



ЛЕКЦІЯ В МЕЖАХ РОБОТИ АКАДЕМІЇ ЦИФРОВОГО ПІДПРИЄМНИЦТВА АЛЬЯНСУ GISU

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ВИКЛАДАЧІ КАФЕДРИ ЕКОНОМІЧНОЇ КІБЕРНЕТИКИ ПРОВЕЛИ ПРЕЗЕНТАЦІЮ ПРОГРАМИ: «Development of the intellectual economy: challenges vs opportunities»

SCIENTIFIC DIRECTIONS

- Economic and mathematical modeling of enterprise development strategies
- Modeling the behavior of economic agents in the conditions of crisis phenomena
- Modeling optimal investment strategies
- Modeling of investment and innovation activities of enterprises
- Forecasting sustainable development
- Prognostic modeling of socio-economic development

Викладачами кафедри економічної кібернетики в межах відкритих лекцій у онлайн форматі для університетів - членів Академії цифрових технологій та підприємництва Альянсу університетів міст-побратимів м. Гуанчжоу (Китайська Народна Республіка) проведено лекцію на тему: «Розвиток інтелектуальної економіки: виклики vs можливості» / «Development of the intellectual economy: challenges vs opportunities»

Norway	Finland
The Norwegian government has developed a strategy for CCS, which aims to identify measures to promote technology development and reduce CCS costs	Renewable energy sources account for about 40% of total energy consumption
CLIMIT	The goal set by the National Energy and Climate Change Council is to increase the use of renewable energy
Japan	United States
The Government of Japan devises an action plan to implement the optimal portfolio of resources and to ensure stability and resource efficiency by diversifying key resources and reducing the risk of procurement of each resource through diversification of sources of supply, ensuring interest in joint projects and improving relations with suppliers	One of the world leaders in energy research, demonstration (DOE), with a large number of energy sector
	The Department of Energy, which also houses laboratories that are considered centres of development in the field of high-level energy
The United Kingdom	Germany
developing the energy sector in the direction of its decarbonization - formulating measures and defining policies in the following areas: the cost-efficiency of climate measures, reforms of the electricity market, maintaining energy security	Plan as part of its energy transition 'Energy Concept' document, which lays down Germany's energy policy until 2050

Бояринова Катерина Олександрівна, завідувач кафедри економічної кібернетики д.е.н., проф. як координатор програми презентувала кафедру та програму дослідження

The core of a new economic system

Important in creating the value added today in production plans are:

- INVESTMENTS
- TECHNOLOGIES
- INTELLECTUAL PROPERTY
- KNOWLEDGE

And, when it comes to markets, the added nowadays is created mostly:

- CUSTOMER RELATIONS AND RETENTION
- VALUE PROPOSITION
- MARKETING STRATEGY

Єрешко Юлія Олександрівна, д.е.н., доцент, доцент кафедри економічної кібернетики представила власне бачення концепції інтелектуальної економіки як новітньої економічної системи ;

Трофименко Олена Олексіївна, д.е.н., професор, професор кафедри економічної кібернетики презентувала результати наукової роботи у сфері інноваційного розвитку сектора енергетики в контексті Індустрії 4.0 ;

Мажара Гліб Анатолійович, д. філос. з екон., старший викладач кафедри економічної кібернетики представив результати своїх досліджень щодо моделювання нераціональної поведінки економічних агентів у сучасному підприємстві.



So, what do we imagine an Intellectual Economy to be?

Level III: Intellectual economy

Level II: Information economy

Level I: Industrial economy

Pre-industrial society (agriculture, industry)

Digital economy (IT services, Internet of Things, e-commerce, Internet banking)

Non-industrial society (education, analytical intelligence, neural networks)

Knowledge economy (Industry 4.0)

Characteristics: global and digital content, NPZ

THEORY OF BEHAVIORAL FINANCE

Theory of behavioral finance

According to this theory, the reasons for inefficiency are as follows: the herd instinct, which limits the attention of investors, insufficient or excessive reaction to information that determines market trends, excessive optimism and self-confidence, noise trading.

Thaler's model

Description of the reaction of prices to news consists of three phases: insufficient reaction, overreaction, and correction. They create trends in price movements.

Several models of stock value estimation are presented, each method is criticized, Thaler's model is considered. An analysis of the company's shares was carried out and the connection of such an evaluation with the evaluation of discounted cash flows, the model of dividend discounts, multiple earnings. The role of the behavioral component models is clarified. Behavioral effects that influence the rationality of actions of financial market participants in conditions of uncertainty and risk are analyzed.

INDUSTRY 4.0

Relationship between the stages of the innovation cycle and the level of development of the national economy

Characteristics of changes in technology

1st technological wave (1770-1830): Steam engine, textile industry, factory production

2nd technological wave (1870-1910): Electricity, internal combustion engine, mass production

3rd technological wave (1940-1970): Nuclear energy, space exploration, microelectronics, computers

4th technological wave (1970-2020): Information technologies, artificial intelligence, nanotechnology, biotechnology, additive manufacturing, quantum computing, autonomous systems, space exploration