

Models of government regulation of the digital industry in various conditions of technological development

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Abstract

Subject/topic. The article is devoted to defining models of state regulation of digital transformation depending on competitive advantages in the field of digital technologies and the priority of public administration tasks. The subject of the study is the indicators of technological development of states and acts of state regulation of the digital industry. **Purpose/tasks.** The purpose of the article is to determine an adequate model of state governance of digitalization depending on the combination of exogenous and endogenous factors. The tasks of the study include: identifying the sequence of tasks of public management of the digital industry depending on technological development and the state of competition in the international digital market, establishing the relationship between liberalization and protectionist tools in accordance with the priority tasks of state regulation; identification of key areas of state regulation of digitalization. **Methodology.** The article uses general scientific methods (collection, analysis and synthesis of information), the method of comparative analysis in relation to the areas of state regulation of the digital industry, and the inductive method in formulating conclusions. **Results.** The tasks of state management of digitalization are ranked depending on the accumulated technological base and the state of international competition. Based on an analysis of international practice in regulating emerging industries, an effective combination of protectionist and liberalization tools has been identified at various stages of the formation and development of digital production. Strengthening government regulation to ensure digital security has been proven. Protectionist tools for developing the international competitiveness of the digital sector of the national economy are indicated. **Conclusions/Significance.** The novelty of the study lies in the identification of models of state governance of digitalization for countries issuing digital technologies and countries with catching up digital development, allowing them to operate with a set of government regulation tools in order to ensure digital security and increase the international competitiveness of the digital industry. **Application.** The results can be applied in the development and implementation of state economic policy in order to ensure digital accessibility, digital security and competitiveness in the international market of digital products, services and technologies.

Keywords: *digitalization, digital competition, digital accessibility, digital security, state governance, public policy, protectionism.*

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