



DIGITAL INNOVATION AS THE ESSENCE OF AUTHENTICITY AND QUALITY OF INDUSTRIAL PRODUCTS

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АННОТАЦИЯ:

The contemporary development of the economy of any country can no longer be imagined without digital innovation because digital technologies are used at almost all stages of production and subsequent sales of goods. The use of digital innovations in the process of selling industrial goods is of particular interest. Industrial goods are any products manufactured industrially. However, not all raw materials used in manufacturing industrial goods correspond to the information indicated on the label of the finished product. The use of digital labeling of goods makes it possible to use it as a tool to control the degree of