

DIGITAL ECONOMY AND ITS ADVANTAGES

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Annotation: The rapid development of digital technologies has led to the acceleration of the processes of globalization of the economy. Effective use of them in all aspects of the economy is becoming a requirement today. This article describes the concept of digital economy, its origin and advantages. It was also noted that digitization will improve the state economy and people's living standards.

Keywords: digital economy, electronic documents, information, digital technologies, digitization, development, internet economy, electronic payment, budget, internet trade, information technologies, product, trade.

INTRODUCTION

The digital revolution, which is manifested as a new stage of economic and technological development, has rapidly changed the life of mankind, created wide opportunities, and started a period of further tightening of the international competition field.

The digital economy is used to represent two different concepts. First, the digital economy is considered a modern stage of development, characterized by the priority of creative work and information benefits. Secondly, the digital economy is a unique concept, the object of its study is the information society. In the conditions of today's rapidly developing global economy, the digital economy is at the initial stage of its development, and it will take several years before the complete transition of our time to the digital information stage.

METHODOLOGY

The concept of "digital economy" is a relatively new and very important phenomenon. There are many definitions of the digital economy. Below are a few definitions of the digital economy offered by various authoritative sources.

1. **Digital economy** is a system of economic, social and cultural relations based on the use of digital information and communication technologies.

2. **Digital economy** - allows and implements trade of goods and services through the Internet, electronic commerce. The digital economy includes three components: infrastructure (devices, software, telecommunications, etc.), e-business (digital processes, in organizations) and e-commerce (selling goods online).

3. **Digital economy** is an economic activity, in which the main factor of production is the production of digital data, the processing of large volumes and the use of analysis results, which are different types of products, technologies compared to traditional forms of management, equipment, storage, sales, delivery efficiency can significantly increase.

4. **The digital economy** is an economy based on digital technologies, but in many ways we understand that the digital economy involves doing business in markets based on the Internet and the World Wide Web.

The digital economy is not some kind of economy that needs to be created from scratch. This means moving the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life. The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, is to implement more effective solutions than the previous system in service, technology, devices, storage, product delivery. In other words, the digital economy is an activity connected with the development of digital computer technologies in the provision of online services, electronic payments, Internet trade, crowdfunding and other types of industries.

Digital economy is a system of implementation of economic, social and cultural relations based on the use of digital technologies. It is sometimes referred

to as the internet economy, the new economy, or the web economy. In 1995, American programmer Nicholas Negroponte coined the term "digital economy". Currently, politicians, economists, journalists, businessmen - almost all of them - use this term. E-commerce, internet banking, electronic payments, internet advertising and, at the same time, internet games are seen as the main elements of digital economy development.

Due to the development and implementation of information technologies, many conveniences are appearing in our daily life. Let's say we want to eat, but we don't want to prepare it, it's not a problem, we can order the food we want online through the Internet home delivery service. Or we need to transfer money to a friend, no need to go to a bank or financial institution, we can transfer money through mobile banking. We can provide many of these services online, via smartphone or computer.

Nowadays, the concept of digital economy has appeared in the economic theory and practice of a number of countries. It was distinguished by the rapid development of digital technologies, the revolution in the information sector and the acceleration of the globalization of the economy. The efficiency of their use has been translated into increasing knowledge, and socio-economic relations are expanding more and more. As the President of our republic, Shavkat Mirziyoyev, stated, *"In order to achieve development, it is necessary and a must-do thing for us to acquire digital knowledge and modern information technologies. This gives us the opportunity to take the shortest way to rise."*

The main characteristics of the digital economy are:

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

The amenities are:

1. Expenses for payments will be reduced.
2. Get more and faster information about goods and services.
3. There are great opportunities for goods and services to enter the global market in the digital world.
4. Goods and services are rapidly improved due to quick feedback (consumer opinion).
5. Faster, better quality, more convenient.

The practical importance and aspects of the digital economy, which, first of all, significantly increases the standard of living of people, which is its main benefit.

Secondly, the digital economy is the main pest of corruption and "black economy". Because numbers seal everything, store it in memory, provide information quickly when needed. In such conditions, it is impossible to hide any information, make secret deals, not to provide full information about this or that activity, the computer will reveal everything. The abundance and systematicity of information do not allow for lies and fraudulent activities, because it is impossible to cheat the system. As a result, it will not be possible to launder "dirty money", steal funds, use them ineffectively and aimlessly, increase or hide them. This will increase the flow of legal funds into the economy, taxes will be paid on time and correctly, budget allocation will be open, funds directed to the social sphere will not be stolen, schools, hospitals, the money allocated for the roads will reach in full, etc.

Thirdly, the state's decision to develop the digital economy opens up new directions in the field of information technology and in general, in the field of electronic document circulation.

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 interactions with customers, partners, and government organizations, as well as making communication faster and easier. The result is a digital or electronic

economy based on network resources. The main source of the digital segment of the economy is the growth of the transactional sector. In developed countries, this indicator makes up more than 70 percent of GDP and combines public administration, consulting and information services, finance, wholesale and retail trade, as well as services (utility, personal and social). The higher the diversification and dynamics of the economy, the greater the circulation of unique information within and outside the country, and the greater the information traffic within national economies. Therefore, the digital economy develops rapidly in markets where the number of participants is large and IT services are widespread. In particular, it creates unlimited convenience for transport, trade, logistics and similar industries that actively work with the Internet. According to some researchers, the share of the electronic segment in them is close to 10% of GDP and provides employment for 4% of the population. Most importantly, these indicators will grow steadily. Undoubtedly, the effectiveness of the digital economy is influenced not only by the coverage of information technologies and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital, and successful management instruments. Therefore, economic development relies on them, which means that these criteria are as important as before in the development of the digital economy.

The advantages of the digital economy are manifested in the following:

- in the conditions of the digital economy, the costs of searching for products are sharply reduced, because it is easier to receive any information online than offline;
- the consumption of goods in the digital economy by one consumer does not reduce the demand for other products and their quality;
- the costs of transporting products and distributing information about them in the digital economy are zero;
- the character of the consumer can be easily studied with the help of digital technologies. This creates one-to-one markets in its place;

- digital technologies also make it easier to create a product brand and reputation;

- in the digital economy, transactions are easier across borders in electronic form crosses.

The development of information and communication technologies, the application of modern technologies to our lives can give many positive opportunities in the life of every person. Following the development of digital technologies, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply through the Internet. For example, buying a book in electronic form may cost you much less to buy the same book in printed form. Otherwise, an ordinary consumer can become an entrepreneur himself and engage in online sales without leaving his home.

The most active driver of the digital economy is the state. It is the main customer and consumer of the digital economy. For example, China spent about 9 billion dollars for these purposes. The Internet resource Alibaba, with a market capitalization of more than 210 billion dollars, proved that these investments were correctly directed. A country that wants to get the maximum benefit from digitization should create and support the market for the necessary high-tech products. At the same time, while developing private applications for public administration, important industries and enterprises in parallel, it is also important to keep the instruments that control the main platforms of the electronic economy in their tracks. In particular, Japan has lost the leading positions in the digital economy due to its inability to create its own manufacturing networks and maintain a consistently high level of technical development, although it purchased technologies. South Korea, on the other hand, invests 1% of the national budget in e-government and e-intermediation (for e-commerce activities and public procurement), generating 10-15 billion dollars annually and receiving income that covers costs 30-40 times. In particular, this result was achieved by organizing call centers in the public and private sectors, creating mobile applications and reengineering state-owned internet platforms.

Training of personnel working with information systems in state administration remains one of the important areas of this field. For example, in Belgium in the 70s of the last century, special mobile groups of specialists (including teachers and students from specialized educational institutions) were organized to train employees of state bodies and configure systems directly for them at their workplaces. Another subtle aspect of the digital sphere is that the development of complex digital systems and their practical application requires a serious and detailed approach. It may seem strange to you, but programming is often not a sufficiently technological phenomenon. Therefore, the programmer who solves your tasks will act according to how he understands the task in many respects. Most important solutions are left unexplained in this process because each side assumes they are self-evident.

The accompanying documents related to the programs are sometimes compiled in a fragmented manner. As a result, in the process of working with the product, the customer loses control over the development that he ordered and paid for. In this case, the budget allocated to information projects does not include service costs, despite the fact that they are extremely important. Because the digital economy covers the whole world, any government project related to informatization and digitization should be studied comprehensively and on the basis of a unified coding system, identifying economic and management related information. The most important and at the same time the most difficult stage in the development of the digital economy is the simplification of the business environment and the maximum reduction of the costs of communication between people and business with the state. After that, it is required to establish an inter-organizational (multi-agent) dialogue within the framework of the public and private sectors of the parties. The most important part of this process is digital economy platforms that move from "one-to-one" and "one-to-many" communication formula to "many-to-many" formula. Shifts in this area will automatically dramatically change the situation in the real sector of the economy (and stimulate structural reforms in these areas) through the development of

consulting and technical organizations suitable for small and medium-sized businesses with state support and help create conditions for an innovative economy. will give.

To sum up, the qualitative development of economic sectors, the social sphere and the state management system in the current period of human development and in the near future is directly related to the widespread introduction of digital technologies. The development of the digital economy has a positive effect on the development of all sectors of the country's economy. The development of the digital economy has a positive effect on the formation of a favorable investment environment. The development of the digital economy indicates that additional opportunities are being created. With its development, new, modern jobs will appear. It prevents people from overspending and wasting their time. An increase in the share of the digital economy in the gross domestic product will lead to a corresponding increase in the gross domestic product. As a result, it serves to ensure macroeconomic stability in the country.

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