

processes in developing countries and countries with economies in transition

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THE ROLE OF DIGITAL ECONOMY IN MODERN BUSINESS MANAGEMENT

Kuchkorova D.

*Business Administration 3rd stage student
Information Systems and Management
Higher School in Fergana Branch
ISMA University of Applied Sciences
Fergana, Uzbekistan*

Introduction

This article is about the creation of new forms of modern business in our country, the further growth of new economic views, the penetration of technical and technological systems discovered in the process of globalization to the root of all industries, the rapid growth of the

economy, the economic growth of new digitalized economic terms in our country, entering into social life, all this indicates that our country is rising at the same level as developed countries. This is an achievement not only of science, but also of business, economics, and technology.

How important are all the new systems mentioned above in the financial, economic and political life of our country, how these updates can make changes not only in the life of the country, but also in the life of the people of this country, the market, which is part of the economic activity of these systems in our country aspects of impact on the scale of the economy, bringing the country's scale of digital financing to higher levels, supporting the scale of economic growth, to what extent it can change the financial system of Uzbekistan and to what levels of economic activity We will study the problems and solutions of the digital economy in a number of businesses, such as which branches can be changed and grown, and the above points included in this scheme of these systems will be studied in the context of the topic chosen in this article, considering the example of the business and economic sectors of our country. the process we will try to cover it widely.

The main part

Since the creation of man, he has been doing a lot of research, scientific work and studies in order to satisfy his needs. And these studies bring new areas, systems and terms into the life of humanity. The 21st century entered the development of science with endless updates. The modern technologies that are being created today are creating new developments and opportunities in a whole system of industries.

Digital economy.

The concept of digital economy entered the economic system as a result of research conducted by the American scientist Nicholas Negroponte, who mentioned how the transition of information communication technologies from the old economy to the new economy can be a result of intensive development. The digital economy is information in the digital form of the main factors of production and service provision – this economy means conducting economic activities. By analyzing large amounts of information, it is possible to provide high-performance solutions for the provision of various types of production services, technical equipment, and product delivery. In modern terms, the digital economy is the operation and development of all areas with digital computer technologies, online services, online sales and electronic payments.

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of economic activities in the economy. By analyzing a large amount of data, it is possible to provide highly efficient solutions for the provision of various types of production services, technical equipment and product delivery. The digital economy is the operation and development of all industries with digital computer technologies, online services, online commerce and electronic payments.

The digital economy is not the introduction of new systems into the economic system from scratch or some other digital systems that will complicate human social life. The creation, updating and introduction of new technical technologies, modern platforms and business models and the introduction of these updates into everyday life is the transfer of economic development to a new system and the introduction of digital computer technologies into the economy of new innovative ideas that make human life easier. At this point, we should mention the advantages of the digital economy. The advantages of the digital economy the development of information and communication technologies, the application of modern technologies to our lives can provide 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.

The main advantages of the development of the digital economy

- increase labor productivity;
- increasing the competitiveness of companies;
- reduce production costs;
- creation of new jobs;
- elimination of poverty and social inequality.

Modern Business.

Although business is a very simple and small word from the outside, this word has a very big meaning, a world of meaning and a lot of hard work. Business is a combination of all actions and opportunities aimed at achieving a high position of a person in society, improving his social life, and finding profit by solving problems in society. One of the biggest strengths of business is its value. Nowadays, the renewal of modern business types is expanding day by day, not only in our country, but also in the countries of the world. The business sector has influenced the social life of mankind in a large way.

Modern business types:

- Hobby – creating a club;
- Car rental;
- Vending machine device;

- Opening an online store;
- Internet business: opening websites, developing electronic designs suitable for various fields, creating Internet stores;
- Create a trading space; Dealing with pre-sale of the site – Telderi; Creation of provider companies;
- Online legal and psychological support and online coaching service;
- Dropshipping is an intermediary service between the manufacturer and the buyer;
- Creation of advertising and announcement sites.

All the modern business areas mentioned above are one of the great achievements of the digital economy, which entered the economic system with new changes. Because these areas are the most effective, necessary and popular new directions not only for the economic system, but also for conducting work through business.

The role of the management process in modern business today is incomparable. All the largest and top-rated enterprises in the world are expanding and improving their scope of work using the convenient system of business management digitization. Management (in economics) means the conscious purposeful influence on people and economic processes by the agencies that regulate the state of the economic system of the economy in society, and at the same time, it is a way of directing their activities and directing them to achieve the intended results. We can see the management process in every aspect, every field, because this concept has its own meaning and content in every field. When we connect the management process to the economic and business sectors, it is carried out in a special way in factories, factories, firms and other production processes among each economic process. A business that has not formed a management system is a business that has not developed the scope of its development well. Because the main goal in economic business is development, profit and improvement. This, in turn, requires that all branches work on the basis of the principles of convenient and perfect development of the management system and implement their goals in a systematic management process.

Modern business management and digital economy.

The 21st century is the age of technology and technology and in our current modern life, the three terms mentioned above are so close and closely related to each other that it is difficult to imagine today's modern economy without these words. Digital business is new business models that unite the economic world with digital worlds. is to appear. This term is based on the introduction of new interpretations of digital transformation and its expansion across systems. The

use of modern digitized technologies in business leads to an increase in product value and productivity, the quality of production, and a radical improvement of the entire business world. Social networks, the online market of smartphones, widespread Internet connectivity, the emergence of distance learning technologies and artificial intelligence through Internet networks, and the entire economic system are leading to a radical transformation of normal work activities. The management process of e-commerce in the digital economy is a computerized system of interaction management through professional personnel, and carries out extensive work on the active use of electronic information to meet the growing needs of mankind in terms of science and life activities. Electronic commerce is one of the main fields of application of the digital economy, which is developing rapidly in all developed countries. Electronic-commerce is electronic business and various computerized digital transactions carried out with blockchain and cryptocurrencies, which indicates that this business is reaching higher heights. The increasing importance of social networks in forming an opinion about a product or service among consumers. The organization of direct sales of manufacturing companies via the Internet, the use of electronic showcases, the organization of network and inter-network virtual exchanges, the possibility of working without warehouses (drop shopping) and the fulfillment of reserves on demand thanks to the Internet system and the creation of new opportunities for business are developed countries and our will lead to a significant increase in the share of services in the GDP of our country. This, in turn, means an increase in the level of development of the country's economy.

The digital economy develops on the basis of modern information technologies and according to real economic conditions. 10 years ago, the technologies of production, trade and finance were consistently developed, but not long after that, until now, the role of innovative entrepreneurship in business is mainly self-development, the role of in the emergence of new types of electronic digitized technologies, which are the basis of the modern information economy, which is based on self-improvement and structuring of economic processes. Through this, a new digitized banking system has entered the economic system of our country. This, in turn, will increase cash investment and turnover in business, expand its activities, and have a great impact on the financial sector of the economy, because the development of the country's economic life will grow through entrepreneurship, but the bank will capitalize on this scale of development. is controlled by rotation. The development of the business analysis digital banking system and management consulting service rating is also of urgent importance in the digital economy. Digitalization of the economy is often useful for

improving the existing business model and optimizing business processes. The digital economy is a strong management strategy, ensuring the highest level of digitized business management, discovering a new world full of opportunities, and creating systems focused on digital ecosystems. entered It is safe to say that this was a successful step towards economic renewal.

Conclusion

In conclusion, we can say that we believe that the introduction of the digital economy into the field of modern business management will positively serve the country's economic growth. It is one of the biggest achievements of humanity that it has been finding solutions to the problems in front of it in the course of centuries of development and achieving the achievements it has today. Therefore, today's high-level developments indicate that a number of its problems have been solved. The digital economy has been able to sufficiently introduce its large-scale work level into the system of all sectors. As a result of this, as we all know, regardless of any field, it operates on the basis of technical, technological and digitized programs. This shows that people live in harmony with the present time. In modern business management, we would not be mistaken if we say that the digital economy has increased not only the country, but also the social standard of living of the country's residents to a certain extent. The increase in the standard of living of the population means that the country is slowly climbing to the highest peak. At the end of my speech, I will say that the emergence of digital economy, modern business, and new management systems means that the future of this country will flourish.

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