

THE IMPORTANCE OF DIGITAL TECHNOLOGIES IN THE DEVELOPMENT OF THE DIGITAL ECONOMY

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Annotatsiya

Мақолада Рақамли иқтисодиёт – бу иқтисодий фаолиятнинг бевосита ахборот коммуникация технологияларининг ривожлантирилиши билан боғлиқ бўлган рақамли маълумотлар воситасида товарлар ишлаб чиқариш ва хизматлар кўрсатиш самарадорлигини оширишга йўналтирилган электрон, интернет, тармоқ ва виртуал иқтисодиёт кўринишидаги ижтимоий-иқтисодий тизими, таҳлили масалалари ёритиб берилган.

Аннотация:

В статье рассматривается анализ социально-экономической системы в виде электронной, интернет-, сетевой и виртуальной экономики, направленный на повышение эффективности производства товаров и услуг посредством цифровых данных, что напрямую связано с развитием информационно-коммуникационных технологий. технологии.

Abstract:

The article discusses the analysis of the socio-economic system in the form of electronic, Internet, network and virtual economy, aimed at improving the efficiency of production of goods and services through digital data, which is directly related to the development of information and communication technologies.

Kalit so'zlari: Рақамли иқтисодиёт, электрон, интернет, тармоқ, технология, инновация, ривожланиш, жараён, хизматлар, ахборот-коммуникация.

Ключевые слова: Цифровая экономика, электроника, интернет, сеть, технология, инновация, развитие, процесс, услуги, информация и связь.

Keywords: Digital economy, electronics, internet, network, technology, innovation, development, process, services, information and communication.

Today, the issue of informing all spheres of human activity is very relevant and important. Projects and programs are being developed to abstract human labor and replace it with machine labor. The introduction of digital knowledge and modern information technologies is necessary for any country to achieve development. This allows you to take the shortest path to

the ascent. Today, information technology is penetrating deep into all spheres of human life and activity.

Interest in the digital economy has grown significantly due to significant changes in society and the economy. Modern technologies and platforms have helped businesses and individuals reduce costs by minimizing personal contact with customers, partners, and government agencies, as well as making interactions faster and easier. The result is a network resource-based, digital or electronic economy.

The word “digitalization” is actually a new term that refers to the involvement of IT solutions in the process of innovative management and office work, resulting in the use of information technology in all systems, from the Internet to e-government.

The main source for the digital segment of the economy is the growth of the traction sector. In developed countries, this figure is more than 70% of GDP, combining public administration, consulting and information services, finance, wholesale and retail trade, as well as services (communal, personal and social).

The higher the diversification and dynamics of the economy, the greater the unique information flow inside and outside the country, and the more significant the information traffic within national economies. Therefore, the digital economy is developing rapidly in the markets where the number of participants is large and IT services are widespread.

In particular, it creates endless conveniences for transport, trade, logistics and other industries that are actively working with the Internet. According to some researchers, the share of the electronic segment in them is close to 10% of GDP, providing employment to 4% of the population. Most importantly, these figures are growing steadily.

Clearly, the effectiveness of the digital economy is affected not only by the coverage of information technology and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital and successful management tools. Consequently, economic development relies on them, which means that these criteria continue to play an important role in the development of the digital economy.

Digital economy is a socio-economic system in the form of electronic, Internet, network and virtual economy, aimed at increasing the efficiency of production of goods and services through digital data, which is directly related to the development of information and communication technologies of economic activity.

Today, the development of the digital economy in the world is accelerating. The development of the digital economy will allow to fully meet consumer demand and increase labor productivity in industries and sectors of the economy. E-commerce can prevent crises by accelerating the sale of goods and services. At the same time, the virtual payment system accelerates the turnover. Internet advertising, in turn, allows you to expand your advertising audience around the world.

rapid changes in the development of the economy in the world community as a result of digital technologies and the intensification of competition require the widespread introduction of innovations and digital technologies. As in previous waves of technological innovation, digital technologies also create the conditions for changing socio-economic relations. The Internet can develop jobs and make transportation systems safer, making cities more livable. It is used to create a wide range of networks and online markets, applications, communications, shopping, travel and business, as well as completely new business models and online systems. Digitization offers a wide range of opportunities to many consumers through the production of content on digital platforms and participation in Peer to Peer networks. The digital economy increases efficiency and supports socio-economic development.

The introduction and use of digital technologies in economic processes increases efficiency and allows participation in global value chains. Digitization helps increase efficiency by reducing transit costs, eliminating information asymmetries, and taking advantage of large-scale and network outcome economies. Because of these factors, the digital economy has expanded opportunities to increase markets and services, education, health, credit, resources, and investment. At the same time, the growth of the digital economy will not be without problems. While digitalization brings many opportunities to the country's economy, it also has its downsides. That is, digitalization will create new jobs, reduce old ones, and lead to significant changes in the labor market. This is influenced by changes that are a major cause of growing income inequality. Such changes in the labor market are worrying because digitalization can lead to rising unemployment and widening existing disparities in income distribution. In short, the goal of this study is to develop principles for shaping the digital economy.

The current changes in socio-economic relations, the transition to a postindustrial structure are accompanied by a number of features inherent in the digital economy and are reflected in the following considerations:

1. The most important condition for development is the existence of intellectual efforts used to increase economic efficiency. The most convenient companies for investors today are companies with intellectual resources. Well-known examples here are representatives of the Internet economy, such as Google, Uber, Booking, who are in fact digital platforms without physical action, finding many industrial giants in their capitalization.
2. The advantages of Cloud Computing in increasing the efficiency of economic activity are incomparable. Cloud computing is still evolving with companies of all shapes and sizes adapted to new technologies. In manufacturing, this trend will continue to grow and develop in the coming years. Cloud computing is undoubtedly very useful for large companies to medium-sized businesses.

Cloud is the cheapest method for computing, using, storing, and updating. Cloud technologies provide opportunities for software, computing power, data storage and use. Traditional

desktop software costs the company a lot financially. For many users, charging license fees can be very costly for this business. On the other hand, the cloud is sold at very low prices and therefore significantly reduces the company's IT costs. There are also a large number of simultaneous payments and other extended options, which is very convenient for manufacturers and service organizations.

3. The main means of information and communication is the Internet. The development of broadband internet, mobile internet, internet applications and gadgets has radically changed the way people communicate in their social lives. The use of websites, digital platforms, instant messengers is much more efficient than the use of previously used means of communication.

4. The development of the data exchange process requires globalization. Economic agents who do not have a global data network, markets and other countries' technologies, but only try to operate in limited local markets, are limited in scope, do not participate in global competition, and pave the way for more efficient economic agents in the later stages of globalization.

5. As the digital economy continues to grow globally, an unprecedented convergence of market-oriented behaviors related to the use and purchase of goods and services is on the rise. Digital developments are affecting several areas of market behavior. Assessing markets and studying market conditions is becoming increasingly difficult for businesses. The degree of integration of the digital platform with the marketing strategy assesses the effectiveness of the activities of economic agents.

6. The development of the digital economy is one of the strategically important issues for the country, which determines its global competitiveness. This means that our country needs to create conditions for the development of the digital economy, direct it to the most needed areas and stimulate this process as much as possible. An important distinguishing feature of our national economy is that the bulk of GDP is generated by state corporations (or companies with a large share of state participation). In such circumstances, the creation of industrial digital platforms under the leadership of ministries or state corporations is the most sensible step. Such platforms create the necessary infrastructure base for the rapid development of the digital economy and the proliferation of compatible technologies.

The main solution to the identified problems of the digital society are changes and approaches in the management structure of economic systems at different levels. Such changes come primarily from horizontal commands aimed at getting results. This requires the transition from closed, overly bureaucratic structures to the organizations that make up the network. Such organizations are hybrid forms of economic activity with flexible relationships that can be established and revised when necessary. With the development of sectoral structures in the economy, the transformation of the industrial economy, the creation of a flexible network of new structures, new forms of production and economic organizations is envisaged. The economic advantage of network forms is their ability to adapt quickly to changing conditions.

Because the boundaries of an organization's network forms are generally easier to manage than hierarchical boundaries, it is easier to improve the composition of network organizations in response to these changes. The result of this development will be small-scale production, an increase in the number of individual fulfillment of production orders. The changes will affect other aspects of the economy, particularly the labor market. Basically, the main requirements of the employer to the employee are: the ability to work in a team, work in a multi-tasking mode, a creative approach to problem solving, a high level of adaptation to rapidly changing conditions typical of network organizations. In general, the intellectualization of labor and capital is to increase the information potential of the modern economy. The formation of a network structure based on a highly developed information management infrastructure and the efficient use of intellectual resources implies significant changes in the entire socio-economic system of society and the state.

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