

DIGITAL ECONOMY: CONCEPTS AND DIRECTIONS OF DEVELOPMENT

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Abstract. Theoretical foundations, stages, driving forces, efficiency factors of modern digitalization and the digital economy are considered. The key components of the term "digital economy" are presented: digital technologies, ecosystems and transformations, taking into account their interconnection and interdependence.

Keywords: digitalization, digital technologies, digital economy, digital ecosystems.

The term "digital economy" is widely used both in theory and in practice, but there is no consensus on its interpretation. According to well-known statements formulated by Stan Kaplan in his risk analysis techniques, 50% of the problems in the world arise due to situations where the same words are used to denote different concepts, and the same number appears because the same concepts are interpreted in different words [1]. This conclusion is also typical for the digital economy, where the term "digital economy" is often used to draw attention to the digital topic by journalists and specialists in relation to various areas of digitalization, as a result of which the pace of semantic changes is constantly increasing and, as a result, there is a risk of blurring the boundaries of a new sphere of knowledge, the loss of its identity and investment attractiveness.

The urgency of the problems of the formation of the digital economy is due both to the growth in the scale of social communications through social networks, and the effectiveness of digital platforms that increase the speed and variety of exchanges (through the use of technologies based on the use of signs of discreteness, programmability and algorithmic production processes), which in general opens up fundamentally new and more opportunities for increasing the efficiency of mass production, the development of the economy and society. According to experts from the World Economic Forum, the potential of digital transformations (and as a result of the massive use of digital technologies to reduce various costs, and as a means of optimizing processes in the economy, society, and as a result of the emergence of new industries) is estimated at over \$100 trillion [2]. Many countries have identified digital development strategies as a high priority and are implementing a set of measures to digitalize the economy and society.

Returning to the term "digital economy", it should be noted that the directions, forms and types of activities related to the use of ICT, digital technologies and big data analysis are developing so rapidly that even definitions cannot keep up with them. In this regard, both the clarification of the conceptual apparatus of digitalization and the assessment of its current state and prospects are relevant, which requires appropriate theoretical justifications for this phenomenon. Two main aspects should be pointed out: digitalization and digital economy. The first is a long, complex and multifaceted process of transferring production and management technologies and information resources to a state suitable for the effective use of digital devices and technologies and involves the achievement of the following goals:

- reducing the cost and increasing the reliability of data collection, systematization, transmission and analysis (due to discrete sensors - the Internet of Things, RAG-tags, etc.);
- cost reduction and simplification of communications in the economy and society (digitalization of content and communication channels);
- creation of a system for multi-interaction of people and business processes vertically and horizontally (interorganizational digital systems).

Just like informatization and automation, digitalization, according to J. Naisbit, is a megatrend in the development of the economy, which is based on cybernetic methods and control tools, big data analysis tools and artificial intelligence [2]. Achieving a critical point in the digitalization of a business process (or an enterprise as a whole) leads to its qualitatively new state (transformation), which is characterized by higher efficiency.

It is advisable to consider the process of digitalization in a broad and narrow sense. The first one understands the multidimensional organizational and technological processes of mass application of new digital technologies in production and management in order to reduce costs and increase the speed of business processes. In the second, narrower, technical sense, it means the transition from the analog form of transmission, processing and presentation of data (information) to digital, carried out through the use of appropriate technologies and platforms. Digital transformation as another key component of the concept of "digital economy" involves not so much the introduction of digital technologies as a change in business processes and management institutions so that an enterprise, organization or government body can take advantage of new technologies.

At the same time, if traditional information technologies are aimed more at analyzing the state of the enterprise and solving individual tasks, formal, controlled and under centralized management, then the use of digital technologies is more focused on solving user problems, which are mostly informal and aimed at the interests and convenience of customers.

At the enterprise level, digital transformation means moving from a traditional IT service (task-focused, formalized, controlled, managed, and costly) to a human-centered, open systems world (informal, spontaneous, empathic, and affordable). As a result, information and digital technologies cease to be internal resources and assets of an enterprise and turn into factors in the formation and development of new markets for goods and services based on new business models.

Thus, the transformation of business models under the influence of digital technologies and the formation of digital ecosystems is objectively due to the ever-increasing complexity of the economy and, as a result, the growth of information activities to ensure the interaction of all links in the production of goods and services and the increasing consideration of individual consumer needs.

The digital economy is formed on the basis of digitalization and has its own specifics, determined by the nature of creating added value by increasing and systematizing digital content (object of labor), increasing the intellectualization of its processing algorithms automatically (without human intervention and with increasing consideration of the nonlinearity of real processes) and depending on environmental signals. One of the key characteristics of the digital economy is the speed of changes in the production of goods and services, in applied business models and management.

Quantitative changes in business models under the influence of cheaper and more widespread use of digital devices have led to the emergence of new digital technologies that are the basis of a modern economy based on predominantly horizontal interactions (self-organization and singularity), innovative entrepreneurship (self-development), information engineering (self-improvement) and auto-formalization (auto-structuring) of economic processes.

In terms of the pace of digitalization of the economy and society, Belarus does not lag behind the advanced countries, as evidenced by high ratings in the field of ICT, e-government, software development, and the formation of legislation. At the same time, it is known that with the rapid development of the process in the absence of restrictions on the development and application of various organizational schemes and products, various risks increase many times over, leading to a distortion of the originally planned goals. Therefore, it is advisable to take into account the direct relationship between the digitization of production processes and the corresponding improvement of the analog component (organizational structure, training, methods and instructions). Growth drivers in the digital economy are data, knowledge, and the people who possess that knowledge. Therefore, before adjusting to the use of digital technologies in an enterprise, it is necessary to analyze business processes and determine the economically viable degree of digitalization, develop the logic for introducing new technologies, and identify key business tasks for the transformation of production and management. Qualitative and systematized knowledge is a necessary basis for the digitalization of enterprises, since the actual processing and analysis of data is less than 20% of the time and effort, the remaining 80% is business analytics and data preparation (digitization).

The quality of digitized data, trained personnel, the priority of horizontal communications and coordination by the state will determine the success of digitalization.

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