

Public Policy and the Digital Economy: Navigating the Future

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Abstract. This article examines the challenges and opportunities presented by the digital economy, focusing on the role of public policy in shaping its development. It explores issues related to data privacy, digital infrastructure, and internet governance. The study evaluates policy approaches adopted by different countries to manage these challenges and foster innovation. By identifying effective strategies, the article provides recommendations for policymakers aiming to navigate the complexities of the digital economy and leverage its potential for economic growth.

Keywords: Digital Economy, Public Policy, Data Privacy, Internet Governance, Innovation

Introduction

The digital economy is rapidly transforming the global landscape, presenting both challenges and opportunities for governments and policymakers. Public policy plays a crucial role in shaping the development of the digital economy by addressing issues related to data privacy, digital infrastructure, and internet governance. This article examines the policy approaches adopted by various countries to manage these challenges and promote innovation within the digital economy. It evaluates the effectiveness of these strategies and identifies best practices for navigating the complexities of the digital era. By providing insights into successful policy models, the article offers recommendations for leveraging the digital economy's potential for economic growth.

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