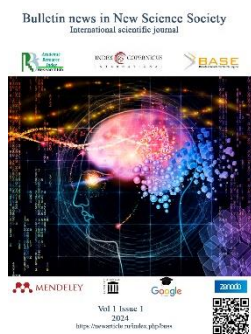


**DIGITALIZATION AS A FACTOR FOR INCREASING
THE COMPETITIVENESS OF THE NATIONAL
ECONOMY IN WORLD MARKETS****Aliyev Azamjon ayubjon o'g'li**

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Abstract In the modern world, the most important direction of increasing the economic efficiency and competitiveness of the country in the world markets is the rapid development of the high-tech industry. Scientific and practical research in the field of digital economy is constantly conducted and is necessary for the deepening and development of technologies, as well as for increasing the efficiency of the Russian economy. The problem of the development of the digital economy and the introduction of technologies is being actively discussed, since the unified theoretical and methodological basis for studying this direction is just being formed and is not fully developed. This article examines the main prospects and directions of the development of the digital economy, as well as analyzes the problems of restoring the economic growth of the Russian economy. The advantages of the digital economy will be systematized and will help to increase the country's competitiveness in the world markets. Based on expert research, it is assumed that e-commerce will create favorable conditions for the development of Russia's domestic production market and help to improve the competitive environment and business environment. Digital logistics can help you respond more quickly to changing customer demands and expectations by simplifying complex supply chains. Modeling ecological systems with integrated automation and robotics will lead to a zero-waste economy with high international competitiveness. It is concluded that it is necessary to actively cooperate with international organizations and analytical centers in theoretical and practical areas, as well as to study the possibilities of technologies that contribute to economic development and

innovation both at the level of a separately accepted industry and at the scale of the national economy.

Keywords digital economy, e-commerce, digital technologies, digitalization, world market, competitiveness.

INTRODUCTION

Active development of digital technologies since the beginning of the 21st century. occurred on the basis of globalization and information revolution processes. The development of digital business and management processes is the most important factor in the activity of market entities, and digital transformation permeates all levels, sectors and sectors of the economy. At the current stage, the institutional structure of the transformational society has its own characteristics and requires the formation and implementation of the digital economy, which is an urgent task at the moment.

The proliferation of sensor technologies, high-speed connections and knowledge sharing in traveling to a "smart" world will lead to unprecedented growth and additional costs. Data becomes an inexhaustible resource. Smart technologies decide how data value is transformed and transmitted. Network connections carry large arrays of data, encourage data exchange, and make the value creation process smarter.

The term "digital economy" is used by economists, politicians, lawyers, often without giving it a real meaning. Literally, "digital economy" refers to the economic activity of society using electronic means. Economists understand the value added performance through electronic technologies. Instead of the term "digital economy" (digital economy), you can also find "digital nomics", "Internet economy", "web economy". Scholars agree that it is better to use the term "Internet economy" because the product or service is delivered to the consumer using the following.

Multi-stakeholder engagement, including government, is needed to maximize the combined impact of the digital economy. The economic potential of digital

technologies is enormous, but there are some challenges in making the new possibilities of efficient operation a reality. Leaders and governments of countries face the task of creating a favorable environment for digital companies. In other words, it is necessary to create favorable infrastructure and institutions, attract individuals and legal entities through the Internet, and encourage the development of digital entrepreneurship. This requires governments to work with various stakeholders, citizens, technology companies, educational institutions, infrastructure solution providers and entrepreneurs.

The need to transition to the Internet economy will lead to the emergence of new entities to manage existing institutions. New obligations appear not only in the state in the era of digitization, but also in electronic network institutions created to implement new opportunities. Such institutions are, first of all, e-democracy, e-government, political crowdsourcing, etc.

Another global institution of information regulation is e-democracy - the use of communication tools, primarily the Internet, to strengthen democratic processes. In other words, it is the involvement of the population in all spheres of life through networking.

In addition to social networks, other electronic networking institutions are emerging, such as political crowdsourcing. It aims to engage the population to solve common problems. Such participation is voluntary and without asymmetry of information. Close cooperation of the government and citizens is necessary here, as the proposed initiatives must be carefully filtered and supplemented. In Russia, an online platform for public examination and improvement of the law "on education" is used as a pilot crowdsourcing. The platform is an open network community where participants (experts, educators, parents, etc.) leave their ideas and suggestions.

METHODS AND RECOMMENDATIONS

Thus, the development of the digital economy allows the state to open up new opportunities, which can only be realized through the formation of electronic institutions that are the subject of information market regulation.

The digital economy is now firmly established as a key driver of global growth. Investments in digital technologies are no longer limited to an elite group of "high-tech" economies, today they are investing in and benefiting both developed and developing economies. Leaders and governments of some countries want to understand how to get the most out of digitization for the benefit of their citizens. They seek to transform traditional economic structures and analog businesses into coherent, dynamic, innovative digital locomotives of economic development that will drive further growth around the world.

In 2016, the total value of the digital economy worldwide was 11.5 trillion dollars. 15.5 percent of US or world GDP. The remarkable performance of the digital economy is largely due to the development of the consumer-oriented Internet. According to forecasts, by 2025, the Industrial Internet will significantly increase volumes, and various industries around the world will demonstrate high levels of digitization and intelligent data processing. By this time, the digital economy is expected to continue to grow and account for 24.3% of global GDP

A strategically important task is to create digital platforms for managing the economy, which, in addition to creating the basis for future innovations, are able to ensure the rapid development of Russia, which strives to reach the level of advanced countries. Support for startups, development of new, innovative enterprises focused on international markets and remaining viable in the global digital competition, introduction of end-to-end automation of all key production-economic relations, as well as mobilization of knowledge through sharing and high-tech it is necessary to create new jobs in the fields. All these directions cannot be achieved without targeted intervention of the state, therefore, it is necessary to create bodies that can control

the implementation of the "digital economy" program at all levels and sectors of the economy, and electronic network institutions will realize new opportunities.

CONCLUSION

Thus, the importance of digital technologies for the modern economy is undeniable. Around the world, in every industry and every company, people are digitizing what they do. All new digital assets are being created every day: new applications, features, ideas are being developed - all this will make us faster and more efficient, our lives will be safer, and new frontiers of innovation will open up for society. A variety of these small digital steps added together have a huge impact on the entire economy. In order to avoid ambiguities in the future, it is necessary to actively cooperate with international organizations and think tanks in theoretical and practical fields. It is important to study the possibility of technology to promote economic development and innovation both at the level of individual industries and at the scale of the national economy.

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