofflera*, *Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach*. 2016. № 259. P. 60-69.

## **DEVELOPMENT OF INDUSTRY 4.0 AND 5.0 IN EUROPE**

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The development of the modern economy is determined by a number of conditions. One of the most important factors for achieving competitive