

Innovative Approaches to the Use of Digital Technologies in the Economy

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ABSTRACT

In this article, innovative approaches to the use of the digital economy in the economy, their importance and types are defined. The higher the diversification and dynamics of the economy, the greater the circulation of unique information within and outside the country, and the greater the information traffic within national economies. Therefore, the digital economy develops rapidly in markets where the number of participants is large and IT services are widespread.

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Interest in the digital economy has grown significantly due to significant changes in society and the economy. Modern technologies and platforms have helped businesses and individuals to reduce costs by minimizing personal communication with customers, partners, and government organizations, as well as making communication faster and easier.

The result is a digital or electronic economy based on network resources.

The word "digitalization" is actually a new term, which refers to the involvement of IT solutions in the process of innovative management and administration, and as a result, the use of information technologies in all systems, from Internet of Things to e-government. .

The main source of the digital segment of the economy is the growth of the transactional sector. In developed countries, this indicator makes up more than 70 percent of GDP and combines public administration, consulting and information services, finance, wholesale and retail trade, as well as services (utility, personal and social).

The higher the diversification and dynamics of the economy, the greater the circulation of unique information within and outside the country, and the greater the information traffic within national economies. Therefore, the digital economy develops rapidly in markets where the number of participants is large and IT services are widespread. In the conditions of globalization in the world, external migration, international trade and capital movement, tourism, foreign investments, IT development affect the economic growth of countries.

As a result of the reforms implemented in the new Uzbekistan, openness, the development of international economic and political relations created opportunities for the modernization of industrial sectors in our country, as well as technical and technological re-equipment. An example of this is the increase in the volume of foreign trade of our country.

Many expressions such as "Electronic government", "Electronic management", "Telecommunications", "Internet", "Website" have become an integral part of our life. IT covers every aspect of our daily life. It is known that today the digital economy is gaining importance in creating added value. Various

algorithms, processes and digital information are becoming the main decisive force in the strategic development of corporate business. Digital non-financial factors determine the competitiveness of banks and affect their efficiency.

The development of digital technologies ultimately leads to the increase of intangible assets, that is, non-monetary assets that do not physically exist. For example, in 1975, the intangible assets of large American corporations made up 17 percent, but by 2019, this indicator increased to 85 percent. To explain more precisely, the tangible and intangible assets in the accounting balance have changed their place.

One of the important issues of managing digital assets is their legal protection. It should be noted that it is possible to create and launch a copy of digital assets in a short time and at a lower cost than the original. This, of course, affects the total return of digital assets.

There is movement of material and information flows in the warehouse. The warehouse receives and stores the finished product; this operation is accompanied by the formation of a receipt. Products are shipped on invoice basis. Acceptance and sale of goods are carried out along with the execution of payment contracts, on the basis of which payment is made later. Therefore, you should see information about paid, unpaid and expired contracts. The need to automate the accounting and control of goods in enterprises arose due to the rapid increase in the volume of trade.

With a turnover of 200-500 trades per day, manual record keeping becomes a challenge. Enterprises also have several warehouses distributed throughout the city, so manual paper-based warehouse inventory is time-consuming and becomes impossible over time. It is necessary to switch to an automated office management system for this enterprise.

When building the system, the following problems should be solved:

- Working with a large range of products of the same type;
- Full automation of document circulation in the enterprise;
- Real-time monitoring of residues in several warehouses;
- Accounting of the enterprise in accordance with legal documents;
- Differentiation of access rights to information bases and documents.

It follows that the movement of information flows is accompanied by the preparation of necessary documents at a certain stage of its reception. In connection with the increase in the amount of information used and the need to reduce the time of processing documents and reports, there was a need to create an automated system that would facilitate and speed up the process of accounting for goods.

The use of cloud technologies in the management of digital assets is one of the main conditions, as well as the development of methods for the protection of information from a technical, legal and organizational point of view. Thus, the digital economy is not some other economy that needs to be created from scratch. This means moving the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life.

Signs:

- high degree of automation;
- electronic document exchange;
- electronic integration of accounting and management systems;
- electronic databases;
- Availability of CRM (customer relationship system);
- Corporate networks.

Amenities:

1. Expenses for payments are reduced (for example, the fare to go to the bank and other resources are saved).

2. Get more and faster information about goods and services.
3. There are great opportunities for goods and services to enter the global market in the digital world.
4. Goods and services are rapidly improved due to quick feedback (consumer opinion).
5. Faster, better quality, more convenient.

Because the digital economy covers the whole world, any government project related to information and digitization should be studied comprehensively and based on a single coding system, identifying economic and management related information.

The most important and at the same time the most difficult stage in the development of the digital economy is the simplification of the business environment and the maximum reduction of the costs of people and business communication with the state.

The formation of the digital economy should have a certain basis, which should be as follows:

- development of digital infrastructure and communication standards;
- ensuring information security;
- Expansion of On-Line services;
- creation of free access to in-network and On-Line communications for citizens;
- Improving information flows and knowledge management in digital ecosystems.

An important aspect of the formation and implementation of the digital economy is, first of all, the implementation of the state regional policy aimed at solving the following problems.

It is necessary to increase the investment attractiveness of the regions and increase innovative activity in them, develop production and social infrastructure, minimize territorial disparity in the field of socio-economic development of regions, strengthen interregional relations and use human potential wisely. This revolutionary approach, raising the standard of living of the people only through great economic leaps, treating the well-being of the population as the first priority, is characteristic of a true people-loving leader.

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