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## **SUBSTANTIATION OF THE STRUCTURE OF THE ORGANIZATIONAL AND TECHNOLOGICAL PLATFORM OF THE INDUSTRIAL ECOSYSTEM OF DIGITAL ECONOMY**

The article determines the relevance of the study, which is determined by the list of instructions of the President of the Russian Federation, as well as the Strategy of scientific and technological development of the Russian Federation. The necessity of research in the conditions of a lack of resources, crisis phenomena in all areas of the economy is substantiated. The analysis of the scientific literature on the problem showed that despite the high scientific and practical value of the research, most of the

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available information sources highlight individual problems. At the same time, issues related to the formation of the structure of the organizational and technological platform of the industrial ecosystem of the digital economy require attention. Examples are considered and the analysis of the applied models, platforms, entry thresholds is carried out. The essence and possibilities of digital transformation are indicated in such an aspect as the transition from document-centricity to data-centricity, when the main orientation is transferred from financial documents to the main archive of a digital organization, which is its data. One of the options for solving this problem is the reengineering of the organizational structure in the direction of its design not according to the traditional principle of forming structural units, but according to the principle of forming project or cross-teams that can combine business, IT sector, and marketing, which will allow forming effective chains formation and delivery of digital product value to the consumer. The creation of their own self-sufficient space for the design and deployment of organizational and technological platforms of industrial ecosystems, the free ecosystem of the digital economy of the Russian Federation, is substantiated.

*Keywords:* industry ecosystem, digital economy, organizational and technological platform.





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