

## DEVELOPMENT OF THE DIGITAL ECONOMY IN MODERN SOCIETY

Asraev Umar Muminovich

Senior Lecturer of the Department Natural, Scientific and  
Humanitarian Sciences Tashkent Financial Institute

### ABSTRACT

The article examines the current stage of the formation of the digital economy and the main trends in its development: artificial intelligence and the Internet of Things, as well as trends in the development of the digital economy until 2025.

**Keywords:** digital economy; trends; transformation; digitalization; Internet of Things; Artificial Intelligence; digital markets.

### INTRODUCTION

The development of the digital economy is closely linked to the development of modern technologies, including some important software technologies such as blockchain, data analytics and artificial intelligence (AI). New technologies range from user-centric devices (computers and smartphones) to specialized machine-centric equipment such as the Internet of Things, automation, robots and cloud computing.

Many companies today are concerned about the impact of digital technologies on the economy. While some of them are aiming for digital transformation, there are significant barriers. Most companies that have started their journey realize that the necessary changes go far beyond the introduction of technology [1, 2]. This requires new ecosystems, relationships and business models that optimize the value created by digital technologies. But for this it is not enough to own any area of technology. It is critical to understand "convergence" or the benefits that come from integrating technologies such as artificial intelligence, robotics and virtual reality to increase customer value or eliminate organizational waste.

There are three trends that have far-reaching implications for the development of the digital economy. Understanding their importance can provide additional opportunities or help prevent threats [4].

The first is a data-driven economy. Unlike other resources, data is easy to move around, the more you use it, the more useful it becomes, and it varies more than other resources.

The second trend is the automation of almost all systems. As with data, automation is becoming much more common as machines communicate data to each other and to their users. By 2025, nearly half of the workforce is expected to be freelance and work in the gig economy. Many companies are currently reviewing their organizational structures to plan for the right operating models for the future.

The third is how we measure and value growth. GDP, a measure of national income, is a reliable measure of past growth rates. Our digital economy can be based on societal value rather than absolute growth in the goods and services sold. Creativity, not capital, may determine those organizations that create new wealth, and investment criteria may be forced to extend to intangible assets such as culture.

The widespread introduction of digital technologies increases competition in world markets and stimulates the leading industrialized countries to pursue appropriate industrial policies and increase investment in research and development. At the moment, the main trends of the digital economy can be identified, namely: innovative management tools, rapid change in business models, digital markets, the Internet of things and artificial intelligence.

Artificial intelligence is the main trend of the “future”. As computing power becomes more and more accessible and cloud services provide access to that computing power as well as software, more and more companies will be able to take advantage of artificial intelligence. AI will still need to be monitored to make sure we use it for positive purposes, this will be a collaborative effort between government and industry, but without a doubt, its use continues to grow rapidly and we will see this scale even faster as the cost of resources is increasing, and this is expensive for companies around the world. On fig. 1 shows 1 volume of the artificial intelligence market. Research on AI and its practical implementation in business shows how companies using the new opportunities of AI are making technological breakthroughs and achieving tangible results in their industry and competitive advantages. Artificial intelligence allows not only to significantly modernize many technological and social processes, making them more efficient, but also changes the very nature of work, radically restructuring management processes and offering new qualification requirements that change the nature of human-machine interaction. The main effects from the use of AI will be achieved by optimizing business processes and expanding the possibilities of automation and robotization of manual labor; restructuring of the world labor market and transformation of educational processes for personalization and development of conceptual thinking; exclusion of subjectivity and irrationality in decision-making. Work begun in 2020 will continue into 2021 and is likely to expand into a breadth of urgent opportunities (Figure 1) for which these types of groups now have unique capabilities to address global and market challenges faster, better and bigger

The 2021 Gartner Research Report presents AI projections through 2025. The report examines five different AI market forecasts and makes recommendations on how businesses can address emerging challenges and adapt to the future:

The Internet of Things (IoT) is a new paradigm that allows electronic devices and sensors to communicate over the Internet to make our lives easier. The Internet of Things uses smart devices and the Internet to provide innovative solutions to a variety of problems across businesses, government, and the public/private sectors around the world. In general, IoT is an innovation that integrates a wide range of intelligent systems, structures, smart devices and sensors. Extensive research has been conducted to demonstrate the potential effectiveness and applicability of the IoT transformations that are available in academic papers, online and print press releases. It can be used as preparatory work for new and innovative business plans that address security, resource provisioning, and interoperability issues.

## REFERENCES

1. Назарова, Д. М. (2021). Педагогическая ступень-важная реализация технологии индивидуально-ориентированной стратегии обучения. Экономика и социум, 11(90), 979-983.
2. Полатова, Т. Д. (2021). Учебники русского языка с точки зрения организации уроков обучения иноязычной лексике. Academic research in educational sciences, 2(8), 411-418.
3. Фаткуллаева, В. С. (2021). Вопросы общественной жизни в творчестве в. шукшина и бунина: эффект и изображение, проблема русского национального характера. Academic research in educational sciences, 2(8), 471-479.
4. Эргашев, А. Х. (2021). Коннотации вокруг тематического поля домашние птицы в русском узбекском и английском языках. Молодая Филология, 1(1), 155-159.
5. Shofqorov, A. M., & Murodova, F. J. (2021). So'zning tarkibiy qismlari mavzusini o'qitishda interfaol usullardan foydalanish. Academic research in educational sciences, 2(CSPI conference 1), 1003-1005.
6. Muxtarova, S., & O'G'Li, H. U. A. (2022). Til ta'limida o'quvchilarning matn yaratish ko'nikmasini o'stirish. Science and innovation, 1(B3), 533-538.
7. Anarbekova, G. A., Duysabayeva, D. U. (2021). Problems of formation of language culture in school students. O'zbek tili taraqqiyoti va xalqaro hamkorlik masalalari, 1(1), 250-253.
8. Mehri, S. (2022). The problem of social adaptation of migrant adolescent children. International journal of social science & interdisciplinary research ISSN: 2277-3630 Impact factor: 7.429, 11(05), 108-113.
9. Саипова, М. В. (2022). Научно практический опыт изучения детско родительских отношений в психологии. ILMIY AXBOROTLARI, 1(6), 257-258.
10. Тойиров, А. Х., & Холтураев, Х. Ф. (2019). О проблеме гидродинамической устойчивости. Вестник Национального технического университета Харьковский политехнический институт. Серия: Информатика и моделирование, (13 (1338)), 28-39.
11. Нормуродов, Ч. Б., Менглиев, Ш. А., & Менглиев, И. А. (2018). Исследование зависимости коэффициента сопротивления от число Рейнольдса в несжимаемых вязких жидкостях. Проблемы вычислительной и прикладной математики, (5), 60-68.
12. Kadirova, Z. Z. (2021). Some comments on the interpretation and contrast aspects of the terms "Paraphrase" and "Periphrase". Theoretical & Applied Science, (6), 486-489.
13. Усманов, И. И. (2016). Основные требования к качеству дизельных топлив. Высшая школа, (12-2), 64-65.
14. Усманов, И. И. (2016). Состояние и перспективы регионального сотрудничества в области электроэнергетики. Высшая школа, (12-2), 62-63.
15. Усманов, И. И. (2015). Анализ работы современных газовых систем питания. Достижения и перспективы естественных и технических наук, (6), 30-34.
16. Усманов, И. И. (2022). Анализ долгосрочности использования карьерных самосвалов. Экономика и социум, 9(100), 186-201.
17. Kadirova, Z. Z. (2021). Periphrases in the prose works of Alisher Navoi. Theoretical & Applied Science, (6), 574-579.



18. Kadyrova, Z. (2021). The lexical units in the formation of periphrasis (on the example of periphrases in the prose works of Alisher Navoi). Журнал филологических исследований, 6(2), 17-23.
19. Kadirova, Z. Z. (2021). Nominativ features of the periphrases. Scientific Bulletin of Namangan State University, 2(2), 220-225.
20. Bazarova, E., & Kadirova, Z. (2020). Practical knowledge of the stone names in linguistics. Scientific Bulletin of Namangan State University, 2(1), 178-181.
21. Kadirova, Z. Z. (2019). Principles of differentiation of periphrasal and euphemic units. Scientific Bulletin of Namangan State University, 1(10), 269-273.
22. Kadirova, Z. Z. (2021). Alisher Navoiyning nasriy asarlarida insonga xos xususiyatlarni ifodalovchi perifrazalar. Ilm sarchashmalari, 2(2), 176-178.
23. Qodirova, Z. Z. (2019). Perifraza obrazli idroq mahsuli. Ilm sarchashmalari, 1(1), 54-57.