



FEATURES OF THE IMPLEMENTATION OF THE DIGITAL ECONOMY IN THE ACTIVITIES OF THE ENTERPRISE

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Abstract: This article analyzes the basic principles related to the introduction of the digital economy into the activities of enterprises, practical aspects of the formation and development of the digital economy in enterprises, the results achieved in the field of digitization and digital transformation in the last 30 years, digital technologies, the world's leading digitized enterprises and the processes of digitization in Uzbekistan.

Key words: Digital economy, Enterprise activities, Digital transform, Digitization, Digital technology

In order to ensure the effective development of human activities in the digital economy, it is necessary to form an institutional environment. Institutions and strategies for the development of the digital economy in the Republic of Uzbekistan play a key role. Taking these into account, the main areas related to personnel and education in the national program should be defined as follows:

Creating conditions for the training of personnel of the digital economy: the creation of modern educational institutions and the modernization of existing ones to educate young people in the field of digital technologies and innovations.

Professional staffing of the digital economy: training and professional development of specialists who can apply digital technologies in the field of production and services.

The creation of modern scientific and applied literature in the state language for the digital economy: the creation of modern resources and literature on the digital economy in the Uzbek language, through which to help national research and education.

Organization of the labor market in accordance with the requirements of the digital economy: to analyze the demand for specialists who meet the requirements of the digital economy in the labor market and establish their preparation.

Training of programmers and technicians with Universal knowledge: providing for the training of programmers, technicians and other employees who are provided with Universal and specialist knowledge.

The creation of a system for financing and motivating the participation of personnel in the development of the digital economy: the development of financial and motivational mechanisms for maintaining interest and intensity in the digital economy.

Creating an IT market for information retrieval, processing, sorting and use: organizing an efficient market for the use, processing and use of Information Technology and digital tools.

At all stages of human development, the factors of the traditional economy – land, labor and capital, undergo fundamental changes in the era of digital changes. In the digital economy, the main asset of states will be human capital, that is, specialists with deep knowledge in the field of new technologies and digital literacy will play an important role. So, in the development of the digital economy, it is necessary to understand the value of each human resource and use it effectively. [1]

This point of view is based on the fact that the main factor of production in the digital economy is not capital anyway, but human potential.

Professor Klaus Schwab's thoughts are intended to deeply consider the importance of human

potential in digital economics and modern production models. According to him, in the digital economy, the main production factor is human capital, and not capital itself, but the main limitation is the shortage of personnel with deep knowledge, capable of innovation and being competitive.

Klaus Schwab considers the peculiarities of the Fourth Industrial Revolution, emphasizing the need for a revision of the concept of "intelligent competence" in modern economics. In his view, the traditional definitions of skilled labor — i.e. the availability of information or specialized information — are inadequate in the time of the Fourth Industrial Revolution. In this case, employees feel the need for constant adaptation, learning new skills and quick adaptation to technological changes.

Schwab argues that digital technologies and innovations are intended to reshape business models, and often enterprise communications and organizational structures. For example, the prevalence of the internet and the progress of digital technologies are facing a number of new developments in the global business environment, including:

Communication between cars and people: capable of innovation and requires a competitive personnel deficit and their adaptation to the educational system.

Technological adaptation: enterprises need to constantly revise their models, introduce new technologies in order to benefit from technological changes.

Social and cultural norms: global social and cultural changes require the impact on business strategies and the emergence of new professions and specializations.

Creativity and innovation: currently, businesses need to use creative and innovational approaches to improve efficiency and promote competition.

At the same time, the development of the digital economy creates new challenges and opportunities for businesses. Businesses need to change their integration with technology and information, as well as effective customer engagement.

Therefore, in the digital economy, human capital, that is, innovation and competitive personnel, is a decisive factor in the success and development of businesses. The constant adaptation of people and the ability to master new technological skills occupy an important place in the development of the digital economy. [2]

Despite the many scientific studies discussed by scientific researchers, there are a number of problems related to the priorities and guidelines for determining the impact of digitization of society on economic conditions, substantiating tasks and measures to change needs, opportunities, building qualitatively new models of Enterprise Management based on modern digital technologies.

The concept of "digital economy" was introduced to science as a scientific concept by Don Tapscott in 1995, and in the general sense, digital economy is an economy based on digital technology, which can also be called Internet economy, new economy or web economy. Basically, scientists understand the production, sale and delivery of products using information and communication networks in the context of the digital economy.

Nicolas Negroponte defined the nature of the digital economy as the transition from traditional processing principles to processing to digital appearance bits. That is, the computerization of the economy is envisaged. Thomas Mesenburg, on the other hand, justified the need to create an infrastructure supporting the digital economy using e-commerce; e-business, with the traditional economy abandoning elements.

Based on the laws of the market economy, it is logical to calculate the level and optimal size of neutralization of firms and companies, which is not important for a digital economy. If it is ensured that the market economy is operated on the basis of the criteria of the digital economy, the company can be very small and will be guaranteed to develop successfully.

As a simple example of this, the emergence of Amazon, Netflix, Google, Uber and Apple has devastated a number of industries and opened up new markets. According to the recommendations of specialists from Telstra and Deloitte corporations, it is considered a necessary condition for enterprises seeking success in the numbers economy to have the following elements: they should invest in new opportunities, not old business models; they should greatly appreciate their relationship with customers; it is important that they are more agile and more sensitive in the market; they must know how to know their real opponents; they must invest in talent.

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Businesses now need to use not one but the entire unified digital technology, products, and services, including the following: BioTech, NanoTech, RetailTech, FinTech, LegalTech, InsurTech, GovTech, BlockChain, Digital marketing, CRM&BPM. All of them have a certain value for business - they accelerate work, save resources, increase profits, create a unique user experience and open fundamentally new branches of development. It is not at all necessary to do everything at the same time. In the digital economy, it is not intended to have completely new technologies. It is important to assess the benefits and correctly determine the priority of this. Digitization should not be viewed as a goal, but as a tool. The digital age changes the approach to doing business, as well as the requirements for Information Technology: marketing, Sales and service management systems; telephony and messengers; document management and personnel management systems; accounting systems and many other corporate programs are among them.

At the transformational stage in the activities of the enterprise, it is necessary to form a general vision: to establish strategic priorities, determine the values and goals of changes.

Digital strategy is a harbinger of digital maturity. Solving individual problems with various technologies is more inefficient than with a holistic, complex approach. To increase the digital strategy, the introduction of innovative technologies does not need to waste money and time. It is important to clearly understand what goals each stage of transformation solves, how the company benefits from this or that technology.

Looking back on the history of Henry Ford, he built his business empire on the basis of standardization and high Organization. He was not afraid of innovations and used a creative approach to introduction into production. For example, the first conveyor line was laid. This approach is one of the most relevant tasks to date, since with it it is possible to speed up business processes, make them cheaper and, as a result, increase income. Today it is necessary to introduce elements of the digital economy into business processes without fear. In particular, to optimize internal communications, it is necessary to use special software – ERP, implement electronic document management CRM, BMPS-systems, use effective control platforms UPE.

According to the results of 2019, one interesting fact is cited in ESG studies. According to their research, almost 95% of large enterprises did not meet the requirements of new digital business, 71% of enterprises lost competitiveness without digital transformation. In contrast, businesses that have successfully converted to digital technologies have 7 times more of a competitive advantage and a profit

source, with 96 percent of them nearly doubling their income plans.[2]

Modern business already shows that it is time for digital transformation, and the error is that many enterprises are lagging behind this process. At the same time, the period of rotation of the business program for many enterprises is still measured in months, even years. They are using insulated infrastructure and a much more outdated architecture. That is, there are barriers to digital transformation. Thus, 12% of enterprises use outdated information technologies, 42% use information technology achievements, but very few have applied their modern technologies to their activities, 41% of enterprises use data center (data center) technologies and methods of providing information technology services, and modernize. Only 5 percent of businesses keep up with digital transformation and go full-fledged.

New features of today's economic space require from the point of efficiency and rationality to change the focus and old-fashioned views on openness, democratization, creativity of organizational processes, nonlinearity of hierarchical chains of management, unpredictability and diversity of enterprise development trajectories in a new way, from the point of view of digital technologies. Today, business leaders require Internet Access (Access anytime and anywhere) at any time and anywhere. In this case, the development of wireless networks is considered unlikely. The fact that the ecosystem of billions (according to some estimates trillion) of autonomous devices interacting with each other - the emergence of the Internet of Things (IoT): sensors, controllers, robots, household appliances, machines, machines, machines, machines, etc. - depends on the constant internet also indicates that the above points are correct.

A modern trend is the creation and intensive development of such a phenomenon as e-business, in particular e-commerce. Now trading is carried out not only offline, but also via the Internet. The most dynamic in terms of the volume of buying and selling goods, it gives rise to the B-2-C segment of e-commerce. Quantitative growth of the internet gradually manifests new qualitative characteristics, which actively affect the socio-economic development of enterprises through various web technologies. Automated devices begin to successfully integrate into the Internet. According to forecasts, the total number of devices connected to the Internet from 2021 will reach 26 billion, of which 15 billion will be mobile phones, tablets, laptops and stationary computers. At the same time, the emergence of Internet sensors has led to an increase in environmental sensors. Today, 24 billion devices are connected to the Internet in khaqiqat.

Hosting and cloud technologies can be considered one of the most promising business tools. These innovations will allow you to save funds by reducing capital investments. This is especially important in our time, since in recent years more and more local enterprises have been striving to minimize investments in the development of their infrastructure. While cloud technology is used by only 25% of local enterprise managers, most of them are planning to switch to this technology or are exploring its advantages.

HANA (High Performance analytical Appliance) technology is considered very popular for local businesses, which allows you to process and analyze large amounts of data. Key business decisions based on such technologies are becoming relevant. Now businessmen are fighting for the adoption of 5G, the fifth generation of the cellular network. Although 5G is the successor to 4G and 3G, managers are hoping for more useful productivity from this network. In their opinion, this is fundamentally different, since 5G - Internet is not only due to the fact that the speed of data transmission is insanely high, but also to significantly revive the economy, invest in the country, create new jobs, replenish the state budget and create new opportunities for enterprises. 5G affects the economy by changing traditional management technologies and changing existing business models.

Now increasing business activity leads to an increase in the level of openness and interaction with partners. The complexity, versatility of such interaction makes sure of the feasibility and effectiveness of the network approach. In fact, the network approach is a response to the difficulties that arise in an uncertain economic space saturated with threats and information, changes in the work environment of enterprises and their expectations. In reality, it involves the use of one of the types of horizontal integration, which contributes to the maximum use of available resources, the development of innovations, the formation of competencies, competitive advantages, the production of innovation in the contour, information and intellectual potential. Among the significant advantages of the network approach, it is necessary to increase organizational skills, more efficiently use resources, increase competitiveness, solve complex business problems and expand the possibilities of improving the quality of products, services, and services produced.

The logic of the network approach includes: decentralization, public access, free access, maximization of innovation, multidimensional space, lack of continuity, interconnection of technologies, expansion of the space of innovative opportunities and hokazos. In the near future, any business will be forced to successfully undergo digital transformation processes or distribute its services in the archives of search engines. For each enterprise, it is forced to introduce new digital technologies that will expand the possibilities of organizational culture and enterprise, and allow the formation of its own so-called "ecosystem" yani system and interact with its communication audiences.

At the first stage of digital transformation of organizational mechanisms of enterprise management, the following is necessary: the introduction of unified programs for use in various divisions of the enterprise; the integration of operational processes in the Corporate Center and production units; the experimental implementation of selected digital management technologies.

Information storage on remote servers is one of the main global trends in the IT field, which, on the one hand, allows you to safely store and effectively manage corporate data. On the other hand, it will quickly increase the storage capacity of data if necessary.

The goal of digital transformation of organizational mechanisms of innovation development management is achieved by implementing a successful long-term business strategy of the enterprise based on innovative principles, which involves the activation of innovation development and the transition of familiarization processes to a qualitatively new level.

Digitalization of the activities of the enterprise is the only condition for living in competitiveness.

Today, the implementation of digitalization and digital transformation of enterprises in the Republic of Uzbekistan is significantly monitored in public policy and in the activities of enterprises. Including the online implementation of the bank and the practices carried out in it (bank-client systems), the digitization of public services, the almost complete digitization of the tax system, the online reporting systems of the Centers of economy and statistics.

Enterprises operating in the Republic are also undergoing a gradual digitization process. The above-mentioned bank, tax, public services and Statistics reports are carried out by almost 100 enterprises on the basis of digital technologies.

Conclusion. in the digital economy, it can be noted that the main factor of production is not capital, but human potential. According to Professor Klaus Schwab, deep knowledge of personnel, innovation and competitiveness are the main limitations in modern economics.

Today, digital technologies are reshaping business models, communications and organizational structures. As a result of this, it is necessary for enterprises to adopt new substations designed to improve efficiency, introduce innovations and establish effective communication with customers.

In the era of digital transformation of the economy, human capital and specialized personnel play an important role in its development. Therefore, it is important to improve the educational system, develop digital skills and ensure the flexibility of personnel.

Kratko says that the main factor for effective development in the digital economy is personnel with human potential and innovative capabilities. It is no secret that today digital technologies are penetrating into all aspects of human life, changing their lifestyle and living conditions into a completely different way. This is a very important issue economically, and it is of great importance to find optimal solutions to the problems of digitization, from ordinary people to large enterprises.

In a word, today the widespread introduction of digital technologies into the activities of the enterprise, a step towards modern trends, acceleration of digital transformation and digitization are a prerequisite and important issue for the future of any enterprise.

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