
Digital franchising: a development tool in the sectors, complexes and fields of activity of the national economy of Russia

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Annotation

Subject/topic. The article considers the content of the concept of «digital franchising» as a new form of effective organization and management of business processes. **The purpose and objectives** of the study is to conduct a macroeconomic analysis of the situation on the e-Commerce market, taking place on the Internet, etc. **Methodology.** The study used: General scientific dialectical method of scientific knowledge, as well as some special research methods: historical-legal, comparative, statistical, generalization method, and others. **Results.** The article reveals the essence of the concept of «digital franchising». It is proved that for the purpose of integrating new business models into the General economy, it is necessary to bring the regulatory and tax base into line, which will allow participants to interact most effectively. Prospects for the development of "digital franchising" in Russia are defined. **Conclusions/significance.** The study concluded that with the development of e-Commerce, there is also a development of digital franchising. «Digital franchising» refers to a special form of inter-organizational cooperation. Such cooperation is based on the transfer of one entity (franchisor) to another entity (franchisee) for the use of intellectual property that has all the properties of non-network franchising. The main specificity of this type of cooperation is that the formation and functioning of the franchise network is carried out on the Internet. In the context of the digital economy, franchisors must adapt their franchise systems to ensure a consistent standard of brand offering and control over how franchisees conduct online sales and advertising across all channels, including social network.

Keywords: *digitalization, franchising, management, development, industries, national economy*

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