academic publishers
INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE (ISSN: 2692-5206)
Volume 04, Issue 07, 2024
Published Date: 14-09-2024

DIRECTIONS OF ENTREPRENEURSHIP DEVELOPMENT IN THE DIGITAL ECONOMY

Ozodbek Yoldashev
Student of Tashkent State University of Economics

Abstract. The content of the "digital economy" is analyzed in the article, its main features are analyzed. Some types of digital technologies are analyzed and their influence on the development of legislation is studied. It is proposed to assess the impact of digital technologies on the mutual cooperation of business entities.
Keywords: entrepreneurship, digital economy, entrepreneurial law, digitization, digital currencies, registration, blockchain, information.

Nowadays, economic activity based on digital technologies is one of the most urgent issues in the modern world. There are different concepts and ideas about the introduction of the digital economy. Experts from various fields emphasize the need to develop digital technologies and develop proposals for a system of measures that contribute to this process.

The evolution of industrial development consists of several stages. Currently, INDUSTRY 4.0, based on digital technologies and production systems aimed at integrating digital production, is being used. It includes digitization and integration of value chains for products and services. Enterprises can maintain their competitive position in the conditions of global digitization and the information-based economy only through the continuous introduction of innovations.

Research shows that 90% of industrial leaders believe that digitization offers more opportunities than risks, and 98% of respondents believe that improving efficiency is the main reason for investing in digital transformation: integrated digital enterprise planning, more efficient use of assets, lower quality costs and automation helps to increase such efficiency [2]. Robotic systems, information technology and industrial workers are closely related to each other and interact in real time, creating an innovative, more flexible way of production. Digitization of production processes leads to a qualitative leap in efficiency, cost reduction, and is becoming one of the important factors in shaping the competitiveness of enterprises.

Cost reduction can be achieved through integrated production planning and implementation, which synchronizes data from sensors within the enterprise to ERP systems with information from partners along the horizontal value chain. Cost optimization is also possible by optimizing repair and maintenance schedules for fixed assets, which ensures increased uptime. Digitization transforms the original business model of an enterprise and creates new business opportunities by leveraging globally distributed digitized assets and organizational resources, combining the intangible processes of product development and production planning with physical production and operational support.

According to scientists, the "Digital" (electronic) economy is an economy that exists in the conditions of a hybrid world (a new reality in which the real and virtual worlds are closely connected and all actions necessary for the real world can be carried out). stated. A characteristic feature of this economy is maximum satisfaction of the needs of all its participants through the use of information.

There may be some doubt that the satisfaction of needs can be realized through the use of information. In fact, the essence of digital technologies depends on the ability to process, organize and use very large amounts of data. New carriers that have appeared in the electronic era allow to accumulate knowledge in

volumes that are impossible for the human brain under normal conditions.

Of course, information is always important for economic development and business - trade secrets, production, material processing. But these data have never been decisive and always correspond to the concept of "human factor".

It can be noted that the digital economy is a complex of social relations that develops in the system of production, distribution, exchange and consumption, and the interaction of subjects is based on the use of information.

The term "digital economy" refers to various phenomena. Often, even in the leading countries of "digitalization", the term "digital economy" refers to the introduction of new forms of payment and communication.

In fact, this process involves simple digitization of existing economic relations. Such activity is important and useful, but it does not lead to the emergence of new forms of management and conceptually new economic relations. This activity can be considered as the development of new forms of management, the formation of economic relations based on the connection of the real and virtual world, and the qualitative change of social relations as the construction of a digital economy.

In the future, there are many digital technologies that will have an increasing impact on human life and, accordingly, will affect the development of legislation. First of all, it is closely related to cognitive technologies, cloud technologies, Internet of Things, big data and digital currencies.

Cognitive technologies are able to process information. Recycling takes many factors into account. If a traditional search engine generates millions of links when querying the Internet, the use of cognitive processes will accurately answer the given question.

Cloud technologies are already widespread and represent a system of network access to the total volume of data available for remote access.

The Internet of Things and the Internet of Industrial Things are two major areas that include equipping with sensors and connecting to the Internet everything that is important for life or for the production of things and equipment. Management and control of processes is carried out in real time.

Big Data is a general name for tools and methods of processing results. A large amount of data from constantly growing sources is systematized and processed, so that the user of the processed data receives qualitatively new information about the phenomenon.

Digital (electronic) currencies are now becoming the need of our time. Various electronic currencies are cryptocurrencies, the creation and circulation of which is connected with the use of cryptographic methods. Blockchain technology (Block Chain, a chain of transaction blocks) was created specifically for the first cryptocurrency - bitcoin, which now already has an independent program. Virtual currency may not be cryptocurrency and may not use blockchain technology (Yandex-Money, Qiwi, WebMoney).

Despite the negative attitude of many governments towards electronic money, digital currencies will be the main means of payment in the future. Cryptocurrencies cannot be counterfeited or stolen. The downside is that there is no single center of issue, that is, there is no classical support of the currency by the issuer.

In the future, blockchain technology should become one of the most demanded technologies in vertical and horizontal business communication. Blockchain is based on the fact that data is repeated over and over again and stored in a distributed network, which is almost impossible to tamper with: each record contains a history of changes. The technology has been used in copyright protection, insurance business and crowdfunding.

It is the blockchain that is able to qualitatively change many registers - the unified state register of legal entities, the unified state register of legal entities, inspections, small and medium-sized businesses, etc.

In addition, in the future, it is possible to create commercial analogues of state registers and combine them with reference-legal systems. The development of the latter based on cognitive technologies leads to the creation of full-fledged lawyer robots.

Decisions in public administration and business are made on the basis of a large amount of information. Information from city cameras, information about activity in social networks, purchases through online checkouts - all information is collected and used. The main legal problem here is the observance of human rights and protection of privacy.

Many scientists are worried about the prospect of universal chipping, full control of all areas of life. On the other hand, digitalization leads to transparency of relations, many aspects of economic life are open to both society and regulatory bodies.

Changing the principles of mutual cooperation of the parties to the contract will lead to an increase in the number of potential counterparties and ease of communication between business entities. Many entrepreneurs will be able to contract with the most prominent firms in the market, resulting in the emergence of "reputable" monopolists (or individuals in a dominant position).

In the digital age, the relationship between the buyer and the seller will change radically. Already, the production of some goods can be ordered remotely based on your samples. In the future, this practice should spread, as a result, we will get a contract structure when the former "seller" provides services for the production of a certain object in accordance with the technical parameters of the counterparty at its production facilities. Accordingly, the usual distribution of the rights, duties and obligations of the parties to the contract will also change.

In general, the concept of digital entrepreneurship is characterized by detailed recording of information about subjects and objects of economic relations. Perhaps for purposes of advertising, state control, etc. in the future, another link in the chain of "creation - distribution - exchange" will appear, which will be regulated by legal norms - "consumption".

In conclusion, it should be noted that digitization (first of all, blockchain technologies) makes it possible to make the acceptance of goods (determining the performance of the contract) a part of the electronic business contract. In Uzbekistan, as in other countries of the world, small and medium-sized businesses rely on digital channels, tools to launch and develop them, it is necessary to help them learn simple but effective tools to find and grow their audience.

References:

1. Введение в «цифровую» экономику / А.В.Кешелава, В.Г.Буданов, В.Ю.Румянцев [и др.]; под общ. ред. А.В.Кешелава; гл. «цифр.» конс. И.А.Зимненко. М.: ВНИИ геосистем, 2017. С. 6, 12.
2. Правовое регулирование экономической деятельности: единство и дифференциация: монография / отв. ред. И.В.Ершова, А.А.Мохов. — М.:Норма: Инфра-М, 2017. — 464 с.
3. Энтин В.Л. Авторское право в виртуальной реальности (новые возможности и вызовы цифровой эпохи). — М.: Статут, 2017. — 216 с.
4. Веселовский М.Я., Никонорова А.В. Управление инновационным процессом и особенности внедрения инноваций// Вопросы новой экономики. 2014. №2(30). С. 60-67.
5. Digital-factories-2020-shaping-the-future-of-manufacturing. https://www.pwc.de/de/digitale-transformation/digital-factories-2020-shaping-the-future-of-manufacturing.pdf
6. Юлдашева Н.А. Вопросы применения цифровой трансформации. Наука сегодня: задачи и пути их решения. 2021/5/26. 51-53. https://scholar.google.com/scholar?oi=bibs&cluster=5687267427863459 74&btnI=1&hl=ru
7. Yuldasheva, N.A. Issues of active development of the digital economy. ISJ Theoretical & Applied Science. 05 (97). 375-379. Doi: https://dx.doi.org/10.15863/TAS