

THE EFFECTS OF DIGITAL TECHNOLOGY ON OPPORTUNITY**RECOGNITION****X. R. Bobobekova**

Samarkand branch of TUIT

forever—2@mail.ru

M. X. Nurullayeva

Samarkand branch of TUIT

malikanurullayeva01@gmail.com

Annotation:

Recognizing opportunities enabled by digital technology has become a competitive necessity in today's digital world. However, opportunity recognition is a major challenge given the influence of digital technology, which not only disperses agency across various actors, but also blurs boundaries between customers, companies, products, and industries.

Keywords: Digital intelligence, Tomas Edison, lighting companies, mobile apps, Hue bulbs, physical products, entrepreneurship, artificial intelligence, agriculture, health care, environment, 50 percent, advanced technologies.

**ВЛИЯНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ НА РАСПОЗНАВАНИЕ
ВОЗМОЖНОСТЕЙ**

Аннотация Признание возможностей, предоставляемых цифровыми технологиями, стало конкурентной необходимостью в современном цифровом мире. Тем не менее, признание возможностей является серьезной проблемой, учитывая влияние цифровых технологий, которые не только распределяют деятельность между различными участниками, но и стирают границы между клиентами, компаниями, продуктами и отраслями.

Ключевые слова: Цифровой интеллект, Томас Эдисон, осветительные компании, мобильные приложения, лампы Hue, физические продукты, предпринимательство, искусственный интеллект, сельское хозяйство, здравоохранение, окружающая среда, 50 процентов, передовые технологии.

**RAQAMLI TEXNOLOGIYALARNING IMKONIYATLARINI TA'NISHGA
TA'SIRI****Annotatsiya:**

Raqamli texnologiyalar tomonidan taqdim etilgan imkoniyatlarni tan olish bugungi raqamli dunyoda raqobat zaruriyatiga aylandi. Biroq, imkoniyatlarni tan olish raqamli

texnologiyalarning ta'sirini hisobga olgan holda katta muammo bo'lib, u nafaqat agentlikni turli ishtirokchilarga tarqatibgina qolmay, balki mijozlar, kompaniyalar, mahsulotlar va tarmoqlar o'rtasidagi chegaralarni ham xiralashtiradi.

Kalit so'zlar: Raqamli razvedka, Tomas Edison, yoritish kompaniyalari, mobil ilovalar, Hue lampalar, jismoniy mahsulotlar, tadbirkorlik, sun'iy intellekt, qishloq xo'jaligi, sog'liqni saqlash, atrof-muhit, 50 foiz, ilg'or texnologiyalar.

“Digital Intelligence” is a series of social, emotional and cognitive spheres. They will allow everyone to cope with the tasks and adapt to changes in the virtual space.

Thomas Edison presented the first light bulb in 1879. Today, digital technology influences the entrepreneurial endeavors of lighting companies by pushing the innovation limits of their light bulbs. For instance, If This Then That internet services enable reprogrammable light bulbs that can be controlled via mobile applications. Recognizing the potential, Philips developed Hue bulbs which, for example, warn against burglars. In this example, digital technology enabled novel opportunities that Philips leveraged in the form of the digitally connected and re-programmable Hue bulbs.

Speaking more generally, digital technology creates novel opportunity spaces for entrepreneurial endeavors. It enables digitalizing functions of and adding digital capabilities to physical products, and hence provides new ways of interaction between customers and companies. Despite the long-standing history of entrepreneurship, recognizing opportunities in a digital world is a major challenge, as the unique characteristics of digital technology (e.g., re-programmability, data homogenization, self-referential nature) differ from those of other technologies. digital technology challenges and reshapes existing assumptions for example, by dispersing agency across various actors as well as by blurring boundaries between customers, companies, products, and industries. As digital technology has pervasive societal and economic effects, it becomes increasingly difficult for research and practice to apply and draw from traditional entrepreneurship knowledge of opportunity recognition. Hence, researchers have taken on the challenge to study opportunity recognition in a digital world, engaging in the comparably new research stream digital entrepreneurship.

Today, digital technologies such as data fusion systems and artificial intelligence are being used to track and diagnose problems in agriculture, health and the environment, or to perform everyday tasks such as avoiding traffic jams or paying bills. Such technologies can be used both to protect and exercise human rights and to violate them, for example by tracking our movements, purchases, conversations and behavior. Governments and businesses have an increasing number of tools to search, analyze and use data for financial and other purposes.

However, if there were a formula for better regulation of the ownership of personal data, such data would become a source of useful information for the individual. Data-driven technologies have the potential to empower people, improve human well-being, and promote universal rights, depending on the type of protection measures taken.

The adoption of digital technologies is faster than any other innovation in the history of mankind: in just two decades, digital technologies have managed to reach about 50 percent of the population of developing countries and transform societies with their help. The use of technologies that enhance connectivity and access to financial, commercial and government services can lead to a significant reduction in population inequality.

For example, in the healthcare sector, advanced technologies based on the use of artificial intelligence help save lives, diagnose diseases and increase life expectancy. In the field of education, the provision of a virtual learning environment and distance learning has enabled students to participate in programs who would otherwise not have the opportunity. In addition, through the use of blockchain-based systems, government services become more accessible, institutions providing them more accountable, and processes become less bureaucratic as a result of the use of artificial intelligence. Big data can also lead to more flexible and precise policies and programs. At the same time, those who are still not embraced by such technologies are still excluded from the benefits of the digital age and are lagging behind the rest. Many of these “stragglers” are women, the elderly, people with disabilities, ethnic or linguistic minorities and indigenous peoples, and residents of poor or remote areas. In some areas, progress in connecting to new technologies is slowing down, and in some places even regressing. For example, globally, the proportion of women using the Internet is 12 per cent lower than that of men. While the gap narrowed in most regions between 2013 and 2017, the gap increased from 30 per cent to 33 per cent in the least developed countries. The use of algorithms can reproduce and even reinforce human and systemic bias in cases where they initially contain data that does not reflect the full variety of realities. For example, the lack of diversity in the technology sector may lead to a less effective solution to this problem.

In short, over the years, everyone will get to know and get used to the possibilities of digital technologies.

References:

1. <https://www.un.org/ru/un75/impact-digital-technologies>
2. <https://link.springer.com/article/10.1007/s12599-021-00733-9#Sec9>
3. https://uz.upwiki.one/wiki/Emerging_technologies