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THE NATURE OF DIGITAL HUMAN DIMENSION: PROBLEMS, CHALLENGES AND PRIORITIES OF PRACTICAL IMPLEMENTATION

In the conditions of the global turbulence of the world, the emergence of virtual reality, the imperative of the digitalization of education, and the change of the paradigm of the knowledge economy, there was a need to rethink the work of institutes of science and education. For the economy of Ukraine, due to the modern institutional and structural changes, there is also an urgent need to digitize the educational institute on the basis of inclusiveness and in compliance with all the principles of barrier-freeness. This can be achieved under the condition of the synthesis of digital institutes of the development and implementation of active innovative changes. It is “digital” and “innovation” that have the basis that would transform the information and knowledge society in accordance with today’s challenges [3, p. 663; 4, p. 47].

As for the digital world in which humanity lives, it is characterized by transparency, flexibility, danger, and hybridity. It lacks freedom as such. Among the challenges faced by an individual in the digital world are the low level of authenticity of digital existence, sometimes an imitation of actual reality, the constantly changing technological landscape of the digital world, genetically modified information, its own algorithm for transforming the mechanisms of life and cooperation in the digital ecosystem.

The digital ecosystem is ultra-fast, but errs in the blink of an eye. For her, randomness is inherent. In the real world, it is more likely to influence the course of events and decision-making. If there is time and certain distances, spaces, then a person can, for example, re-sign a contract, change logistics routes, transfer the desired product, bring or deliver the desired product, and transfer the desired equipment. When working in a digital ecosystem, a person needs to make decisions based on the principle of “here and now” and negotiate urgently because the digital world is super-fast.

The core of the digital power of Society 5.0 lies in human intelligence and the institution of education. The principle of dominance in the course of the digital transformation of the educational institution plays an important role in the formation of Society 5.0. With the help of economic professional education, an individual can activate his digital gift, which is eventually tested for suitability by the system of digital social expertise.

The digital identification of a person plays an important role in the formation of a model of the hyperreal world in the conditions of the global transformation of humanity. On the one hand, the applied design philosophy of digital technologies depends on a qualitatively prepared generation of individuals and the existing digital anthropology, and on the other hand, it is under the influence of an effectively conducted transformation of economic systems and existing institutions functioning in new geostrategic realities. It should not be forgotten that the digital dimension of a person is influenced by his talent, intelligence, ability to be creative, and his

inherent thinking mechanisms.

The institutional and structural framework of the digital dimension of a person is formed by the modern system of economic education with the help of digital student-centeredness and the “intellectual power” of the individual. And technological progress, the development of an innovative economy, the formation of a new technical-technological order, passes through the formation of a human-centered model of the economy[1; 2].

All this is possible in the presence of an innovative person. The individual himself needs a high-quality institutional and organizational structure of the economy, which affects not only the efficiency of the production of innovative products but also the efficiency of innovative developments. It is the effectiveness of innovative developments today that is of paramount importance for the development of the science-intensive industries of the Ukrainian economy. It is no exaggeration to say that humanity is going through a “sharp digital turn” of virtual reality. We are witnessing the “digital colonization” of the modern labor market. In *Figure*, we tried to present the author’s vision of the innovative technological model of the development of a “digital” person.

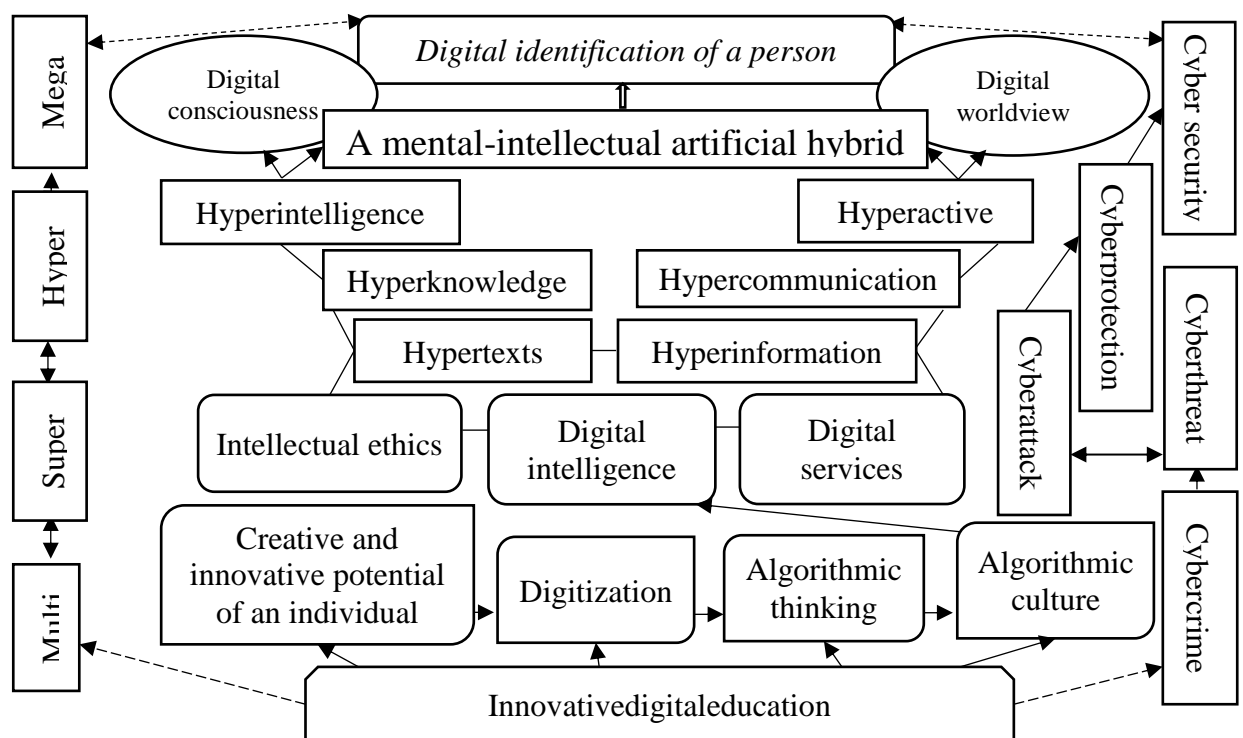





Fig. Innovative and technological model of the development of a “digital” person (authors’ development)

Biodigital social renewal is inevitable for humanity. From *Figure*, it becomes obvious that the technocentric system of the world, which is currently being formed at a hyper-fast pace with the participation of modern man, is simultaneously becoming a world of unlimited opportunities, but, at the same time, it is characterized by a lack of freedom and the “convergence of machine and man”. There is an urgent need for the formation of a new quality of intellectual property management produced by a “digital” person. After all, in the 21st century, we have some super-acceleration in the pace and number of produced novelties, innovations, developments, innovations, and their scaling and commercialization. *Table* presents the priority that should be kept in mind when forming a new digital order.

Priority during the formation of a new digital order (*author's view*)

 Umbrella of innovation	 Digitalization umbrella	 Safety umbrella
☞Quality – ✱Progressiveness		
⚡Speed – 🌱Intelligibility		
🛡️Security 🛡️Reliability		
👤Inclusivity – 😊Humanity		
💻Efficiency – 📄Productivity		
👉Excellent – 👈imperfect institutions; 👉quality – ☹️poor quality institutions		

In the 21st century, we are on the verge of a reputational crisis in the digital space that exists today, so the umbrellas of security, digitalization, and innovation are becoming a necessity, not a wish. There is a need to institutionalize digital security at different levels of economic aggregation. The digital order is more “fragile”, transparent, associated with risk and always needs coordination with the institutional order and innovation. There is a need for the formation of artificial intelligence ethics, high-quality cyber infrastructure, intellectualized ethics, computer ethics, and Internet ethics, which will avoid social chaos and achieve a hyperreal culture of interpersonal interaction in society. At the same time, the younger generation of people must be ready to work with new digital complexity; enhance digital reality; eliminate informational chaos, which grows exponentially; develop basic digital ethical norms, values and meanings; to form a high-quality civilization of transparency in the borders of the clear digital hybridity of the global world on the basis of digital inclusion.

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