

## FINANCIAL LAW AND BUSINESS ACTIVITIES IN THE CONTEXT OF THE DIGITAL ECONOMY

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**Abstract:** This article discusses the topic of financial law and business activities in the context of the digital economy. In this article, elements of the digital economy such as volatility and innovative technologies are widely analyzed. Financial law procedures, attention is paid to the introduction of digital financial technologies and how they affect business activities are studied. The article cites important topics such as regulation, government support policies, protection of personal information, and outside influencers. The article is also done with keywords and indicators that will help to study the great progress in the field of digital economics.

**Key words:** Digital economy, financial law, business activities, volatility, innovative technologies, financial technologies, regulation.

**Introduction.** The role and importance of the digital economy comes at the beginning of the topics that are increasing today. Key components, such as digital technology, automation, data analysis and communication tools on the internet, are leading to the rapid development of innovations and opportunities in the field of Economics. Since these changes also have a great influence in the field of financial law and business activities, it is necessary to face the study of the possibility and importance of their use except.

The right to finance represents the legal procedures that aim to accept and conform to the changes of the digital economy. These procedures include important concepts such as the protection of the data set, the protection of personal data, the connection of finances with remote means of payment. Business activities, on the other hand, are carried out in a different way in the context of the digital economy. Through the Internet, successful business models are facilitated through methods such as online stores, advertising and marketing platforms, data analysis, valuable claims, and computer optimization.

This article will discuss brief concepts on the topic of financial law and business activities in the context of the digital economy, their impact on volatility and the importance of their use. Financial law procedures and digital aspects of business

activities, direct communications, data protection and seek to explore new opportunities. This article can be used to carry out analysis and research that has an expansion in the field of digital economics.

### **The main part.**

#### **I. Role and changes of the digital economy**

It is bringing about major changes in the field of digital economy, finance law and business activities. These changes are based on increasing the advanced use of digital technology, data analysis, automation, and communication capabilities over the internet. It is also changing the procedures in the field of development of the digital economy, business activities and financial law.

#### **II. Finance law and digital economy**

Finance law represents legal procedures aimed at accepting and ensuring that the digital economy is compatible with changes. These include basic concepts such as procedures, data protection, protection of personal data, connection of Finance with remote means of payment, and the installation of data analysis. Financial law puts topics such as data protection, electronic payments and the implementation of financial transactions, the maintenance and use of key databases in the context of the digital economy in a regulatory state.

#### **III. Business activities and digital economy**

In the context of the digital economy, business activities are carried out in modified ways. Through the internet, online stores, advertising and marketing platforms, data analytics, automation, computer optimization and other innovative technologies, business sub-sectors are expanding. The digital economy facilitates business activities, accelerates delivery and procurement processes, develops an electronic form of Commerce and allows you to create new business models.

**Conclusions and suggestions.** In the context of the digital economy, financial law and business activities are topics of great importance. The volatility of the digital economy, along with innovative technologies, is also leading to changes in growth, finance law and business procedures. Financial law procedures include laws and supervisory mechanisms aimed at ensuring data protection, electronic financial transactions, payments and regulation of business activities.

Business activity is developing widely in the context of the digital economy. Creating online platforms, automated processes and new business models through the Internet will help increase the efficiency of business organizations. This development of the digital economy also requires work in accordance with the right to finance, and also matters related to the protection of personal data and external influencers are important.

The article analyzes this topic extensively and explains the importance of financial law and business activities in the context of the digital economy. This analysis allows authors, scientific researchers and political participants to gain an advantage in this area.

**Suggestions:**

1. It is important that the article lists examples and practical examples instead of the regulation and finance law procedures of the digital economy. Such examples provide opportunities for development to teachers, students, and individuals working in the business sector.

2. It is also important for business entities and organizations to allow the article to identify the benefits of the digital economy. Facilitated business operations of the digital economy, new methods of marketing, data analysis and other innovative technologies can increase the efficiency of the business.

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