

DEVELOPMENT DIRECTIONS OF BUSINESS PROCESSES IN THE CONDITIONS OF THE DIGITAL ECONOMY IN THE REPUBLIC OF UZBEKISTAN

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ABSTRACT

The article talks about the importance of digitization economy, which is the need of the hour today, and how effective it is for humanity and the way of life of the state, and to bring the standard of living of this country equal to the developed countries of the world. The role of technologies in the development of the digital economy, the directions of the development of the digital economy in our country, the problems of digitalization of business processes and what should be paid attention to. It was determined that the following problems should be solved in the development of this direction. That is, by solving issues such as increasing the level of penetration of Internet technology, improving the knowledge of users and the skills of using the Internet system, transitioning to the digital economy based on the results obtained, technological, platform and industry problems in its development and measuring its share in GDP. came to conclusions about the need to develop appropriate measures by the government.

The purpose of the study: to consider ways to introduce the world experience of developing business processes in the digital economy to Uzbekistan and make suggestions.

The scientific novelty of the study:

1. It is proposed to promote the use of automatic payment systems in enterprises, to develop digital commerce through the online menu;
2. With the help of analytical technologies, algorithms and automated processes that analyze collected data have been studied, and the possibilities of their practical application to the activities of enterprises have been studied;
3. It has been studied to reduce the human factor in trade relations through the organization of interactive online commercial platforms.

Key words: digital economy, business processes, digital technologies, e-commerce.

АННОТАЦИЯ

В статье рассматривается важность цифровой экономики, которая является современным требованием, и насколько она эффективна для образа жизни человечества и государства, а также выравнивания уровня жизни в развитых странах мира. Обсуждены роль технологий в развитии цифровой экономики, направления развития цифровой экономики в нашей стране, проблемы цифровизации бизнес-процессов и на что обратить внимание. В развитии этого направления необходимо решить следующие проблемы. То есть за счет увеличения проникновения Интернет-технологий, повышения знаний и навыков пользователей по использованию Интернета, решения таких вопросов, как переход к цифровой экономике на основе результатов, технологических, платформенных и

отраслевых проблем в ее развитии и измерении ее доли в ВВП правительство пришло к выводу, что необходимо разработать соответствующие меры.

Цель исследования: Рассмотреть и внести предложения по внедрению мирового опыта развития бизнеса в Узбекистане в условиях цифровой экономики.

Научная новизна исследования:

1. Предлагается способствовать использованию на предприятиях автоматических платежных систем, развитию цифровой коммерции через онлайн-меню;
2. Изучение возможности практического применения в деятельности предприятий путем изучения алгоритмов и автоматизированных процессов, анализирующих собранные данные с использованием аналитических технологий;
3. Изучено снижение человеческого фактора в торговых отношениях за счет создания интерактивных торговых онлайн-площадок.

Ключевые слова: цифровая экономика, бизнес-процессы, цифровые технологии, электронная коммерция.

INTRODUCTION

The introduction of digital technologies into life, obviously, requires a modification of the management of business structures. Traditional bureaucratic structures in the context of the digitalization of society are losing their effectiveness. The digitalization of society affects business processes occurring within business structures of various types of activities.

The marketing processes taking place within the business structures must undergo changes towards the customer-oriented business structure. Modern methods of product promotion, digital platforms, etc., all this will make it possible to implement a customer-oriented approach in the digital economy, taking into account the interests of each specific buyer.

Business processes related to personnel management in an enterprise structure should be fully focused on a competency-based approach. The expression "knowledge is power" in the context of the digitalization of society acquires serious weight. Highly qualified personnel may well be considered as the driving force of modern entrepreneurial activity in the digital economy.

Production and financial business processes in business structures are undergoing serious, one can say cardinal changes. Taking into account the growing trends towards automation, the introduction of new production and financial technologies, it becomes clear that these business processes in the usual form for an entrepreneur cannot exist. The competitive environment of an entrepreneur requires the introduction and application of the "achievements" of the digital age in their activities.

Digital economy is a type of commercial activity in the field of production and sale of products and services in electronic form.

With the rapid growth of the digital economy, businesses have been forced to develop new strategies and processes that encompass the way consumers research, interact with companies, and purchase goods and services. With the growing digital economy, e-commerce retail and digital services have penetrated many industries. Digitization of business processes has become so widespread that it has become the common channel that businesses rely on to market their brand, communicate information and conduct transactions. By being able to publish information to users from anywhere in the world, they became more open and transparent,

which, in turn, led to a sharp reduction in intra-company transactions. The sale of goods is not a one-time act, but the beginning of customer service, that is, the importance of after-sales service began to gain importance. In addition, in the conditions of shortening the service life of goods, providing the customer with new information and new programs is an integral part of market activity, without which this product quickly becomes obsolete. All this has led to an increase in the importance of network models.

New technologies and platforms have led to large-scale reductions in transaction costs in business management, consumers and all related activities, and have created closer ties between government and business entities. As a result, a digital economy based on network services was formed. One of the main reasons for the expansion of the digital segment is the development of the transaction sector, which today makes up 70 percent of the GDP of developed countries.

The share of the digital economy in the world economy ranges from 4.5 to 15.5 percent. Almost 40% of the added value created in the global information and communication technology sector and 75% of the patents related to blockchain technologies are contributed by the United States of America and the People's Republic of China [2].

→ introduction of activities in the field of crypto-asset circulation, including mining, smart-contract, consulting, emission, exchange, storage, distribution, management, insurance, crowd-funding (collective financing) technologies in order to diversify various forms of investment and entrepreneurial activities ;

→ training qualified personnel with practical work skills who understand modern information and communication technologies well in the field of development and use of blockchain technologies, as well as attracting highly qualified foreign specialists;

→ comprehensive development of cooperation with international and foreign organizations in the field of activities on crypto-assets and "blockchain" technologies, as well as creation of the necessary legal framework taking into account advanced foreign experience;

→ to ensure close cooperation of state bodies and business entities in the field of introducing innovative ideas, technologies and developments for the further development of the digital economy

ANALYSIS AND RESULTS

It should be noted that some elements of the digital economy are already successfully operating in the life of our country. In particular, taking into account the mass transfer of documents and communications to digital means, the authorization of electronic signatures and communication with the state are also being transferred to electronic platforms.

But there are several challenges in digitizing business processes:

→ Internet services are not well developed and do not cover the whole country;

→ Lack of qualified personnel in the field;

→ The level of skills of users to effectively use the Internet system.

According to UN Secretary General António Guterres, "the digital economy can create new risks, including threats to cyber security, facilitation of illegal economic activities, and

violations of privacy." Making new decisions requires collaborative action by governments, civil society, academic groups, the scientific community, and the technology sector."

Conclusions and suggestions

When digitizing business processes, companies should focus on:

- Payment systems : Businesses should use digital payment systems that focus on customer convenience. Automatic billing and various payment options make it easier for customers to purchase goods and services online and increase the likelihood of a purchase.
- Marketing strategies: companies should create an opportunity for customers to get information about the product remotely. Search engines, social media, e-mail companies and other online platform services help them in this.
- Big data: through the Internet, companies have the opportunity to collect a large amount of information about the purchase map of their customers (the area where the customer is located, the resource that attracted him, the platforms used in the process). businesses can improve their processes, better understand what products and services their customers are looking for, and provide updated services based on what they know.
- Use of analytics technologies: With the help of algorithms and automated processes that analyze the collected data, businesses will have information about how they can change their current processes to attract more customers and satisfy existing customers.
- Artificial Intelligence (AI) : Chatbots, interactive online commerce platforms and other forms of artificial intelligence ensure that visitors can find what they are looking for and get the service they expect, even without human intervention.

The digital economy continues to grow and the survival of a business depends on its readiness to embrace this online space. Businesses need to analyze their marketing plans, processes and procedures so they can meet consumers online and provide them with the information and experiences they expect.

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