Digital Transformation and the IT Business of the Future: Creating a New Humanity Based on the Patterns of Transhumanism

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Abstract: The authors of the article investigate the processes of transition of the world economy to the rails of digitalization from the standpoint of determining the old standards of national economies and their loss as a result of post-crisis recovery of clear trends of alterglobalization, such as fragmentation and glocalization, awaiting a more harmonious distribution of goods and services in various areas of the world market undergoing evolutionary changes due to mergers and acquisitions, building more nationally oriented value chains. The authors also analyze the humanistic basis of the increasing concentration of human resources in cities, and with them consider the influence of closed cycles of cities as growth points of overwhelming urbanization in the process of its rebirth into a set of hybrid practices between the tasks of the restored development guidelines of sovereign states and their increasing opposition from corporatocracy, banksters and netocracy. As a result, the authors note the growing dependence of the introduction of transhumanistic orientations in the business community to undermine the classical institutions of competition and transfer it to different levels of counteraction from the standpoint of behavioral economics, as a network division of society into cells of various types of loyalty and survival.

1 INTRODUCTION

The modern economy has driven itself into the criteria of efficiency and the expected cheapness of the goods and services created, which rest on the paradigm of resource scarcity and the "trap of technological innovations" that devalue products on the market due to the growth of their capabilities. The latter, in a state of non-stop upgrade, are developed by the neuroalgorhythms of generative AI, which is responsible for all the required properties and trajectories of the promotion of goods sold from creators-manufacturers to buyers. Since the early 2000s, this "digital leap" has been a response to the expected strategies of accelerating globalization, aimed at standard unification and deeper processing of resources, technological convergence, providing even greater synergy of emerging side effects or pre-planned multiplicative effects.

2 RESEARCH METHODOLOGY

The research methodology is based on the synthesis of various indicators and factors, forecasting and analysis of existing statistical data and links to reports from IT companies when processing Big Data databases, as well as the presentation of models of growth and diversification of global economic actors in the process of their digital evolution and the ongoing transition to the robotic-humanoid way of Industry 4.0., as a new form of labor resources in their service to creative industries and in the implementation of programs for commodity distribution systems and meeting the needs of consumers in increasingly concentrated closed-loop urbanization chains.

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3 THE RESULTS OF THE STUDY

The authors argue that the upcoming processes of technonationalism in their application make it possible to reformat not only global markets through e-commerce and the use of "quantum" programs - the highest form of labor competence of the ongoing evolution of "digital nomads" in their maintenance of the operating systems of exchanges, markets and payment systems, but also to make them part of the services of digital ecosystems formed by TNCs and TNB in the process of increasing the stratification of the consumer masses and their orientation towards a certain type of goods and services. This can be considered the creation of supporting opportunities in commodity distribution networks, which in the "economy of production", as Vladimir Putin called it, decide from the creator's side what exactly and to what extent a human individual with a solvent demand should consume.

The system of classical marketing from the point of view of promoting goods through existing knowledge about markets and customers changes not only under the influence of the "forces of Michael Porter", but also reflects the individual trajectory of the possible combinatorics of the optimum price and quality, approved in advance by the buyer and advertised to him the need to close the need, which he feels indirectly and not verbally through marketing mechanisms: aromamarketing, neuromarketing, and increasingly adaptive and personally customizable sensory marketing. The latter represents the result of the processes of empirical marketing development since its behavioral stage in the 1990s under the influence of the "explosive leap" of digital transformations in the early 2000s and the withdrawal to its current state of total coverage of the target audience through bots, chats and neuroalgorhythms of generative AI, which, since the 2010s, have identified areas of engagement and bringing a potential buyer to a state of inevitability in his shopping desire to buy a particular service or product. It is the purchase itself that closes the 3 states of the internal needs of each market participant on both sides of the process in the creative industries:

Buyer:

- satisfies a fictitious need, considering it the main one, but most often does not coincide with the real needs of the individual;
- realizes his consumer passion, saturating his state of unrestrained consumption with pheromones, and maintaining euphoria in the fight against environmental stresses, while finding momentary harmony between the desire to "buy everything" and "be noticed by everyone" as a full-fledged and successful individual;
- he gets satisfaction that in this process of emotional consumption he has unlimited freedom of choice, similar to the joy of a one-day moth, correlating himself with the possibilities of unrestrained purchase of everything in his path and in involvement in creative products, some of which can be modified by changing their properties, content and end use.

Manufacturer/creator:

- produces in advance the product that will be sold to that stratum of potential buyers who reacted to the emotional component of the product and/or service in their creation and promotion in a consumer environment that gives them an impulse and is aimed at promoting either their exclusivity or belonging to some kind of kitschy or non-standard form of expression of will;
- calculates its potential consumers through network solutions in the field of e-commerce and distribution networks, as sources of the shortest delivery of information channels, distribution, logistics and advertising in a niche focus group;
- maximizes its profits by communicating to its customers opinions about the product/service, both real and imaginary "unique product", participation in which will make them cleaner, younger, richer and invincible, especially from the standpoint of personal competitive advantages and personal development trajectory.

Thus, a person turns into an eternal consumer who lives by emotions and does not think about the main, "eternal questions" of his being: who am I, why am I, what is after me, where am I after such a life… Therefore, it is extremely important to reverse its mercantilist orientation to the humanistic motivation of God-like development, which was set back in the Renaissance, by the classical political economy of rational consumption and depended on the harmonization of relations within a society oriented towards the economy of industrial steps, from one revolution of the ratio of productive forces and relations to a higher and concentrated phase of their interaction. At the same time, both labor resources, capital itself, and land found forms not only of initial urbanization when people moved from rural areas to cities, but a unified collective approach to the products of their labor was emerging, questions were raised about their more conscious distribution and about the balance between different classes of a single social ladder.

Today, the information society, in its search for optimal costs and incomes with the correspondence

and continuity of society and the environment of creation of material values, becoming informational and practically uncontrolled due to the level of technology and the implicit manifestation of global governance institutions, is trying to become classless, removing the very concept of conflict between different strata of society in the field of the ongoing NBICS transformation of Industry 4.0. According to its popularizer Klaus Schwab, this leads to the combination of a "physical, digital and biological environment" in a single human body, which allows a person not only to become the creator of hidden desires, unrealized hopes or phantom pains, but also to fall under the total control of an invisible eye. And this is a state of internal subordination and complete loyalty to the invisible, but completely real "Big Brother" of George Orwell or similar ideas of Aldous Huxley, H.G. Wells and Evgeny Zamyatin, building a matrix of adaptive survival on a mixture of obedience and consistency, first to the market of ideas and technologies, then to products and services of digital solutions among both metaverses and gaming spaces, and later, in order to correct the concept of "state sovereignty", it will be able to prove itself in a point-rating race before the authorities of control, guardianship and adequacy, as is happening in China today, for example.

It is these 3 levels of modern civilization that will be able to bring the expected harmony of the "conscious need for the loss of certain freedoms" between the "rebelliousness of loners" and the "lack of initiative of the herd", into which the "consumer society" will intensively and rapidly turn, having lost human values, having forgotten the humanism of the initial formation of people as a single species, as individuals who initially rejected atavistic tribal-tribal relations, and in the process of evolution they no longer became animals, but full-fledged experimenters of their fantasies between the cold bands surrounding them, the movement of flocks of game and products of subsistence farming, accumulated in the form of surpluses from collectors of roots, cereals and fruits.

Rational theories of commodity exchange with a finite resource of labor tools, and tied literally to the land values of the first pastoralists and farmers, justified the availability of food and their growing chaotic consumption to preserve human society in the process of its conscious mimicry in the development of the possibilities of agricultural technology. At the same time, social stratification and attitudes towards property, especially taken into account in the rights of its inheritance, have created precedents for dividing people into masters and workers for food, who are not ready to mobilize themselves in the struggle for a more equitable division of the results of hunting, fishing, crop production and all the excesses that allowed manipulating the consciousness of the "first economic people".

Today, the "last economic people" lose touch with the earth and become, in part, robots (cyborgs) themselves, as heralded by the post-industrial era, immersing in the information society, and caring for the welfare of everyone from the standpoint of supranational governance of institutions of global regulation, selection and restrictions in development. Therefore, it is these tools of the invisible eugenics of races and recalcitrant countries that were able to reset any national elites, tying them to the ideas of the "new economic order", to the "utopia of the Bafometan neocons", who will be able to save everyone for the sake of the interests of the rich, while subjugating the poor, who do not have a link with class friction in the process of increasing digitalization (this is how the middle class is dissolved and marginalized), neither with the ideas of universal equality, declared toxic in a world of shared resources and robotic-machine job replacements of low specialization and primitive quantitative repetition of outdated operations, under the onslaught of innovation and involvement in the production of generative AI systems. This happened due to the purposeful policy of the "golden billion" to squeeze out "unworthy" resources from the positions of potential owners and legitimate copyright holders from geographically rich, but native, still occupied countries that are unable to use their resources independently and have shifted responsibility for their use (although it is unknown when and by whom it was decided and voiced) on the shoulders of a "developed and civilized" man, known historically as the "burden of the white man", proclaimed by Rudyard Kipling. Mowgli are now those who are not needed by a wiser society, divided and conserved between rich oligarchs and TNCs, resources.

And all other changes in the field of creative industries of behavioral economics remain only a screen, hiding the predatory grin of capitalist appetites, waiting for the surrender of reason to the ideas of transhumanism and the introduction of the LGBT agenda (banned in Russia) at the instigation of neocolonial elites, hunting for remnants of resistance to the existence of a national state on the rights of sovereign development and the knowledge of a professionally self-sufficient loner, not ready to dissolve into the ideas of the collective and the unconscious, as the neo-Roman poet-futurist Sigmund Freud wrote on behalf of medicine and physiology.

The very idea of increasing the intensity of exploitation of economic individuals in unwinding the mechanisms of behavioral economics is based not only on the growth of consumer demand for the "economy of production", but also on building a steady dependence on incessant shopping, which takes place nonstop in all environments, from natural to geophysical, considered e-commerce and subject to diversification of the growth of channels of access to consumer consciousness of the coming the Information Society.

At the same time, the dynamics of e-commerce development reflects the features of those modern business processes that are associated with transactions, financial and trade transactions, and are determined by the main trends of creative industries leading a relentless battle for increasingly concentrated endorphin cocktails in the harmonization of libido and Superego, which is possible only in the short term and is achieved unconsciously, and can be considered "moments of consumer happiness." At the same time, e-commerce is a rapidly changing and evolving mechanism, according to the technological capabilities of digitalization and STD, in which manufacturers are obliged to respond quickly to customer requests, often trying to act ahead of the curve. This is how the determinants of e-commerce are exponentially growing - the number of orders and sales volume, along with this, there is a significant and almost linear decrease in such an indicator as the average order receipt (1).

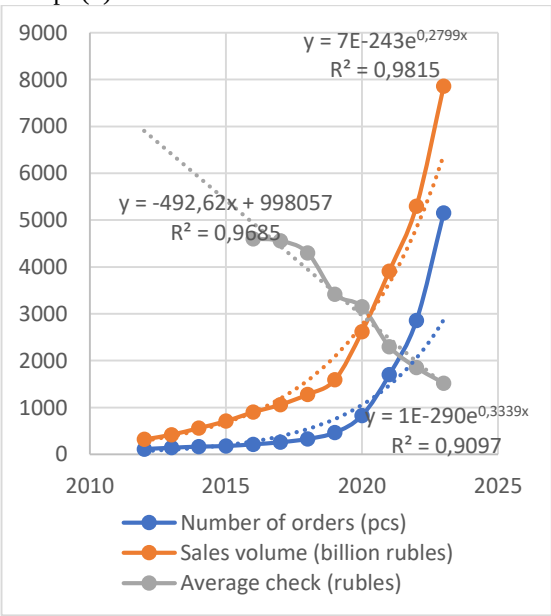

Figure 1: Dynamics of the main characteristics of e-commerce. Data source: Data Insight LLC.

The results of the study of the mutual influence of various indicators (Table.1) among themselves and on the growth of electronic commerce, it was possible to state that according to the empirical data used, the main indicators of the process show growth, each obeying its own trend.

Table 1: Indicators characterizing individual aspects of the e-commerce process.

Indicators	Designations
The number of orders (pcs)	Y
The growth rate of the number of orders (%)	x1
The growth rate of the order volume in billion rubles. (%)	x2
Order volume growth rate in billions of dollars (%)	x3
Sales volume (billion rubles)	x4
Sales volume (billion dollars)	x5
Average annual dollar exchange rate	x6
Average check (RUB)	x7
Share of e-commerce from all retail trade (%)	x8
Share of e-commerce from non-food retail trade (%)	x9
Threshold of entry into the rating of the Top 100 online stores in Russia (billion rubles)	x10
Threshold growth rate (%)	x11
Average share of digital (interactive advertising) in advertising budgets of companies (%)	x12

The number of orders and sales volume are characterized by exponential growth, the share of e-commerce from all retail and non-food retail is due to linear growth, and the threshold for entering the ranking of the Top 100 online stores in Russia is weak linear growth. At the same time, the average order receipt shows a linear decrease, and the growth rate of the threshold value of entering the Top 100 online stores in Russia decreases non-linearly (Fig.1, 2).

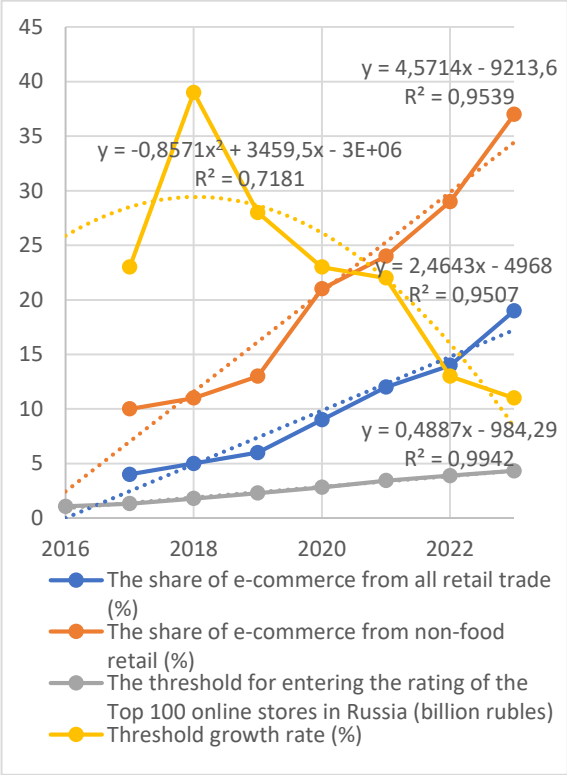

Figure 2: Dynamics of the growth of e-commerce and the threshold of entry into the rating of the Top 100 online stores in Russia. Data source: Data Insight LLC.

Using the methods of correlation analysis, we will evaluate the interrelationships of factors. It is obvious that the number of orders correlates significantly with all indicators, with the exception of one indicator – the growth rate of sales in US dollars (Fig.3).

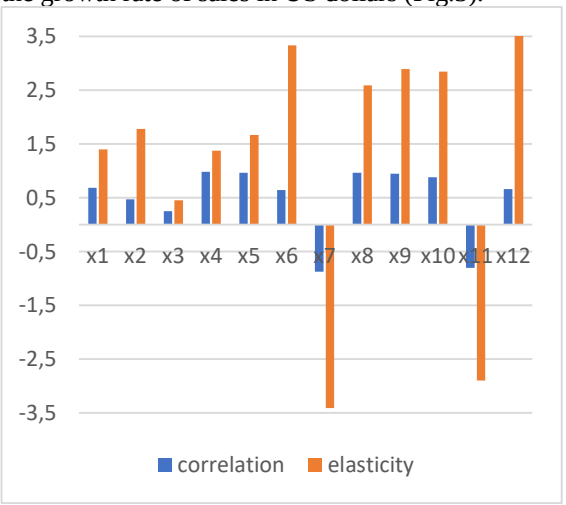

Figure 3: The coefficient of paired correlation of factors with the number of orders and the elasticity of the number of orders for each factor.

The dependence of the number of orders on a larger number of factors is characterized by positive elasticity, and negative elasticity on the average order receipt and the growth rate of the threshold value. The exception is the dependence on the factor - the growth rate of sales in US dollars, in which the dependence is inelastic, which is absolutely expected. Most of the process indicators are linearly related to each other, as shown by the matrix of interfacial correlations. And this means the presence of multicollinearity in the data under study and determines the features of modeling the process itself.

Table 2: Models for the growth of the number of orders in e-commerce.

№	The growth model	Coefficient of determination (adjusted)	The significance of the equation as a whole
1	Y= - 137,87 - 9,135*x2 + 0,672*x4	0,963	0,000
2	Y= - 517,741 - 6,546*x2 + 55,314*x5	0,920	0,000
3	Y= 6603,753 - 17,755*x2 - 1,397*x7	0,699	0,021
4	Y= -1022,73 - 24,613*x2 + 364,870*x8	0,953	0,001
5	Y= -1362,44 - 33,855*x2 + 206,664*x9	0,950	0,001
6	Y= -1586,82 - 22,077*x2 + 1474,469*x10	0,717	0,018
7	Y= 4862,626 + 5,323*x2 - 149,904*x11	0,469	0,125
8	Y= -2748,99 - 44,228*x2 + 155,550*x12	0,192	0,337

The dynamics of the number of order growth in e-commerce is adequately described by multivariate regression (Table 2). The high coefficient of determination and the significance of the regression equation, in general, according to the Fisher criterion, make it possible to use six of the eight models given to describe, analyze and evaluate the process under study, as well as to make a forecast for several years ahead.

The differentiation of society and its "digital literacy" non-linearly affect e-commerce. The threshold for entering the rating of the first hundred online stores in Russia was actively rising until 2018, then apparently there comes a stage that can be called a "productivity plateau" if we consider the Gartner curve.

4 DISCUSSION OF THE RESULTS

The digital transformation of the Russian economy is accelerating and deepening in infrastructural transformations for each industry at the micro and meso levels, which leads to the involvement in the ongoing processes of both positive, in general, global trends, and questionable, or even openly

contradicting Russian traditional values. The variation and dynamics of each indicator of the process under study should be considered systematically, taking into account the multifactorial nature of any process and the multilayered perception of the business community. At the same time, each factor in its influence on the argument is local to each creative industry, which is being reformatted in the process of ongoing dehumanization, acquiring features of mass character and immutability of set attitudes to uncontrolled and unremitting consumption, similar to the hunger of a diabetic experiencing discomfort from increasing absorption of food and a growing state of dissatisfaction with the reactions of his sickly body. This can become a prologue to the collapse of the "economy of production" in the crisis of an ongoing shortage of resources and ensure the sacrifice of the accelerating burden of technologies that force you to consume, and only then think about what, for what and how to deal with the consequences of unrealized ambitions, which, along with emotions, are the basis of behavioral economics.

5 CONCLUSION

The ability to remain original and autonomous, not to be distracted by increasingly discreditable practices for the human personality, which have an openly intoxicating and decomposing humanistic attitude, helps to have its own speed of compliance with development on the agenda of scientific and technological progress and ensure the inclusiveness of the application of its knowledge, regulate the speed of implementation of Russian trends of digital transformation, fundamentally consistent with global trends. However, at the same time, the behavioral tendencies of Russian consumers themselves in a market economy and growing sanctions pressure, with the departure of various significant technological and communication players from the West and from Russia, force them to accumulate unique competencies from the standpoint of common sense and further consolidation in the conditions of their Russian society and continue to possess their unique national specifics.

The latter, identifying these trends with the practice of increasingly import-dependent (in terms of key and not yet always available unique technologies and equipment capabilities), and nationally oriented, declared accelerated modernization of science, through the mobilization of its institutions and ongoing reforms in education and industry, is becoming increasingly promoted along the path of the alterglobalization agenda of Russia's sovereignization as a national consolidation of elites and the people. At the same time, the post-crisis recovery of national industries continues through the increasing processes of fragmentation and glocalization (global localization), which are subject to the formation of new business models and structural solutions in the key of the ongoing concentration of urbanizing production chains of "closed cycles", which are beginning to increasingly depend on the "green agenda" (as a guarantor and regulator of a high-quality and safe standard of living), and from following the indicative compliance with the UN SDGs "Millennium Declaration", and from fulfilling the obligations assumed to comply with the requirements of the Paris Climate Agreement.

Therefore, the lobbied tasks of blocking child-free politics and its expected ban, outlawing LGBT values on the territory of Russia, allow not only to clear the mental consciousness of Russian buyers from unnecessary memes and from advertising worms and hypnosis and zombification programs, but also simplify the channels of perception of the true values of conscious consumption of the A. Maslow pyramid in favor of family budgets defined by classical ideas of humanism and mutual assistance. At the same time, in practice, the unrestrained shopping demand of the creative industries of an increasingly hyped behavioral economy is hedged, limited by the concepts of asceticism and minimalism, characterized by vital responsible thoughtfulness and awakening rationality of purchases that have real values for the buyer, and are devoid of influence from the momentary and shopping hunger paradigm of unrestrained consumption.

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