PROSPECTS FOR THE DEVELOPMENT IN RUSSIA REGARDING E-GOVERNANCE AND E-EDUCATION

PERSPECTIVAS PARA O DESENVOLVIMENTO NA RÚSSIA EM RELAÇÃO A E-GOVERNANÇA E E-EDUCAÇÃO

PERSPECTIVAS DE DESARROLLO EN RUSIA EN RELACIÓN CON LA GOBERNANZA ELECTRÓNICA Y LA EDUCACIÓN ELECTRÓNICA

Litvina Kristina YAKOVLEVNA[1]
Nedova Natalia SERGEEVNA[2]
Ilya Okhotnikov VIKTOROVICH[3]
Sakhbieva Amina ILDAROVNA[4]
Vavakina Olga BORISOVNA[5]
Sergei V. KOLGANOV[6]
Ivanchenko Nadezhda SHAVKATOVNA[7]
Kabanov Oleg VLADIMIROVICH[8]
Lazareva Alina IGOREVNA[9]

ABSTRACT: e-education or e-learning delivers education or any training by electronic teaching methods. The paper investigates foreign models of e-education and e-government development. The large-scale use of information technology in the management of education and government feedback requires huge costs for processing big data and the need to ensure the security of information stored in the e-government and e-education system. A descriptive-analytical method is utilized to meet the study's aim, and several relevant articles are considered. Based on the results, it can be concluded that the services defined in the Concept for the phased creation and development of a new digital platform in Russia have already been created and function in one form or another in several foreign models.

KEYWORDS: Digitalization. e-education. Education. e-government.

[1] The Herzen State Pedagogical University of Russia, St. Petersburg – Russia. Candidate of Economic Sciences. Department of Branch Economics and Finance. ORCID: https://orcid.org/0000-0003-3950-7661.

[2] Russian University of Transport (MIIT), Moscow – Russia. ORCID: https://orcid.org/0000-0003-3238-2202.

[3] Russian University of Transport (MIIT), Moscow – Russia. ORCID: https://orcid.org/0000-0003-0455-8514.

[4] University of Management "TISBI", Kazan – Russia. PhD, associate professor of the Department Finance and Credit. ORCID: https://orcid.org/0000-0001-8609-5191. E-mail: aminasmile@mail

[5] Plekhanov Russian University of Economics, Moscow – Russia. ORCID: https://orcid.org/0000-0003-4542-538X.

[6] Moscow Aviation Institute (National Research University), Moscow – Russia. PhD Candidate in Philosophy, Associate professor at the Department 517 of the Institute №5. ORCID: https://orcid.org/0000-0002-2684-4805.

[7] RUDN University, Moscow, Russia. ORCID: https://orcid.org/0000-0002-8370-9343.

[8] National Research Ogarev Mordovia State University, Saransk – Republic of Mordovia – Russia. ORCID: https://orcid.org/0000-0003-4621-3389.

[9] National Research Ogarev Mordovia State University, Saransk – Republic of Mordovia – Russia.

Litvina Kristina YAKOVLEVNA; Nedova Natalia SERGEEVNA; Ilya Okhotnikov VIKTOROVICH; Sakhbieva Amina ILDAROVNA
Vavakina Olga BORISOVNA; Sergei V. KOLGANOV; Ivanchenko Nadezhda SHAVKATOVNA; Kabanov Oleg VLADIMIROVICH and
Lazareva Alina IGOREVNA

RESUMO: *e-educação ou e-learning oferece educação ou qualquer treinamento por métodos de ensino eletrônico. O artigo investiga modelos estrangeiros de e-educação e desenvolvimento de governo eletrônico. O uso em larga escala da tecnologia da informação na gestão da educação e feedback do governo exige enormes custos para o processamento de big data e a necessidade de garantir a segurança das informações armazenadas no governo eletrônico e no sistema de educação eletrônica. O método descritivo-analítico é utilizado para atender ao objetivo do estudo, e vários artigos relevantes são levados em consideração. Com base nos resultados, pode-se concluir que os serviços definidos no Conceito para a criação e desenvolvimento faseado de uma nova plataforma digital na Rússia já foram criados e funcionam de uma forma ou de outra em vários modelos estrangeiros.*

PALAVRAS-CHAVE: *Digitalização. e-educação. Educação. e-governo.*

RESUMEN: *La educación electrónica o el aprendizaje electrónico brindan educación o cualquier capacitación mediante métodos de enseñanza electrónicos. El artículo investiga modelos extranjeros de educación electrónica y desarrollo de gobierno electrónico. El uso a gran escala de la tecnología de la información en la gestión de la educación y la retroalimentación del gobierno requiere enormes costos para procesar grandes datos y la necesidad de garantizar la seguridad de la información almacenada en el sistema de gobierno electrónico y educación electrónica. Se utiliza un método descriptivo-analítico para cumplir con el objetivo del estudio, y se tienen en cuenta varios artículos y salsas relevantes. Según los resultados, se puede concluir que los servicios definidos en el Concepto para la creación y el desarrollo por etapas de una nueva plataforma digital en Rusia ya se han creado y funcionan de una forma u otra en varios modelos extranjeros.*

PALABRAS CLAVE: *Digitalización. e-educación. Educación. e-gobierno.*

Introduction

The creation of a digital government, the provision of digital public services has already covered almost all aspects of the life of a modern person: a person in a digital society is born, exists and dies using common data storages, electronic services - in the tax service, when registering property rights, when receiving police clearance certificates, on income, on the dynamics of funds in the Pension Fund of the Russian Federation, etc. Such a sphere of human relationships as managing consumer feedback of goods and services and power - also requires digitalization (TOLMACHEV *et al.*, 2021).

The creation of digital platforms for customer relationships is one such challenge and belongs to the areas of e-government governance.

Organization of purchases, selection and verification of goods and services, archiving information about sales, accumulating information about claims of citizens for low-quality goods and services, organizing court proceedings, automating the issuance of certificates and

opinions of judicial authorities, policy of organizing healthy food, baby food, etc. - those tasks that require integration into a single information space (TRICKER, 2015). A finite set of services on the platform concerning the relationship between the state and consumers, is open for additions and changes, contains the necessary functionality that would satisfy customers, buyers of goods and services.

Creation of a system for providing a full set of services to consumers is one of the tasks of digitalization of e-government management. E-government is a way of interaction between citizens and business with the government to obtain information and a number of public services using information technologies, as well as interaction of public authorities with each other, which allows achieving maximum efficiency and efficiency of public administration (GAO *et al.*, 2021; HEIDARY *et al.*, 2017).

The first stage will be the organization of "information presence", that is, the moment when the authorities begin to be present in the information and telecommunications network of the Internet at the basic level: separate websites of state structures are create that have the simplest general information about the authorities. This stage is characterize by a one-sided and non-centralized return of information: sites are rarely updates, differ in functionality and design, do not have feedback, and the information is often not comprehensive and not structured. At this stage of the evolution of the use of information technologies in public administration, the actors involved are only testing the ground, mastering and getting used to their presence on the Internet, so the most important step here will be to create an appropriate quality regulatory framework for the further development of e-government.

The second stage is the stage of interactive interaction, at which communication begins to become two-way: e-mail, forums and other means of communication appear, as well as databases for processing these requests. Updating sites with new information becomes more regular, and they no longer look "not alive". Thus, the involvement of citizens and business in interaction with government agencies is gradually beginning.

The third stage - transactional interaction - is associated with the development of levels and methods of interaction. There is an opportunity for direct communication in real time, as well as the ability to carry out monetary transactions (for example, pay bills or state duties) using cards. It becomes possible to create a personal account and pass the appropriate authentication (KAMOLOV; ARTEMOVA, 2017).

*Litvina Kristina YAKOVLEVNA; Nedova Natalia SERGEEVNA; Ilya Okhotnikov VIKTOROVICH; Sakhbieva Amina ILDAROVNA
Vavakina Olga BORISOVNA; Sergei V. KOLGANOV; Ivanchenko Nadezhda SHAVKATOVNA; Kabanov Oleg VLADIMIROVICH and
Lazareva Alina IGOREVNA*

Methods

In accordance with the Concept for the development of mechanisms for the provision of state and municipal services in electronic forms, the development of the Unified Portal of State and Municipal Services (EPGU) is envisage as a single electronic window for the provision of state services and functions in electronic form. EPGU are include in interaction with portals of government bodies, regional portals, as well as websites of commercial companies. According to I. Davydova (2013) the key areas of development in this area are:

- Ensuring the ability to access services and services from all types of devices, with a predominantly mobile one;

- Provision of electronic mechanisms for monitoring the status and results of the provision of services;

- Organization of personalized provision of services;

- Providing an integrated usability in each user interface.

In addition to EPGU and the Unified System of Identification and Authentication (ESIA), the Electronic Government of Russia includes the Unified System of Regulatory and Reference Information (UNSI). ENSI is a state information system, consisting of a register of basic state information resources and a register of regulatory reference information. The user is in the same way "present" in the network, can receive government services; public authorities begin to interact with each other, which increases the efficiency of their work (LITVINA; REBTSOVSKAYA, 2020).

Results and Discussion

Based on the results of the analysis of international experience in this area, depending on the geographical distribution, we have identified a number of models for the development of e-government: European, including the Baltic, Anglo-American (in some sources called "Western"), Eastern ("Asian") and Russian models.

The Baltic model is part of the European model since the countries that are part of the country mostly occupy high positions in the E-Government Development Index 2020 (EGDI-2020). EGDI-2020: Estonia - 0.9473, Lithuania - 0.8665, Latvia - 0.7798 (UN E-Government Survey 2020) is based on the development of consumer literacy of the population through the implementation of feedback with the consumer based on the development of a network of information centers for citizens.

Thus, the main goal of introducing a network of information centers in Lithuania, Latvia and Estonia is to help people get better and more efficiently high quality, understandable information on all economic and social issues: consumer, social, civil, patients' rights, etc. The emphasis is on impartial counseling which will help develop the literacy of citizens, which in turn is one of the most important values of this information system.

The goal of developing a network of information services is to advise residents of the Baltic region on issues related to utilities, housing, health care, family, work, taxes, debts, inform them about access to social services, support from government agencies, municipalities and non-governmental institutions, summarize proposals and requests coming from people, drawing up on their basis recommendations to the government, other government agencies.

The main tasks of the network of information centers:

- To provide reliable, accurate and understandable information

- Provide access to various sources of information and channels

- To ensure awareness of citizens in the field of consumer protection

- Assistance in the assessment and selection of quality information during periods of surplus

- Actively contribute to improving information literacy of citizens.

The main services provided within the network of information centers are services aimed at: increasing consumer literacy, providing analytical information on consumer protection issues, online consulting, developing cooperation, and changing (initiating) new legislative acts in the field of consumer protection. Thus, the service for providing analytical information on consumer protection includes the following sections: research based on the "mystery shopper" method, consumer and business opinions, analysis of regulatory legal acts, media monitoring, monitoring of commerce, sociological research.

However, it should be note that despite the development of their own institutions and information services for the protection of consumer rights, the countries of the Baltic region have been subject to the European development model since joining the European Union.

The European model is characterized by an emphasis on the unity of the nation and the resulting standardization of all processes, an orientation towards the citizen and a strong legal regulation of relations in the field of information technology in the territory of the European Union. This model successfully allows the user to receive services and perform their civic duties. The European Union in general and the European model of e-government in particular tend to pay great attention to the integration of the European community. The European Union considers investments in the field of information technologies as investments, first, in society,

in preserving the heritage of Europe. Therefore, since 2000, there has been "Electronic Europe", which is a kind of supranational electronic government. National e-governments, in turn, are each created within its own state.

So, e-government in Germany (EGDI-2020 = 0.8524), considered one of the most successful in the world. It was construct, on four pillars of public sector modernization:

- New distribution of responsibilities, increasing the efficiency of service delivery;

- Orientation towards citizens as equal partners of the state;

- Diversified development of public services, as a result of which the authorities will better cope with their responsibilities, use funds more efficiently and act more transparently;

- Effective leadership to recruit and retain employees with a stake in the results of their work.

Through the Deutschland Online initiative, Germany provides federal, state or municipality level services on a single platform in accordance with uniform standards. Using the e-government platform, you can apply for documents, participate in e-government procurement, file tax returns, obtain information from the register of legal entities, or even repay a student loan.

The second model - the Anglo-American, or Western - is common, respectively, in the USA (EGDI-2020 = 0.9297), Canada (EGDI-2020 = 0.8420) and the UK (EGDI-2020 = 0.9358). This model is characterized by the exclusion of excessive functions of the state, a focus on high efficiency, a high level of opportunities for carrying out financial transactions via the Internet, and a general view of the citizen not as an equal partner, but as a customer who needs to be served.

In 1994, Canada began to address the issue of transferring information from the state to citizens; the main goal was to provide all citizens with the same access to public services, which was very problematic, given that Canada is a large country with a low population density. Then, to overcome this problem, a three-stage project was created to build an electronic government. Now Canada provides an opportunity to receive almost 1000 services for citizens and businesses (including those outside Canada), online, uniting more than five hundred sites in the electronic government system. The ability to reduce direct contacts and paperwork has saved Canada's budget nearly $ 10 billion.

The portal of the United States of America has millions of pages: both federal and local governments are ready to interact in clearly defined areas (with citizens - G2C, with legal entities - G2B, among themselves - G2G). Particular attention paid to e-commerce, tenders, the use of smart cards, the use of IT in medicine and other fields. The e-government strategy under

which the e-government system in the United States is being built re-emphasizes the importance of citizens as consumers of services and the importance of exercising the name of control, the creation of e-government is aimed, among other things, at eliminating duplicate or unnecessary functions and, accordingly, at reducing the cost of maintaining redundant departments, and it also focuses on the importance of digitizing the economy. Nevertheless, the widespread use of IT does not mean the exclusion of personal contacts and absolute standardization - on the contrary, it emphasizes the importance of a personal approach based on the needs of specific people, as well as greater openness and responsibility to them. Once again, e-government allows the government to save money: the cost of processing a single payment has decreased on average by more than 50%.

In the UK, e-government based on the government's e-government program "A Strategic Framework for Public Services in the Information Age". It focuses on an expanded range of public services, increased efficiency of informatization and the provision of technical and educational conditions so that every citizen has access to public services. All members of parliament have their own email address and are required to respond to citizens' appeals, and all parliamentary current decisions are available to citizens for review and feedback. The e-government of this country is again focused on the needs of consumers - citizens and businesses. The new thesis, formulated by the developers of the unified portal of public services, sounded like "from the Government on the Internet to the Government on the Internet". So, in recent years, sites from purely informational and duplicating each other have turned into functional and ergonomic. Discounts on government payments over the Internet also helped to attract the public. Now, in a country where 80% of the population uses the Internet in their daily lives, 80% of all services are available electronically, which is certainly impressive (KEOHANE *et al.*, 2000).

The Anglo-American model based on a respectful and attentive attitude towards citizens, the elimination of duplicate or excessive functions and efficiency, as well as providing the opportunity to make the maximum number of monetary transactions associated with the receipt of public services via the Internet.

The Eastern, or Asian, e-government model based on the Asian type of multilevel hierarchy of the management system. Thus, the South Korean government (EGDI-2020 = 0.9560), when laying the foundation for e-democracy, went from the bottom up, that is, from the introduction of technology into the education and culture system, so that citizens realized their opportunity to use technology and thereby influence public administration. It took a lot of time and effort to create a single information space so that every citizen has access to e-

government, thus embodying e-democracy. Citizens of South Korea have access to more than two thousand transactions on the e-government platform, and not only "without leaving home", but also on special terminals in public places, and all this with the highest Internet speed and the largest coverage of the population with a broadband network. As for the G2G scheme, South Korea is doing well here too - an absolute electronic document circulation has been introduced, paper media are used only for extremely important documents - and they plan to get away from this over time.

Singapore (EGDI-2020 = 0.9150), in turn, is committed to creating a knowledge economy. An increasingly favorable environment for e-commerce is being created, a regulatory framework conducive to the development of the field of intellectual property and its protection. A large number of public services are available through online platforms in a single system "Electronic Citizen", and disparate government structures are maximally integrated. There are tasks that the Singapore government has set itself for the development of e-government. Therefore, in addition to the aforementioned knowledge economy, it includes the translation of all technically possible digital services on e-government platforms; improved operational efficiency, adaptive and strong technology infrastructure; the constant conduct of small technological experiments, which will help to avoid the wrong investment of funds; education of the population in the field of information technology.

The Asian model pays great attention to the citizen as an individual, the source of democracy, his education and culture, as well as the reduction of the state apparatus through the introduction of electronic services. Countries are not exclusively limited to the sphere of e-government - they have been supporting the e-economy and commerce relative to other countries for a long time.

Consumer feedback in the Russian Federation (EGDI-2020 = 0.8244) is implemented in the form of a federal Internet resource (platform) and an integrated mobile application, the consumers of which will be all socially and economically active citizens aged 16 to 99 years. The set of services that will be implemented by means of the platform can be represented as the following functionalities: consumer literacy, quality and safety, assistance (formation of a voice appeal to the authority, collective appeal, geolocation information service etc.), dispute settlement, prevention, healthy eating, integration and globalization and assistance to the development of public organizations for the protection of consumer rights (ANAEV, 2013).

In Japan (EGDI-2020 = 0.8989), the Consumer Affairs Agency (CSA) platform offers a variety of shopping experiences: an online store, via a business operator with a direct customer visit, and operated with the direct involvement of the Prime Minister.

The Basic Consumer Policy Plan is a five-year plan based on the Basic Consumer Policy Law, which set by the government to promote consumer policy. The cabinet of ministers decides this. The Plan provides government policy guidelines for the systematic implementation of consumer policies to protect and promote consumer interests. The Plan contains, inter alia, a summary of the main directions of consumer policy, specific measures in each area and issues that should be addresses with particular emphasis.

Measures to prevent financial damage are considered in accordance with the mechanisms for ensuring transactional interaction "client, consumer - power". In accordance with the Consumer Safety Act, the Consumer Affairs Agency works to prevent financial damage to consumers by taking prompt action to raise consumer awareness of fraudulent business practices. The CSA will also take administrative action with respect to the business concerned if necessary. Customer-to-power transactional interactions governed by the Specific Business Transactions Act (formerly the Door-to-Door Sales Act) is a law designed to prevent illegal or malicious extortion by commercial operators while protecting consumer interests. Specifically, transactional communication is defined for the types of transactions that can cause consumer problems:

1) Door-to-Door Sales Act or mail order sales - a transaction in which a business operator visits a consumer's home, etc. and buys goods.

2) Continuous service provision - transactions in which the provision of long-term and continuous service is promised in return for the payment of costly fees. There are currently six services such as beauty salons, language schools, home tutors, cram schools, marriage agencies, and personal computer schools.

3) Business Opportunity Sales Transactions - Transactions in which a consumer is requested on the basis "income will be generated through a job to be offered" and is done to purchase and cover the cost of goods etc., which are believed to be necessary for work.

4) Multilevel marketing operations are operations of goods or services in a sales organization that are progressively expanded by asking a person to become a seller and asking a seller to ask another person to become a seller.

5) Mail order sales are operations in which a business operator distributes advertisements through newspapers, magazines, websites or other media and receives an offer through a means of communication such as postal mail or telephone. It includes "internet auctions" but excludes those that fall under "Telemarketing Production".

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6) Telemarketing Sales are operations in which a business operator engages a consumer and receives an offer over the phone. It applies to cases where a consumer makes an offer by mail or by telephone after hanging up.

Accordingly, depending on the method of purchasing goods, feedback services are provided, for example, "Consumer Safety - consumer safety" services.

In Germany, based on the platform in the conditions of the European Consumer Center, special support is organized in litigation of complaints about poor quality services provided to the consumer. Such functionality as "*Mahnverfahren*" allows you to organize the process of pre-trial proceedings and payment of compensation for defective goods. Feedback services are organized for buyers both in Germany and in the European Union. Since the form is provided in German only and must be completed in German, a German and English version of the questionnaire is provided to help you complete the online form.

Foreign experience in organizing consumer feedback is based on the implementation of the stages of managing the policy of communication with the consumer, describing the place and role of the platform for integration with various information resources through mobile applications. An analysis of the functionality of mobile applications for the interaction of government agencies with consumers of goods and services that are publicly available in the App Store and Play Market applications presented in Table 1.

Table 1 - Analysis of the functionality of mobile applications

Function	Description of functionality	Users	Notes
Consumer Protection Lebanon Mobile Application (https://play.google.com/store/apps/details?id=com.eurisko.consumer)			
Complaints	Seeking information, filing a complaint	Exclusively participants in the Lebanese market	Developed by the Consumer Protection Directorate (CPD) at the Lebanese Ministry of Economy and Trade (Moet). The app is available in three languages: Arabic, English and French. A personal account is created for each user.
News and events	Providing users with prompt notifications of decisions, events and results of complaints	Exclusively participants in the Lebanese market	
Indian Consumer Protection Act 1986 Mobile Application (https://play.google.com/store/apps/details?id=com.rachittechnology.ConsumersProtectionAct1986)			

Function	Description of functionality	Users	Notes
Complete "Consumer Protection Law" in digital format	Browsing the data section is wise, searching for users by any keyword in the section, browsing featured sections, adding notes to each section, changing the font size for better readability	Consumers of goods and services in India	Developed by the Indian National Consumer Dispute Resolution Commission. The user needs to buy some of the functionality through the Google Checkout application.
India Consumer Mobile Application (https://play.google.com/store/apps/details?id=mount.consumerapp.mtcdev02)			
Complaint	Submitting a complaint to the Customer Service Department	Indian consumers	Developed by the Indian Government's Customer Service Department. A personal account is created for each user.
Offer	Submitting a proposal to the Customer Service Department	Indian consumers	
Mobile Application "Consumer in Dubai (United Arab Emirates)" (https://play.google.com/store/apps/details?id=dedc.app.com.dedc_2)			
Self service	Smart protection (solving consumer problems within 5 minutes based on previously analyzed practical situations and advice)	Consumers (both individuals and legal entities) in Dubai	Developed by the Economic Development Department of the Dubai Government. A personal account is created for each user.
Complaint	Filing a consumer complaint and business complaint against companies in Dubai in the event of any commercial violation of consumer rights	Consumers (both individuals and legal entities) in Dubai	
Mobile Application "Consumer of Cyprus (Greece)" (https://play.google.com/store/apps/details?id=com.app.p6846IJ)			
Consumer Rights Information	Useful information materials such as newsletters, legislation and audiovisual materials to help consumers get informed and then claim their rights	Consumers of goods and services in Cyprus	Developed by the Consumer Protection Service of the Ministry of Energy, Trade and Industry of Cyprus. Application in Greek. A personal account is created for each user.
Complaint	Submission of a complaint, direct telephone connection with a toll-free subscriber line	Consumers of goods and services in Cyprus	

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Function	Description of functionality	Users	Notes
Prices	Real-time retail price monitoring, weekly fuel price overview, posting ads via automated integrated Twitter	Consumers of goods and services in Cyprus	
Dangerous products	GRAS Dangerous Product Notice - RAPEX	Consumers of goods and services in Cyprus	
Frequently asked questions about consumer rights	List of Frequently Asked Questions about Consumer Rights and Answers to Them	Consumers of goods and services in Cyprus	
Additional Information	Links to relevant websites where consumers can get more information	Consumers of goods and services in Cyprus	

Source: Devised by the authors

As can be seen from Table 1, many states, along with the created digital platforms, have created mobile applications for convenience and increasing the involvement of citizens in the process of relations with the state. In the Russian Federation, only a digital platform has been created, a mobile application has not yet been created; however, it can be a promising direction of development for Russian authorities.

Thus, the foreign experience of creating digital platforms with the possibility of mobile communication with the authorities based on the legal and legal features of ensuring transactional interactions of e-government units in order to provide feedback with consumers. Virtual platforms, Twitter and other social networks act as the main intermediaries in communication with citizens. However, the expansion of the number of services provided electronically carries the risk of decreasing control and increasing fraud. The risks of information leaks are increasing exponentially to the volume of this information, respectively; enormous costs are required to ensure cyber security.

Conclusion

The large-scale use of information technology in the management of customer feedback requires huge costs of processing big data and this process can become so expensive in some situations that it simply will not be justified. In addition, the state must ensure the security of such systems, because the information stored in the e-government system is of critical importance, and any sufficiently strong hacker attack can undermine the state itself.

In addition to the above threats, there is another aspect - the need for legislative regulation of events occurring on Internet platforms, namely, the creation of a special law on cybersecurity.

Considering the above, it can be noted that the services defined in the Concept for the phased creation and development of a new digital platform for consumers in Russia have already been created and function in one form or another in a number of foreign models. At the current stage of development of the Russian model of interconnection with consumers, the list of services is exhaustive, however, in the future, after their successful launch into commercial operation, it will be necessary to expand the functionality of the implemented services, as well as to increase their number based on international experience.

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