

SCIENTIFIC AND THEORETICAL BASIS OF USE OF DIGITAL TECHNOLOGIES IN INNOVATIVE MANAGEMENT OF THE COMPANY'S ACTIVITIES

Rakhmanbaeva Roza Abdurakhmanovna

Professor of the Department of "Corporate Governance" of Tashkent State Transport University

Abstract: In this article, the scientific-theoretical basis of the use of digital technologies in the innovative management of the company's activities is detailed.

Keywords: small business and private entrepreneurship, management, digital economy

In the context of the globalization of the world economy and the COVID-19 pandemic, great work is being done in our country to develop the digital economy and to provide the system of small business and private entrepreneurship with mature personnel in this field. First of all, it should be said that the digital economy consists of a chain of interrelated production and management processes, an integral element of which is information exchange between chains (inter-human, inter-machine, through clouds, inter-data centers) using digital technologies.

In this regard, a number of works are being carried out in our profession, as well as important steps are being taken to create its legal basis. In the decision of the President of the Republic of Uzbekistan No. PQ-4022 dated November 21, 2018, ".....in the future, consistent measures are being implemented to develop the digital economy, to exchange electronic documents in state bodies and other organizations, and to provide services to individuals and legal entities e-commerce systems are being introduced step by step.

At the same time, the analysis of the actual state of affairs in the field shows that the implemented software documents are scattered as a result of the absence of a single information-technological platform that provides integration into the centralized information system"[1]. In order to create conditions for the rapid development of the digital economy, to further improve the state management system, to expand the possibilities of its use, to use modern infrastructure, to implement projects related to the development of the digital economy in our country, including the implementation of "blockchain" technologies, under the conditions of public-private partnership "Digital Trust" digital economy development support fund was established as a state institution, one of the main tasks of which is to attract and consolidate investors' funds.

In addition, the Decree of the President of the Republic of Uzbekistan dated May 12, 2020 No. PF-5992 [2] was adopted, and in the sub-section "Introduction of modern

information technologies" of paragraph 3 "Reducing the state share in the banking sector" of the strategy approved by this decree, remote banking services, this including expanding the number and scope of contactless payments, wide use of automated scoring system, digital identification and credit conveyor, strengthening the information security of bank 80 data and systems, introducing new concepts and technologies in the banking sector (fintex, marketplace, digital bank).

This, in turn, necessitates the use and implementation of digital technologies, which are one of the innovative processes in joint-stock commercial banks. In the digital economy, information in digital form is the main element of production in all socio-economic areas, and the gradual transition to such an economic system will increase the competitiveness of companies in our country and globally, will further improve the quality of life of company employees, create new jobs, enable rapid economic growth and national also provides independence.

Effective use of digital technologies in companies allows to achieve:

- creation and development of digital economy infrastructure in the management and other sectors of the company, including networks, data processing centers, technical and software development in accordance with the requirements of the times;
- ensures comprehensive development and renewal of the company's innovation system;
- creates a thorough basis for the development of various companies, firms, state enterprises and business environment in the country;
- leads to the formation of many organizations operating in the field of digital economy, providing services for companies and other entities.

The global information system and open data and literature available in it, as well as the practical experience of developed countries, are important for the implementation of such tasks. Today, the worldwide market leader, Facebook is the first social network to surpass 1 billion registered accounts, and currently has more than 2.7 billion monthly active users. The company currently owns four of the largest social media platforms, each with more than 1 billion active users.

In addition, the top social platforms with more than 100 million users have emerged in the United States and China, but European services such as VK, Japan's LINE platform or China's WeChat, QQ social networks or Douyin's video sharing program are the main ones in their regions. collected appeals.

Social networking sites are now estimated to have 3.6 billion users, and these numbers are expected to continue to grow as mobile device usage and mobile social networking become increasingly popular in previously underserved markets. The rate of spread of the digital economy can be explained by the following numbers:

- about 4 billion people use the Internet, 53 percent of them use "Mobile Internet" (mobile Internet);

- Internet users in EU countries are: 97% of 16 to 24-year-olds and 63% of seniors (55 to 74-year-olds) use the Internet;

- 5.5 percent of employees operating in the world economy are considered ICT specialists. 1.4 percent of them are women; - 90 percent of businessmen connect to the Internet, only 20 percent use digital technologies in production.

Google experts predicted that by the end of 2020, the number of Internet users in the world will exceed 5 billion. According to economists, "Digital economy" means the communication environment of economic activity on the Internet, as well as the forms, methods, means and results of its implementation. Today, a number of new markets for products and services based on the use of the Internet and information technologies have appeared, as well as messengers, aggregators, Internet search engines, Internet advertising, e-learning, and others.

Nowadays, the popularity of social networks is also increasing. This creates new opportunities for the development of society, improvement and management of e-business. In the world science, they are expressing different opinions on intent. Where there is Internet, the economy develops and industrial enterprises move to cities with high Internet speed, N. Nigraponte.

Now companies and organizations do not require office spaces and data centers for their work, and there is no need to attract large amounts of investment to create informational systems. In the words of Bill Gates, "...if you are trading without the Internet, know that you are outside the trading process", it is harmful to know that the use of digital technologies is very relevant today.

It depends on the number of users and the increase in the number of companies in the field of e-business in countries. This results in a large amount of sales revenue for companies. Thus, the digital economy is a new economic environment that creates new and enormous opportunities for business. In the conditions of digital economy, the structure and nature of competition will change completely. It can be clearly stated that business models will also change under the influence of new technologies of digital economy and e-commerce.

The digital economy has created an opportunity to search for new ideas for business based on rapid business-analytics analysis and to implement feedback with customers. This made it possible to react reactively to the innovative expectations of potential customers. As a result of such work, services such as Google and Yandex were created. Currently, the possibility of working from home offices, which is becoming quite popular, that is, the digital economy, makes it possible for many people to work full-time in companies, firms or organizations without leaving home.

Many developed countries, fully understanding the inevitability of the changes that must take place, are consciously starting a rapid movement towards the digitization of the economy. The United States, Japan, Korea, and China, which were among the

first to point this direction, are today the unofficial leaders in the digital race. They are followed by Great Britain, EU countries, Australia, etc. It seems that many countries do not mean new forms of economic relations and management, but new digital forms of communication and payments with consumers.

Most countries do not consciously organize a digital economy, but only engage in the process of digitizing existing economic relations. This activity, despite its apparent obsolescence, is not considered a purposeful process of creating a digital economy. Some leading countries in the digitalization of the economy have chosen opposite approaches.

For example, the USA has chosen a market orientation, and China has chosen a planned economy. The rest of the countries follow certain intermediate options. It is worth noting that, like China, from the point of view of the US program, we see a new stage of globalization in the process of digitalization of the economy. As the two most powerful economies in the world, the United States and China benefit from globalization, as the economically stronger player will always have the opportunity to demonstrate its superiority.

If we take a closer look at the US strategy in this area, it becomes clear that the process of organizing the digital economy can be divided into four main blocks:

- creation of conditions for the development of the digital economy (that is, creation of a normative-legal framework);
- the emergence and global launch of digital economy platforms in economic entities that are most ready to be transformed into this sector;
- mutual competition of digital economy platforms and their gradual integration;
- introduction of the most promising solutions in the field of digital economy to the entire economy.

To conclude, any country in its experience is practically convinced that the implementation of the digital economy is the basis of the country's economic development. It would be appropriate for us to choose the path and strategy that has been tested in our country in this area. This, in turn, should enter into the activities of joint-stock commercial banks as innovative developments in all sectors of the economy.

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