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**BUSINESS DEVELOPMENT IN A DIGITAL ECOSYSTEM:
OPPORTUNITIES, RISKS AND MANAGEMENT**

The active phase of the digitalization of society has necessitated a deep analysis of the competitive conditions for business development in the new digital realities. The article examined the conceptual components of the digital ecosystem. Its definition has been clarified. It is proposed to understand the digital ecosystem in business as an open adaptive socio-technical system that brings together consumers, businesses and other actors that use digital technologies and platforms for interaction, and is characterized

by self-organization and sustainability. Based on the methods of analysis and synthesis, the key competitive advantages of business development within the digital ecosystem were identified in the article. These are the following: lower production costs; entering new market segments, industries, cross-sectoral interaction; the expansion of the customer base; differentiation of products, services, business activities; brand enhancement and others. The potential risks of entrepreneurship development in the digital ecosystem were analyzed. These are the following: interdependence with industry competitors, the presence of monopolized structures in the market; cyber threats, insufficient level of information and computer literacy to ensure business security; financial risks; risks of coordination and settlement of disputes between partners of the digital ecosystem and others. The tools for managing the digital ecosystem in business were presented and researched. These are such tools as project management, technical characteristics of the platform, software; work with big data; interactions between partners; collaboration and knowledge management tools; tools for resolving disputes, norms and rules that establish the degree of freedom of partners and others.

Keywords: digital ecosystem, business, management, digital platform, digital technologies.

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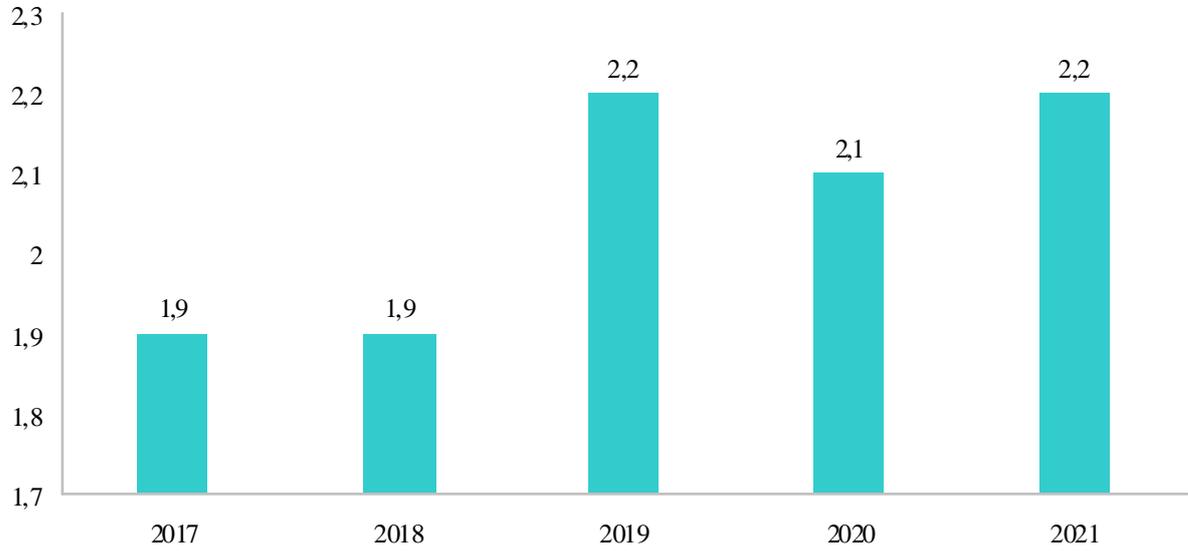
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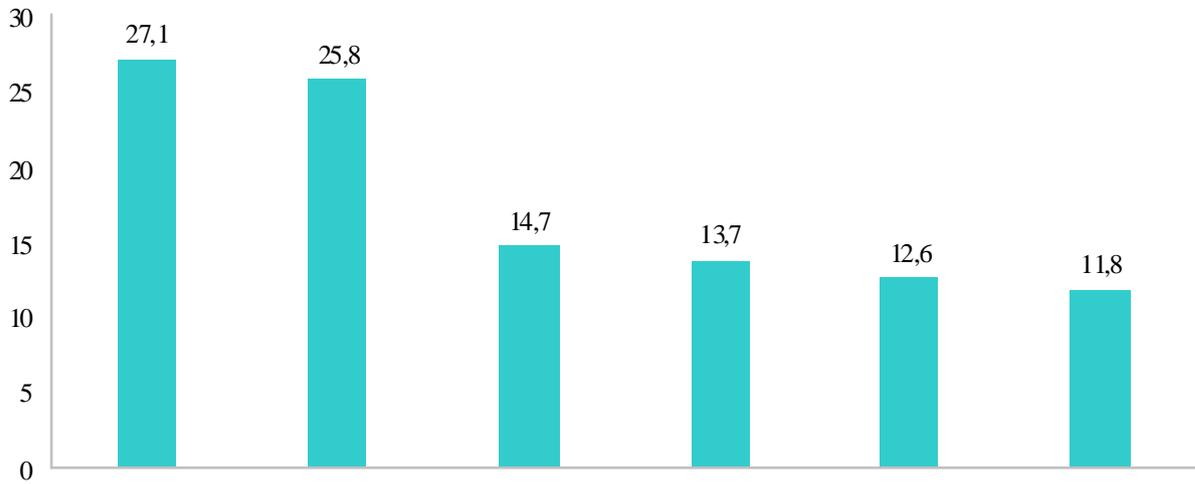
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