

DEVELOPMENT OF SMALL BUSINESS ACTIVITIES THROUGH THE DIGITAL ECONOMY

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Abstract: *The digital economy is an extremely complex system that is formed by a person, that is, a person manages this comprehensive system, determines its composition, organizes, plans, and all this will be aimed at ensuring sustainable economic growth, improving the quality of human life, and living standards. The current state of the digital economy, the rapid development of the activities of its interconnected organizing elements falls on the XX-XXI centuries.*

This article scientifically examines the mechanisms of small business development through the digital economy.

Keywords: *economics, digitalization, Digital economy, entrepreneurship, entrepreneurial activity, entrepreneurial culture.*

INTRODUCTION

It is known that the digital economy is an economic activity based on digital technologies. The concept of digital economy in a broad sense is a completely new level and vision of the economy, which includes e-commerce and the economic activities of government using digital technologies, as well as all non-profit activities using information and communication tools.

Interest in the digital economy has grown significantly due to the significant changes that have occurred in society and the economy. Modern technologies and platforms have helped businesses and individuals cut costs at the expense of minimizing personal communication with customers, partners and government organizations, as well as providing an opportunity to facilitate interaction more quickly and easily. The result was a network resource-based, digital or electronic economy.

The word "digitization" is actually a new term, referring to the involvement of Information Technology Solutions in the process of innovative management and proceedings, and, as a result, to the application of Information Technology in all systems, from internet items to e-government.



The main source belonging to the digital segment of the economy is the growth of the traction sector. In developed countries, this indicator is more than 70% of the gross domestic product, combining public administration, consulting and Information Services, Finance, wholesale and retail trade, as well as the services sector (communal, personal and social).

MATERIALS AND METHODS

As technology advances dynamically, economic activity also changes based on these technologies. Consequently, the digital economy itself is constantly improving and perfecting. Digital economics as a field of scientific activity is a science that is intended for the methodological Organization of Economic Research, its analysis of multi-agent interactions and is able to study methods of analysis and bring their results to life. The formation of the digital economy is the result of technological progress, and its theory is the fruit of the theory of Information Society and information economics.

Technologically, the digital economy is defined by four trends:

- *mobile technology environment;*
- *business models, cloud technologies;*
- *electronic money transfers, electronic wallets;*
- *social media tools.*

The essence of the digital economy is multifaceted human activity, characterized by the fact that knowledge, education and digital (technology) have become the main power of Information production.

By digital economy, it will not be correct to understand only blockchain technology and the issues of their use in international financial markets or cryptocurrencies.

RESULTS

Digital economy refers to Digital Communications, an economy that is realized using it. This can also be viewed as a means of ending the hidden economy. Because all transactions are electronically registered and transparent.



In the near future, digital entrepreneurship will be further developed. The study of arable land, vegetation process, land reclamation and mineralization by space probing is done through a digitization program. As a result of the implementation of these agrotechnical measures, the yield is envisaged to increase by 25-30 percent. It is intended to provide high-speed internet access to social networks, with fast mobile internet coverage reaching 95% in 2022 itself.



"Digital economy is an economic activity closely related to digital technology-based e-business and e-commerce, which allows to seriously increase the efficiency of storage, sale and delivery of various types, technologies, equipment, goods and services based on the use of process analysis results and processing of large amounts of information, as well as the collection of digital goods, services produced and sold as a result of In some cases it is also expressed by terms such as internet economy, new economy or web economy"[1].

International experience shows that today digital technologies are developing rapidly, mainly in the scientific community and in the private sector. Therefore, the state, in particular, should create a favorable ecosystem with the support of innovative projects and IT companies in these areas. It is also advisable for the state to support modern methods of digital education in the field of innovation and support of the digital ecosystem, develop norms for effective regulation of innovative services, promote the development of new global markets, and take measures to reduce the risks arising in the deepening of technological processes.

"In the context of globalization, the degree to which the economy is digitized is important in determining the competitiveness of states. Let's not look at which branch or sector of the economy, we see the place of digital technologies in all of them. The share of innovative digital technologies is growing at the level of public services, from services in the country's banking system"[2].

It is assumed that in the near future the industrial stage of global economic growth will end, and its further development will be carried out under the influence of cognitive factors and networks based on the principles of increasing production, additives, nano and biotechnology. Accordingly, the volume of information necessary for the development and adoption of management decisions increases; a formatted form of production management for the production of goods and services; there will be changes in the system of interaction of population and business with state bodies.

The main factors of the gradual transition to a positive trajectory of socio-economic development are as follows:

- *implementation and viability of the e-Government concept;*
- *the implementation in practice of the idea of a digital city, intelligent transport, which arose as a result of the complex informatization of transport, housing and communal services, etc.;*
- *in the market of goods of the new technological generation, the level of use of 3D, 4D, 5D printers of a non-chauffeur car in public view (for example, the production of unmanned vehicles, etc.) has expanded; ko'p sonli yangi pardozlash va qurilish materiallarini talab qiladigan aqlli va juda ekologik toza uy qurish g'oyasini amalga oshirish;*
- *increased demand for innovative drugs related to body rejuvenation, treatment, construction of new pharmaceutical plants;*
- *various alternative (self-employment, non-traditional employment) and free forms of employment, including outsourcing (accounting services, programming, creative activities, etc.).k.);*
- *creating many professional networks that a potential employer orders, using the frillanes service.*

These factors are associated with lowering production and management costs through the use of digital economy platforms, which can be considered as a combination of goods and electronic services. First of all, we are talking about platforms such as ordering services, sharing resources, selecting counter-agents, electronic trading, payments and the like.



DISCUSSION

Currently, the growth of population income in the developed countries of the world is primarily due to the correct Organization of innovative processes in entrepreneurship, as well as the constant improvement of “digital entrepreneurship”. In the context of the formation of the digital economy, one of the main tasks facing our Republic is to create a wide range of products and services that are competitive in the world market. As you know, one of the important tasks is to reduce prices and expand the production of competitive, exportable quality products in the world market, by ensuring healthy competition among entrepreneurs. With the study of international experience, it is necessary to open a more extensive path for the private sector to monopoly areas, to develop “digital entrepreneurship” and, through it, to develop a competitive environment.



As you know, " we consider it necessary to study thoughts, reflections, views on business activities and concepts and analyze them more deeply in order to make certain clarifications for them. It is known that entrepreneurial activity and the concept that reflects it are multifaceted, complex phenomena"[3]. Therefore, entrepreneurship covers a wide range of activities, including the creation of new products, the development of new technology, penetration into new markets, the formation of a new consumer circle, the involvement of new resources, new sources and forms of financing for production, the transfer of organizational and managerial innovations, the formation of new cooperative relations, including international relations, etc.

The entrepreneur is independent in the organization, conduct and use of the income he receives as a result of his activities. He can independently dispose of the profits he receives as he wants. In entrepreneurial activity, the intervention of state and authorities, their officials is prohibited. The independence of entrepreneurs is also guaranteed in the relevant legislation.

Technologically, the digital economy is an environment in which legal entities and individuals can communicate with each other about joint activities. Thanks to information technology, modern production is becoming increasingly high-speed and characteristic of various services and goods. The latter is characterized by the rapid development and emergence of new products and an ever-shortening of the life of the brand. That is, to increase profitability in many sectors of the economy, intermediaries can be replaced with automatic network services (a well-functioning website or mobile application). Such a business organization not only allows you to significantly reduce the cost of services, but also leads to a new structure of the economy, in which various forms of individual production and



employment can prevail. Crowdfunding and crowdsourcing technologies can also be considered as new economic technologies.

The development of the internet and intelligent automated services without intermediaries is an example of the transition from an economy based on additional production to an economy based on the exchange of cooperation and benefits (shared economy). Therefore, competition increasingly opens the way for mutually beneficial cooperation and interaction, and in many ways is based not on vertical ties, but on equal relations in providing additional services to each other. This means an increase in the number of services and an increase in the volume of electronic sales of services.

CONCLUSION

In the digital economy, new opportunities for entrepreneurship and self-employment are rapidly expanding. In most cases, investments aimed at the development of Information Technology provide the opportunity to receive dividends in the form of economic growth, the creation of new jobs, the emergence of new types of services for the population and business, and the reduction of public administration costs in the framework of electronic management projects.

However, in a number of countries, the effect of their use is weaker than expected and unevenly distributed. To obtain maximum digital dividends, it is necessary to better understand the interaction of technologies with other factors important for development, the so-called “analog additives” in the group report of the World Bank. These include the following components:

- a regulatory framework that creates a dynamic business environment, allows you to fully use digital technologies for competition and innovation in relation to enterprises and households, reduce various costs, increase the well-being of the living environment;

- skills that allow businesses and civil servants to use information technology;

- institutions that help to use information technology (government agencies and private companies).

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