

Analysis of Financing Digital Innovation Projects of Russian Trading Companies*

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Abstract

Relevance of the research topic. The path is taken by the Russian state to create a digital economy and an adequate response to a rapidly changing situation give companies a significant advantage over competitors. The rapid growth of trade services and the development of retail trade in Russia intensifies competition between trade enterprises, which leads to the search of new competitive advantages, including the possibilities of using information technologies, software and platform solutions for the prompt processing of gigantic data arrays. The study of the impact of the use of information technology in the retail sector makes the research topic even more relevant. **The purpose of the study** is to develop recommendations for increasing the digital potential of investment activities of Russian companies using the example of the trade business sphere. **Methods of the study.** The study used theoretical methods: observation, the ability to perceive information without interfering with it; methodological analysis of the problems managing innovative products, analysis and synthesis; empirical methods: the method of expert assessments and the study of phenomena in controlled conditions, economic analysis of private law. **The empirical base of research.** The theoretical and methodological basis of the study consists of scientific works, methodological developments of leading domestic and foreign scientists and the legal framework in the field of investment. The solution of scientific problems carried out using critical analysis, scientific generalisation and systematisation in the study of the essence of the category "Investment activity". Research results, conclusions and recommendations are reasoned through an integrated approach. **The scientific result** is the definition of the essential characteristics of the category "investment activity" and the formulation of the definition of this economic category, taking into account the scale and subjects involved in its implementation, the identification of a new classification feature "digital investment potential" on the example of trading business companies, as well as developed measures to improve management investment activities of Russian companies through the implementation of innovative projects, as well as an assessment of their digital potential. **Conclusions and discussion.** Research into the retail industry makes it possible to conclude that it remains one of the areas most receptive to various innovations. Digitalisation and informatisation of retail are gaining momentum, and now it is imperative for trade enterprises to solve in order to solve new problems related to new opportunities and prospects. Adequately responding to the rapidly changing retail landscape gives companies a significant competitive edge. Digital transformation today is not only the introduction of new information technologies but also the modification of business processes, a new level of interaction with partners and consumers, the introduction of a new system of management and business functioning. **The practical significance** lies in the development of recommendations for the implementation of innovative projects by Russian companies. The results obtained by the author of the study can be useful for the scientific community, specialists of large companies and analytical centres, for which the improvement of innovation in the field of investment management, whose professional interests include solutions to the problems of increasing investment efficiency and increasing the investment attractiveness of companies in the context of the digitalization of the economy.

Keywords: Innovation, Digitalisation, Digital Potential, Investment, Investment Activity, Retail, Efficiency..

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