

## DIGITAL ECONOMY AS AN ECONOMIC PROCESS

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**Annotation.** The subject of this article is digital technologies and the factors that accompany their development. The article analyzes the current state of the digital economy, identifies the directions of its influence. The influence of digital technologies on the public sector of the economy is considered. The consequences of the development of the digital industry on the economy are highlighted. The state and development of the digital economy in Russia is considered.

**Key words:** digital economy, digital technologies, transaction costs, digitalization, Internet.

The relevance of studying the development of the digital industry is reduced not only to changes in industry, the manufacturing sector and sources of surplus product and national income, but also to systemic imbalances in the development of various markets for goods and services. This development has led to the emergence of "mega-competition", reflecting the competitive environment, which is characterized by dynamism and stability in the behavior of competitors' companies.

In addition, the introduction of new generation digital technologies, called end-to-end, is transforming business and the social sphere. It is the effective use of digital technologies that will set the level of the country's competitiveness.

There is a practical individualization of some areas of IT activities, which occurs as a result of the development of the digital economy. Such areas are characterized by the inclusion in the work of workers with high qualifications in digital technologies.

Legal entities at the level of business entities are entering a new path for the further development of economic activity, the implementation of corporate engineering, and the optimization of production and business processes. The

company incorporates the results of the analysis of external digital technologies into the production processes, which increases the performance indicators. Increasing the competitiveness of manufactured products.

At the moment, digital technologies are being significantly introduced into various sectors of the country's economy, and they cannot be singled out as a separate area. The digital economy has different directions of influence:

- increase in real mobility, in fact, more intangible products are used, which have a more significant use dynamics than tangible ones.
- the growing importance of information as a separate category;
- the ability to create, store and use a large amount of information that has practical application.

Digital technologies are essential in the public sector of the economy. The development of digital technologies in the public sector of the economy plays an important role. Digital delivery of services is increasingly seen as a cost-cutting tool that delivers significant efficiencies as well as being an environmental avenue. This will enable public institutions to provide better and more timely services and be more open to the public. Digital government can become one of the ways to improve the efficiency of natural resource management and stimulate economic growth [1].

There are business models that are different from the old ones, network structures based on the methods of collective production and consumption, there is a transformation of relations in the market, which requires the development of new management decisions. The further development of digital technologies has consequences for the economic sphere. If now the share of retail on the Internet accounts for about 9-10% of all transactions, then in the future their number will only increase [2].

As part of the implementation of the national project "Digital Economy of the Russian Federation", the program "Digital Economy of the Russian Federation" operates. The program declares the following ambitious goals: creating an ecosystem of the digital economy, creating the necessary and sufficient conditions

for the institutional and infrastructural transformation of the Russian economy, removing existing barriers and obstacles to the emergence and development of high-tech industries and enterprises, as well as increasing competitiveness in the global market as separate industries, and the Russian economy as a whole.

The modern legal regulation of the Russian digital economy is based mainly on the regulation of the traditional rather than the digital economy. To date, a significant set of regulatory and legislative acts has been developed, the innovations of which can be applied and are already being applied in the context of the expansion of the digital economy. At the same time, special laws were adopted to regulate the digital economy and take into account its specifics.

The analysis showed that the existing approaches to the management of national digital strategies (NDCs) in different countries include such areas as improving the quality of e-government services, developing and improving information and telecommunications infrastructure, promoting ICT skills and competencies, improving security, supporting research, innovation and entrepreneurship by providing greater access to the Internet, e-services and information. Directions for further research are the preparation of measures to remove restrictions and problems of the digital transformation of the economy, as well as the development and implementation of a system for ensuring digital economic security.

The use of so-called end-to-end technologies (robotics and artificial intelligence) is a key factor in the digitalization of the economy. Digitalization based on digital data, information and communication technologies makes it possible to transform the national economy and society, which is the result of changing the way people interact economically, introducing innovations into the technological process. Harnessing the power of the global network through its intangible, machine-coded nature and software facilitates value creation, transactions, and cross-border interaction.

Thus, the digitalization of the national economy is becoming a factor for the country to increase the level of competitiveness in the world market and ensure

rapid economic growth. The formation of national digital strategies is the basis for the development of the digital economy and the information society.

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