

PROSPECTS OF DIGITALIZATION OF THE ECONOMIC FIELD

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Abstract: It consists in the organization of economic activities of people based on digital and electronic technologies and carried out directly through e-commerce, cloud technologies, digital technologies. It includes services for providing online services, online stores, information sites, online communities, etc. Forms that allow you to generate income through the processing and presentation of information, as well as the digitization of manufactured products and services. This definition covers all business, cultural, economic and social transactions carried out on the Internet using digital communication or network technologies.

Key words: Modern information, innovations, technologies, electronic commerce, cloud technologies, digital technologies.

INTRODUCTION

Currently, developed and developing countries are putting rapid development of the service sector as one of the most important tasks to ensure economic growth. The service sector covers all strata of the population and affects almost all socio-economic processes taking place in society, which shows how important and significant this issue is. In Uzbekistan, the system of providing public services is consistently developing and being modernized. Development of the service sector is one of the priority directions of the economy of Uzbekistan. Rapid development of the service sector in the "Strategy of Actions on Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021" approved by the Decree of the President of the Republic of Uzbekistan No. PF-4947 dated February 7, 2017, increasing the role and share of services in the formation of the gross domestic product, fundamentally changing the composition of the services provided, first of all, at the expense of modern high-tech types, deepening structural changes, increasing its competitiveness at the expense of modernization and diversification of the leading sectors of the national economy was defined as one of the directions.

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In order to ensure the balanced development and diversification of the activities of service sector enterprises, to increase the competitiveness and quality of the services they provide, the Cabinet of Ministers of the Republic of Uzbekistan dated February 26, 2016 "On the program for the development of the service sector in 2016-2020" Decision No. 55 was adopted. As the Internet developed around the world, new forms of communication began to develop. They have the opportunity to exchange information not only with each other, but also with government agencies without leaving their homes through the Internet. Many foreign scientists have defined the types of services provided via the Internet as electronic services.

As of April 14, 2021, access to 210 state services has been created through the Single portal. In 2020 alone, a total of more than 50 services were introduced and improved on the Single portal. In 2022, it is planned to increase the number of public services on the Unified portal to 400 due to the introduction of 60 electronic state services that are in high demand. In order to bring changes and news in the field of electronic state services to the regular population, the pages of the Single portal on social networks have been launched ¹.

LITERATURE ANALYSIS

The level of use of digital technologies predetermines the promising directions and stable dynamics of socio-economic development of the state and society. Features of the development of the modern digital economy as a driving force for the acceleration of economic processes related to innovation, many modern researchers, including OV Bartyuk ², JU Kambárova ³, AA Kisurkin ⁴, IL Kovalyov ⁵, LA Milnikova ⁶, IV Solovyova, LI Ushvitsky ⁷, EV Shilova and other authors considered in their works. The purpose of the study is to consider the features of innovation in the modern conditions of the digital economy.

In the conditions of the modern economy, it is possible to achieve the prospects of economic growth and increase the competitiveness of the state in the world market by developing an innovative economy based on knowledge. Describing the concept of "innovation", LA Milnikova showed in her scientific works that some scientists study "innovation" as a "new input", others define it as the result of innovative activity, and others understand it as an investment in innovation. . Undoubtedly, innovation is innovation as the final result of scientific and entrepreneurial activity, which is interpreted as an investment in a scientific project. Innovation as an economic category is considered as a set of knowledge involved in innovative processes, and in turn, it is a driving force that determines technological changes that produce economic results and meet the needs of modern society. The role of innovation is constantly growing and is related to the concepts of innovation, innovation process, innovation potential, digitization. This aspect describes the presence of action elements that show the dynamics of innovative development ⁸. Implementation of priority innovative development occurs due to internal

¹https://www.google.com/search?q=MY+GOV&oq=MY+GOV&gs_lcrp=EgZjaHJvbWUyDwgAEEUYORiDARixAxiABDIKCAEQABixAxiABDIHCAlQABiABDIHCAMQABiABDIHCAQQABiABDIGCAUQRrg8MgYIBhBFGDwyBggHEEUYPNIBCDQwNzhqMGo3qAIAA&sourceid=chrome&ie=UTF-8

²Bartyuk O.V. Faktory innovatsionnogo ekonomicheskogo rosta Rossii [Electronic resource] // Internet journal "Naukovedenie". – 2014. – No. 6. – URL: http://naukovedenie.ru/PDF/65PV_N614.pdf

³Kambarova J.U. SWOT analysis of the current state of the national innovation system of the Kyrgyz Republic and the conditions of the Eurasian Economic Union (EAES) // Economic Vestnik. – 2018. – No. 3. – B. 15-17.

⁴Kisurkin A.A. Faktory, vliyayushchie na innovatsionnoe razvitie regiona, i ix classification po urovniam upravleniya [Elektronnyy resurs] // Sovremennye problemy nauki i obrazovaniya. – 2012. – No. 2. – URL: <http://www.science-education.ru/ru/article/view?id=5762>

⁵Kovalev I.L. Tsifrovaya transformatsiya kak katalyzator innovatsionnykh protsessov v ekonomiki // Bolshaya Euraziya: Razvitie, bezopasnost, sotrudnichestvo. – 2019. – No. 2-1. - B. 374–380.

⁶Mylnikova L.A. Innovation and digitalization of the Russian economy // Economic journal. – 2019. – No. 1 (53). - S. 107–119.

⁷Ushvitsky L.I., Ter-Grigoryants A.A., Soloveva I.V. Faktory i usloviya innovatsionnogo razvitiya ekonomiki // Mir nauki, kultury, obrazovaniya. – 2014. – No. 6 (49). - B. 271–276

⁸Shilova E.V., Dyakov A.R. O fenomenone chetvertoy promyshlennoy revolutsii i ego vliyaniya na ekonomiku i upravlenie // Vestnik Prikamskogo sotsialnogo instituta. – 2018. – No. 3 (81). - B. 86–95.

innovation potential and effective influence of management. The innovation development strategy was developed to regulate innovation processes in the state. It is necessary to take into account the conditions and factors of the innovative development of the modern economy when developing a specific management effect ⁹.

OVBartyuk said that the factors of innovative development and economic growth in a broad sense should be understood as processes that contribute to the positive change of certain quantitative and qualitative economic indicators. According to the author, it is appropriate to consider the following classification of innovative economic growth factors according to the method of their influence: 1) direct - to the formation of innovative potential and the implementation of innovations in practice Factors affecting the effectiveness of application. The formation of this group of factors is influenced by the internal elements and resources of the national innovation system (NIS);

2) indirectly - factors that create opportunities for the formation of innovative potential and its implementation. The formation of the factors of this group is influenced by the external elements of MIT ¹⁰.

In AAKisurkin's research, the classification of factors affecting the innovative development of the region was given, which were obtained by the method of multi-criteria classification, divided into 12 blocks, and according to the impact on the object of study, all factors are a certain means that it will be broken down depending on its belonging to the method. The author identified 75 factors that allow determining the level of innovative development of a country, region or province ¹¹.

Thus, the factors determining the results of innovation processes have been studied in sufficient detail in the scientific literature. Many scientists distinguish two large groups of innovative development factors in relation to the entrepreneurial entity: external and internal environmental factors. There is always a dialectical interaction and interdependence between external and internal factors: internal factors are the engine of development, and external factors are the conditions for development ¹².

DISCUSSION PART.

According to experts, digitalization allows to optimize production and logistics operations, increase the efficiency of the labor market, increase the productivity of equipment, increase the efficiency of research and development, reduce the consumption of resources and production losses. Digitization is becoming a necessary competitive factor. Digital Quotient, which includes a comparative assessment of companies on four fundamentals - strategy, digital culture,

⁹Ushvitsky L.I., Ter-Grigoryants A.A., Soloveva I.V. Faktory i usloviya innovatsionnogo razvitiya ekonomiki // Mir nauki, kultury, obrazovaniya. – 2014. – No. 6 (49). - B. 271–276.

¹⁰Bartyuk O.V. Faktory innovatsionnogo ekonomicheskogo rosta Rossii [Electronic resource] // Internet journal "Naukovedenie". – 2014. – No. 6. – URL: http://naukovedenie.ru/PDF/65PV_N614.pdf

¹¹Kisurkin A.A. Faktory, vliyayushchie na innovatsionnoe razvitie regiona, i ix klassifikatsiya po urovnyam upravleniya [Elektronnyy resurs] // Sovremennye problemy nauki i obrazovaniya. – 2012. – No. 2. – URL: <http://www.science-education.ru/ru/article/view?id=5762>

¹²Ushvitsky L.I., Ter-Grigoryants A.A., Soloveva I.V. Faktory i usloviya innovatsionnogo razvitiya ekonomiki // Mir nauki, kultury, obrazovaniya. – 2014. – No. 6 (49). - B. 271–276.

competencies, organizational model, shows that companies that are more actively implementing digital solutions, as a rule, demonstrate better financial results.

Digital technologies are changing the face of entire industries, as we can see in tourism, transportation and retail. According to the results of 2021, the e-commerce market showed the highest dynamics. In 2018, the e-commerce market of Uzbekistan amounted to 7.48 billion dollars. 5.3 billion of them are domestic and 2.18 billion are cross-border trades. The number of orders increased by 14% compared to 2017 and amounted to 589.6 million orders. At the same time, the share of e-commerce in the total volume of retail trade (including food and non-food products) was only 3 percent in 2018, and 5.75 percent excluding food products. Despite the positive dynamics of development, the e-commerce market in Uzbekistan is significantly lower than foreign markets. By the end of 2017, the volume of B2C internet trade was: in the USA - 440 billion dollars, in China - 680 billion dollars, in Great Britain - 220 billion dollars, in India - 37.6 billion dollars. The development of digital technologies is also serious in the field of tourism. lead to changes. In 2015, mobile travel sales accounted for 23% of all online sales, which in turn accounted for 37% of total travel. By 2020, online and mobile sales are projected to grow at a CAGR of 8% and 21%, respectively. Among the categories of tourist services in terms of the value of completed transactions, the "Accommodation" segment takes the leading place, followed by "Air travel". In 2015, the volume of online sales for citizens of Uzbekistan in the field of travel and tourism increased by 24% in current value and reached 454 billion soums. The average annual growth rate until 2020 is projected to be 12%. The number of orders through mobile devices is increasing (more than 15 percent) ¹³.

If we describe the digital economy scientifically, it is not some other economy that needs to be created from scratch, but the creation of new technologies, platforms and business models and their introduction into everyday life. This means moving the existing economy to a new system. Signs:

- high degree of automation;
- electronic document exchange;
- electronic integration of accounting and management systems;
- electronic databases;
- Availability of CRM (customer relationship system);
- including corporate networks.

CONCLUSION.

Digitization of the economy is a specific stage of the modern development of science and technology, which is associated with the widespread introduction of Internet networks, computer and information technologies, electronic commerce, and cloud technologies. The extensive development of digitization processes began at the end of the 20th century and at the beginning of the 21st century with the emergence of the Internet and continues to this day. This process can be fully observed in stock markets, where the digitization of assets was fully completed in the middle of the first decade of the 21st century. This greatly facilitated the execution of trades and allowed the use of special packages of application programs - automata or robots, but did not lead to a significant increase in the profitability of transactions with securities. The findings of

¹³Nizametdinov A. et al. The importance of the digital economy today //Journal of Academic Research and Trends in Educational Sciences. - 2022. - T. 1. – no. 11. – S. 251-254.

the research presented in this article show that the digitization of the economy has the opposite effect. and consumption leads to a decrease in their value, which may result in a relative reduction in GDP. The development of digitization processes in various sectors of the national economy has not yet had a significant impact on the growth rate of the economy.

The rapid development of information technologies is not without its reflection in the economy. Today, the basis of the achievements in the economy, especially in the field of modern marketing, is the highly developed and effective use of various segments of information technologies. The economy of Uzbekistan is certainly not an exception. As a clear example, a number of segments of information technologies, such as data transmission networks, Internet information resources and electronic document exchange between them, Internet marketing systems, business and commerce are developing steadily. For Uzbekistan, the development of information technologies is of great importance in ensuring new economic relations. But this process takes place only if there is a certain level of informational readiness of the society, which is created as a result of the increase of educational standards in the field of information technologies, modernization of national telecommunication networks, and the formation of the legal framework. As a result of the gradual development of the economy of Uzbekistan, the importance of new principles of conducting business, especially electronic commerce, has increased. Today, every Internet user has tried to understand the meaning of the word electronic commerce. On average, 1.5-2 trillion per year in the US markets related to such activity, which has not yet had time to build its long history. Funds are transferred in the amount of US dollars ¹⁴.

Currently, companies and firms operating in the field of computerization, information technology and network business in one way or another provide and support the digitalization of the formal economy, the first o in terms of sales, profits and income per employee. It is necessary to develop the theoretical basis of analysis, modeling and measurement of economic development in the conditions of digitization. Digitization of the economy is contributing to the growth of monopolization of the computer or network business in the era of globalization, which calls for reform. Analyzing the problems and characteristics of the development of digitalization of the economy, it is necessary to develop new economic theories that reflect the modern reality, it is necessary to justify the new indicators or characteristics of the sector and business activity in the economy.

¹⁴Gary Armstrong, Philip Kotler, Michael Harker, Ross Bernnan. Marketing an introduction. England, 2016, Paperback: 720 pages, Pearson.