DIGITALIZATION OF THE ECONOMY – A FACTOR OF REGIONAL DEVELOPMENT

S.Yu. Norova
Bukhara, Uzbekistan
Bukhara Engineering Technological Institute

The scientific article examines methodological approaches to determining the essence of the process of digitalization of the economy, the content of the concept of "digital economy" and "digital transformation". And also, the prospects for 1 business models in the process of digitalization of the regional economy and its transition to digital production, the importance of digitalization in ensuring regional economic development, are considered.

Keywords: *digital economy, digitalization, digitalization of regional economic systems, digital transformation.*

ЦИФРОВИЗАЦИЯ ЭКОНОМИКИ – ФАКТОР РЕГИОНАЛЬНОГО РАЗВИТИЯ

С.Ю. Норова
Бухара, Узбекистан
Бухарский инженерно–технологический институт

В научной статье рассматриваются методологические подходы к определению сущности процесса цифровизации экономики, содержания понятий «цифровая экономика» и «цифровая трансформация». А также рассмотрены перспективы бизнес–моделей 1 в процессе цифровизации региональной экономики и ее перехода на цифровое производство, важность цифровизации в обеспечении регионального экономического развития.

Ключевые слова: *цифровая экономика, цифровизация, цифровизация региональных экономических систем, цифровая трансформация.*

In modern conditions, digital transformation is one of the priority areas of socio–economic development of the country and its regions. Successful resolution of issues related to digitalization processes will ensure the economic security of the national economy and the competitiveness of domestic companies, and will strengthen the country's position in the long term. The effectiveness of these processes is achieved through the transition to a new technological level in all sectors of the economy and increasing the innovation and investment activity of the region.

Having studied the existing definitions of the digital economy, we can conclude that the approaches of domestic and foreign scientists are almost the same. In these definitions, the digital economy means an economy based on modern ICT. In addition, such learned economists as Kokh L.V., Kokh Yu.V. propose to introduce "the concept of "digitalized economy" into scientific circulation." They present the digital economy as a three–level system:

1. ICT sector (software development, information services, telecommunications and component production);
2. Digital economy (activities that cannot be carried out without information and communication technologies);
3. Digitalized economy (rest of the economy) [5, c.13].

Belousov Yu.V., Timofeeva O.I. define the digital economy "as the economic activity of people, a feature of which is the impact of man as a subject of production not on objects of labor and means of labor, but on the systems for managing means of labor. The non–digital economy is characterized by human influence specifically on objects or means of labor [2, c.83].

Recently, the concept of "digital transformation" has become widely used, which reveals the process of changing the structures of economic objects. In many situations, digitalization is

understood as “improving existing processes through the introduction of information technology, optimization and reengineering, and data analysis for decision making.

Digital transformation as a deep reorganization of business processes with the widespread use of digital tools for their execution, which leads to a significant improvement in their characteristics (reduction of execution time, disappearance of entire groups of subprocesses, reduction of resources spent on the execution of processes) and/or the emergence of fundamentally new qualities and properties." The scientific literature pays special attention to the problems of digital transformation of the economy. Such academic economists as Milosevic N., Dobrota M., Barjaktarovic, Rakocevic S. in their works [4, c.21] consider digitalization as the accelerating expansion of the Internet as a communication tool, mobile Internet, social networks, as well as commercial platforms that have an important impact on the functioning of business, public institutions and individuals. Plotnikov V.A. [4, c.16] presented the relationship between the concepts of informatization, digital economy and digitalization. In scientific works, he noted that the term “digitalization” is broader than the digital economy, since the process of introducing digital technologies occurs in all spheres of human activity, and not just in the economy. At the same time, digitalization is a particular manifestation of the broader phenomenon of informatization of society. Digitalization is a modern stage in the development of information technology. Nikolaev M.A., Makhotaeva M.Yu. in their works [8, c.5] examined the main aspects (communication, infrastructure, industry) of the digital economy. The effectiveness of communications between subjects of the digital economy requires the presence of appropriate infrastructure, and a number of authors, when defining the essence of the concept of “digital economy,” focus on its infrastructure. The positive impact of digitalization on economic development is associated, first of all, with the digital transformation of enterprises and industries. The industry approach analyzes the state and prospects for the use of ICT, the digital transformation of markets, as well as promising business models in the context of digitalization.

Nikolaev M.A., Makhotaeva M.Yu. The following stages of digitalization of enterprises are distinguished: automation of technological processes; informatization of individual business processes; comprehensive enterprise informatization based on the integration of local information systems and integration into the digital economy ecosystem. In the publication of the Organization for Economic Development and Cooperation, the term “digital economy” is used in relation to markets operating on the basis of information and communication technologies used to trade information, digital goods or provide services via the Internet. Currently, the digital economy operating on information technology platforms is rapidly developing, which requires the creation of new models and technologies for such platforms. Complex technologies of the digital economy are – big data technologies; Internet technologies, mobile technologies; cloud technologies; virtual technologies; artificial intelligence; digital platforms; quantum technologies; robotics; blockchain and cryptocurrency technologies; crowdsourcing and crowdfunding. According to the UNCTAD report on the digital economy, seven digital companies such as Microsoft, Apple, Amazon, Google, Facebook, Alibaba and Tencent account for 3/2 of the total global market capitalization.

About 40 percent of the added value created in the field of global information and communication technologies comes from the United States and China. As of 2021, the share of the digital economy in the gross domestic product of Uzbekistan was 1.6 percent, in the United States – 9.3 percent, in China – 3.8 percent, in India – 8 percent. Furthermore, according to experts from this organization, by 2030, the global digital trade market will amount to 29 trillion. US dollars. At the same time, there is a steady increase in Internet coverage of the world population. Thus, over the past 10 years, the number of users has more than doubled from 2.18 billion at the beginning of 2012 to 5 billion in the first half of 2022 (63.1% of the world population). Research shows that on average each user spends almost 7 hours a day on the Internet. Therefore, the development of digital infrastructure is among the main objectives of state policy. Thus, in the “Digital Uzbekistan–2030” strategy, improving the e–government system, developing the domestic market for software products and information technologies, organizing IT parks in all regions of the republic and providing this area with qualified personnel are among the basic directions for the development of the digital

economy. And also, the republic is implementing comprehensive measures for the active development of the digital economy, the widespread introduction of modern information and communication technologies in all sectors and areas, primarily in public administration, education, healthcare and agriculture. Programs for digital transformation of the country's regions and digital transformation of economic sectors have been approved. According to estimates from the consulting company McKinsey Global Institute, the use of the latest digital technologies by 2025 will lead to an increase in the world's gross domestic product (GDP) at the level of 3–6 trillion. US dollars. Based on this, Uzbekistan set the goal of developing the digital economy as the main "driver", ensuring an increase in its volume by at least 2.5 times.

The main objective of the program is to create legal, technical, organizational and financial conditions for the development of the digital economy in the country and its subsequent integration with the digital economies of foreign countries. The digital economy will ensure growth of gross domestic product by at least 30 percent. For the digital economy to work for the public good, it must be inclusive. New technologies, namely artificial intelligence, are inevitably associated with significant changes in the labor market, including job losses in some sectors and the creation of new opportunities in others on a massive scale. The digital economy requires a wide variety of new knowledge and skills, and significant new social protection measures. At the same time, large investments are needed to develop education, as well as to ensure universal access to educational services throughout life. Uzbekistan has all the necessary prerequisites for the further realization of its digital potential. New technologies will influence the development of business and public administration, the growth of the quality of life, the emergence of new forms of socialization of people and their communications and will lead to overall economic growth. It is necessary to invest in research and development, increase funding for research development, training and education in the field of high technologies, especially at the initial stage, funding should be concentrated not only on the creation and modernization of information infrastructure, since digital infrastructure objects can be created and operated large companies. The effectiveness of digitalization can be achieved by creating new models of economic behavior of market participants. At the regional level, these can be industry platforms that ensure interaction between participants in various markets (housing and communal services, agriculture, transport, etc.). It should be noted that digitalization does not lead to a change in the main goal of doing business – making a profit based on increasing the efficiency of business activities. Digitalization of production is valuable to the extent that it allows you to increase the efficiency of financial and economic activities and obtain greater profits. In turn, solving this problem requires the introduction of new business models, the use of which makes it possible to increase the efficiency of internal business processes and ensure the integration of the enterprise into the ecosystem of the digital economy. It is obvious that the digitalization of the national economy should be based on the digital transformation of regional economies.

"A key aspect of the new digital regional business model should be the special role of information providers, since it is timely collected and correctly processed information about the market, about the needs and desires of consumers, about the use of new technologies by competitors and business partners that is the source of creating new consumer values in conditions of digitalization of economic processes. Thus, the development of regional economic systems will naturally follow the global model of creating a smart product, and this will be a breakthrough in their economic and social growth. Assessing the degree of digital transformation of the regional system cannot be carried out using the old system; it is necessary to use qualitative indicators that characterize the ability of the economic system to switch to the production of digital values (virtual and augmented reality technologies, Big Data, artificial intelligence).

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INNOVATION AS A FACTOR OF ECONOMIC DEVELOPMENT

A.A. Primova, K. Arapova
Bukhara, Uzbekistan
Bukhara Engineering Technological Institute

The relevance of the article is determined by the need to develop theoretical provisions to increase the sustainability and efficiency of industrial development based on innovation, that is, on the knowledge economy. This is especially important in conditions of limited economic resources and insufficient use of scientific and technological achievements.

***Keywords**: sustainability and efficiency of innovation, industrial development, economic resources, extensive factors, world economy.*

ИННОВАЦИИ КАК ФАКТОР ЭКОНОМИЧЕСКОГО РАЗВИТИЯ

А.А. Примова, К. Арапова
г. Бухара, Узбекистан
Бухарский инженерно–технологический институт

Актуальность статьи определяется необходимостью разработки теоретических положений для повышения устойчивости и эффективности промышленного развития, основанного на инновациях, то есть на экономике знаний. Это особенно важно в условиях ограниченных экономических ресурсов и недостаточного использования научно–технических достижений.

Ключевые слова: *устойчивость и эффективность инноваций, промышленное развитие, экономические ресурсы, экстенсивные факторы, мировая экономика.*