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Rakhmatullaeva F.A.

assistant of the Department of socio-economic sciences

Institute of Economics and construction
Uzbekistan, Andijan

THE DEVELOPMENT OF THE DIGITAL ECONOMY. THE ROLE OF TODAY IN OUR ECONOMY

In this article, we are given an overview of the impact of the digital economy, which is now entering our economy, as well as the prospects for its development.

Key words: *Digital Economy, Innovation, Process Analysis, Financial Market.*

At a time when the demand for Information Technology in developing countries is sharply increasing today, this demand has not bypassed the economy either. It can not be overemphasized if we consider today's new interpretation of the "digital economy" with the linkage of information technologies to the economy. What is the digital economy itself and what does it need for us? Similar questions are natural to be in every person.

The digital economy is a new modern form of Economic Conduct, in which a large set of data in digital form and the process of processing them will serve as the main pillar of production and management [1; 2]. And the use of the results obtained in practice makes it possible to achieve a much greater efficiency than in conventional forms of storage. As an example, it is possible to bring a variety of automatic production processes, 3D-technology, cloud-based technologies, remote media services, the development and delivery of products with the help of intelligent technology, the storage of various types of tokens and the processes of their sale.

What does the transition to the digital economy mean? to the question "what?" it is possible to answer as follows:

When we say the transition to the digital economy, we understand the restoration of a new type of society and economy based on computers and knowledge. As the main components of the transition to the digital economy, mobile social networks, cloud technologies, sensor networks, the Internet of things and artificial intelligence technologies, which can be considered as examples, can be implemented by working with data. The above technologies together allow you to create "smart" objects and processes (Smart State, Smart Home, smart city, health, transport ba entrepreneurship).

The digital economy manifests itself in the following:

- in the formation of new personnel and new jobs;

- restoration of a new corporate culture;
- in the emergence of new management and control methods;
- large databases and accuracy in achieving [2].

The digital revolution, which is manifested as a new stage of economic and technological development, has begun a period of more strained international competition, along with the rapid transformation of human life and the creation of wide opportunities.

When we say the digital economy, we do not need to understand only the technology of Blockchain and the process of its wide application from them, mainly in the international financial markets. In a simpler way, it is only if we say that the digital economy is an economy that is conducted with the help of IT.

In the formation of new cultural practices of information and communication character, creating quality-enhanced features for a developing society in digital networks, is understood as a variety of opportunities to demonstrate a person's land, his cultural to himself identification and virtual correspondence self [4; 5]. Of course, the culture can have a radical impact on the meanings and values of human life, change the relationship between the specialized and everyday levels of the culture of society, make significant changes to the way of life and the way of life. Digitization is becoming a very important factor not only in social development, but also in the economic growth of the world economy. There is a transition from the introduction of separate digital technologies to the construction of a digital ecosystem within the framework of the global and national economy. This trend reflects the need for effective cooperation between participants in the process of digitization in all countries – state bodies of power, business, educational institutions, industrial enterprises and financial institutions. It is known that in recent years our country has chosen a path of innovative development. The development of the country with innovative roads is associated with the overcoming of older's counterpart. This process is the evolution of society, the evoluyusiyasi of the cognitive capabilities of Man, the evolution manifestation of Yanson.

In a broader way, the digital economy is used to represent two different concepts. First, the digital economy is considered a modern stage of development, which is characterized by the priority role of creative labor and information blessings. Secondly, the digital economy is a specific concept, the object of its study is an information society. In the conditions of today's rapidly developing global economy, the digital economy is in the early stages of its development, and the transition to the digital information stage of our time makes Atiga several decades.

In general, the digital economy is an activity that allows to seriously increase the efficiency of the storage, sale and delivery of various types of productions, technologies, equipment, goods and services on the basis of the use of the results of the analysis of these processes and the processing of large amounts of data, the data in the digital form is considered the main. Advantages of the digital economy: the slowdown of the digital economy creates many new economic opportunities. One of the factors that negatively affect the economy of our country is the means of eradicating the hidden economy. This will lead to the electronic registration of all processes and the achievement of transparency. In addition, as a result of the use of new IT technologies in production, the price of products and services will decrease. Thus, it will help to improve economic and social outcomes. There may be power to innovate and increase productivity. It is noted that the digital economy will bring about incomparable changes in more than half of the current existing spheres. Interest in the digital economy has grown significantly due to serious changes in society and the economy. Modern technologies and platforms have helped reduce costs for enterprises and individuals on account of minimizing personal communication with customers, partners and government organizations, as well as provide an opportunity for faster and easier interaction. As a result, a digital or electronic economy arose, based on network resources. The rate of growth of the digital economy in the world is almost 20 per cent per year. In civilized countries, the share of the digital economy in gross domestic product reached 7 percent. In Uzbekistan, this figure does not exceed 2 percent.

In the midst of the development efficiency of the digital economy, the quality and cost of operation of the internet lies. For this reason, in developed countries where there is an opportunity to use Sputnik, the quality and price of the internet is considered an alternative [3].

In its place, it should be noted that in the life of our country, some elements of the digital economy are already successfully operating. In particular, taking into account the mass transfer of documents and communications to digital media, access to electronic signatures, communication with the state is also transferred to electronic platforms. The fact that the digital economy has entered our country and has started to follow has increased the speed of the internet, as well as the remote villages have been pulled by fiberglass internet cables. This led to the elimination of the problem of the internet even in areas where the antenna is not good. During the quarantine period in our country, this WF network has helped the floor dearly for students and state workers. Because in quarantine all the state organization and higher education institutions carried out distance activities.

In conclusion, it should be said that the current period of human development and the qualitative development of economic sectors, social sphere and the system of Public Administration in the near future are directly related to the wide introduction of digital technologies. The prospects for the development of our country also rely on the development of the digital economy and the level of coverage of digital technologies. Digital technologies not only improve the quality of products and services, but also reduce excessive costs. At the same time, they are also the most effective means of eliminating cases of corruption.

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Рахматуллаева Ф.А.

ассистент кафедры социально-экономических наук

Институт экономики и строительства
Узбекистан, г. Андижан

РАЗВИТИЕ ЦИФРОВОЙ ЭКОНОМИКИ. РОЛЬ СЕГОДНЯШНЕГО ДНЯ В НАШЕЙ ЭКОНОМИКЕ

В данной статье дан обзор влияния на нас цифровой экономики, которая сейчас входит в наше экономическое пространство, а также представлены перспективы ее развития.

Ключевые слова: цифровая экономика, инновации, анализ процессов, финансовый рынок.