



Features of the Development of Small and Medium-Sized Businesses in the Conditions of a Digital Economy

Shadieva Gulnora Mardiyevna ¹, Yusupov Shohrukh Nuritdin Ugli ²

¹ Doctor of Economics, Professor of the "Real economy" department

² Samarkand Institute of Economics and Service, "Economy (by industries and sectors)" master's student studying in the specialty

Abstract: The digital economy is not developing in different countries and regions in the same standard, the digital economy will have to find ways to overcome them, facing obstacles to doing business successfully on digital platforms, as well as creating new opportunities.

Key words: Family entrepreneurship, family business, state regulation, support, family entrepreneurship in the service sector.

In the context of an innovative economy, data for the consumer is turning into a new factor of production that allows you to create value and create business activities at another technological level. In this regard, issues related to the transition to a digital economy are becoming one of the most important topics studied by scientists from all over the world today.

In recent years, a new wave of development in the activities of the business and social sphere has occurred with the help of a new generation of digital technologies, namely artificial consciousness, robotics, wireless communication technologies.

The dynamics of digitization of business and non-profit areas of activity of organizations is observed at a very low level. It should be noted that over the past thirty years, digitalization of all sectors of the economy has continued in developed countries. The need to identify the main problems on the way to digital transformation of the country's economy, as well as to identify business models based on digital data, determines the relevance of the topic today.

There is no clear definition of the term "digital economy" (from the English digital economy), and various scientists are approaching the interpretation of this concept from different positions. Specifically, Babkin, A.V. "defines digital economy as a set of technologies that transform the system of socio-economic relations" [1] (Babkin, 2019)

Other scholars [2, 3] (Chernihiv, 2018; Akatkin et al., 2017) define the digital economy as a system of high-tech elements that can stimulate innovative economic growth. Digital data is one of the main components of the digital economy.

It should be noted that global Internet Protocol (IP) traffic, a proxy for data flow, increased from 100 gigabytes per day (GB) in 1992 to over 45,000 Gb per second in 2017, and the world is only in the early days of the data-based economy. In this way, global IP traffic is projected to reach 150,700 GB per second by 2022

Digital data flow is becoming an important resource for business and marks the first stage in building a digital economy in the world.

Digital infrastructure is a set of technologies and equipment that allow the formation of digital computing and telecommunications tools, digital markets, space space, which includes electronic networks.

It should be noted that digital infrastructure is one of the important components of the digital economy, since it allows you to reduce the cost of working equipment and maintain users, ensuring the integration of digital networks, machines and equipment for data transmission.

The power of digital infrastructure is required to support current processes, as well as to develop and improve new technologies.

Digital thinking involves people solving existing and new problems, collecting and analyzing data, monitoring consumer preferences, creating original solutions, interacting with customers and partners, etc.k. this results in the development of digital thinking everywhere into digital formation or a “smart” society in which a large part of professionals work in the field of information and knowledge management.

One of the components of the digital economy that should be given the most attention in terms of creating value for the consumer is digital platforms, which are considered to be business models that determine the interaction of a set of variables and based on digital data.

Constant development and the introduction of new digital platforms are aimed at complementing the next market segment and gaining competitive advantages.

Digital platforms are divided into two main groups: commercial and non-commercial. Non-profit platforms are not focused on profit making and are aimed at solving various types of social problems. Among commercial digital platforms, e-commerce platforms are common both through intermediary sites and directly from the manufacturer.

Digital platforms have become a major way of doing business for a number of digital corporations. In addition, social digital platforms, electronic payment systems, educational and investment platforms have developed significantly.

A business created on the basis of digital data and platforms should be clearly sufficient to clarify its attractiveness for all parties: manufacturers, sellers, buyers, intermediaries.

The advantages of digital business development are significant in solving the following various socio-economic and technological problems, including:

- ✓ attracting investments in the business sector;
- ✓ the emergence of new products and new markets;
- ✓ reducing the cost of doing business;
- ✓ increased competition;
- ✓ the emergence of new professions and jobs;
- ✓ increase labor productivity;
- ✓ increased taxes;
- ✓ increased diffusion of innovations;
- ✓ innovative growth, etc.

These advantages predetermine companies ‘commitment to digitizing business processes, but most businesses have many problems with conversion.

Businesses that do not require serious physical presence move fully and relatively easily to digital platforms (services, banking and financial operations, software and application development, entertainment business, etc. Many have not yet automated business process management systems, less flexible industrial enterprises are far behind.

Companies working in a market economy seek to digitize, at least at the level of interaction with consumers. Local, highly specialized small firms are looking for solutions to restore their businesses to increase their productivity.

In our opinion, in order to ensure the transition of our country to the digital economy in the first place, the following problems must be solved:

- development of a regulatory framework,
- joint research with established organizations,
- training of personnel for the industry,
- increase the volume of investments aimed at business development (especially innovation), as well as the need to develop digital thinking

In developed countries, small and medium-sized businesses are becoming the basis of economic development, at the moment the goal of a small number of small companies in our country is to survive.

To move to the digital level, it is necessary for all enterprises to change internal business processes, including marketing, planning, logistics processes, production, etc.

The organization allows the client to understand how it creates value, interacts with it and ensures the profitability of the business.

New business models are emerging in the digital economy through the creation and development of innovative technologies. Often the main element of new business models is the widespread use of internet capabilities.

Innovative business models always appear in different areas: education, health, energy, banking system, labor market, logistics, etc. At the same time, it is necessary to take into account the problems of creating innovative startups necessary for the development of the digital economy, including the lack of private investment capital and the high cost of authorized personnel.

Many new business models seek to provide access to the end consumer or user. New companies tend to create value added for consumers through digital technologies.

In the digital economy, the following business models can be distinguished, which can be used by both new and existing organizations:

e – commerce-sales of products made using digital e-commerce platforms Amazon, Alibaba etc;

Benefits for users include saving costs, attracting various professionals to review the problem, and expanding collaborative relationships.

- free services – the model is designed on the basis of offering the services of the company for free and receiving payments for additional services, for example, placing an ad on the website for free and charging for advertising it;
- partnership – creating a digital platform for the promotion of partner products.

Conclusion. Theory and practice show that the economy inevitably develops and in one way or another requires a change in traditional forms of business. New business models will appear based on the transformation of digital data into profitable income.

In the current conditions, to ensure further development, a large degree of government participation is required, aimed at digitizing the work of state and utilities, developing an appropriate regulatory framework, providing small and medium-sized enterprises with the opportunity to use venture capital to implement innovative projects.

The transition to a digital environment helps to overcome a number of shortcomings and limitations inherent in traditional entrepreneurship and promotes the innovative development of organizations.

LITERATURE USED

1. Babkin Compiled A.V. Tsifrovaya transformasiya ekonomiki I promishlennosti: sbor-Nik trudov nauchno-prakticheskoy konferentii s zarubezhnim uchsiem. - SPB.: POLITEX-PRESS, 2019. – 780 c.
2. Chernih S.I. Tsifrovaya ekonomika i nauka / / ETAP: ekonomicheskaya teoriya, analysis, Praktika. – 2018. – № 4. - S. 73–86.
3. Shadieva, G. M., & o'g'li Isoqulov, Z. S. (2022). WAYS TO REDUCE POVERTY. *Galaxy International Interdisciplinary Research Journal*, 10(12), 957-962.
4. Mardievna, S. G., & Zhamshedovich, K. Z. (2023). THE ROLE OF FAMILY BUSINESS IN THE DEVELOPMENT OF THE SERVICE INDUSTRY. *Thematics Journal of Commerce and Management*, 7(1).
5. Shodiyeva, G., Tog' Ayeva, D. A., & Sulonov, B. A. (2022). KICHIK BIZNES VA XUSUSIY TADBIRKORLIKNI IQTISODIYOTDA TUTGAN O 'RNI. *Academic research in educational sciences*, 3(5), 610-613.
6. Shadiyeva, G. (2022). The Role of Family Business in the Development of the Service Industry. *American Journal of Economics and Business Management*, 5(9), 213-218.
7. Shadieva, G. M., & Akbarovna, K. S. (2023). THE CONCEPT OF" FAMILY ECONOMY", ITS DEVELOPMENT. *Journal of new century innovations*, 20(3), 32-41.
8. Boliboev A. A. et al. METHODS OF PLANNING PRODUCTION PROCESSES //GospodarkaiInnowacje. – 2022. – T. 24. – C. 961-964.
9. Yazdonov Q. G., Ubaydullayev B. S., Mirzaeva S. N. THE PROBLEM OF ORGANIZING THE WORKPLACE AT THE ENTERPRISE //GospodarkaiInnowacje. – 2022. – T. 24. – C. 982-985.
10. Djaborovna P. D. et al. Opportunities for Small Business and Private Entrepreneurship Development in Rural Areas //American Journal of Economics and Business Management. – 2022. – T. 5. – №. 6. – C. 141-145.
11. Uktamova D. B., Ubaydullayev B. S., Mirzaeva S. N. Factors of Improving the Organization of Labor at the Enterprise //Kresna Social Science and Humanities Research. – 2022. – T. 5. – C. 88-91.
12. Nortojiev M. A., Ubaydullayev B. S., Mirzaeva S. N. On the Issue of Certification of Workplaces According to Working Conditions //Kresna Social Science and Humanities Research. – 2022. – T. 5. – C. 94-96.
13. Hamitov S. I., Ubaydullayev B. S., Mirzaeva S. N. Organization of Staff Work at the Enterprise //Kresna Social Science and Humanities Research. – 2022. – T. 5. – C. 97-100.
14. Nodirovna M. S., Faxriddinovich U. F., Dusmurotovich U. M. Ways and Prospects for Developing the System of Residential Services in Rural Areas, Increasing Employment //Academic Journal of Digital Economics and Stability. – 2022. – T. 17. – C. 96-101.
15. Nodirovna M. S., Ugli S. T. T., Abduazizovich A. I. WAYS TO INCREASE THE EFFICIENCY OF GOVERNMENT SERVICES IN THE EMPLOYMENT OF THE POPULATION IN UZBEKISTAN //GospodarkaiInnowacje. – 2022. – T. 23. – C. 29-37.
16. Nodirovna M. S., Mamasoliyevna K. C., Ugli S. J. U. The composition of the income of service workers and ways of its improvement (on the example of educational institutions) //ACADEMICIA: An International Multidisciplinary Research Journal. – 2022. – T. 12. – №. 4. – C. 213-218.
17. Zugurova Z. D., Ubaydullayev B. S. and Mirzaeva S. N. (2022). EFFICIENT PLANNING OF PRODUCTION PROCESSES. *International Conference on Research Identity, Value and Ethics*, [online] pp.416–418.

18. Yakhyoyeva S. O., Ubaydullayev B. S. and Mirzaeva S. N. (2022). FEATURES OF THE DIVISION AND COOPERATION OF LABOR AT THE ENTERPRISE. International Conference on Research Identity, Value and Ethics, [online] pp.413–415.
19. Mamayunusovich, P. O., & Nodirovna, M. S. (2022). Management of the Mechanism of Storage and Sale of Products in the Republic of Uzbekistan. EUROPEAN JOURNAL OF BUSINESS STARTUPS AND OPEN SOCIETY, 2(5), 67–71.
20. Saidakhmedovich, S. T. ., Nodirovna, M. S. ., &Khaydarjanovna, S. D. . (2022). Ways to Improve the Performance of Service Enterprises in Rural Areas. Middle European Scientific Bulletin, 24, 21-24.
21. M.S.Nodirovna, Shaptakov and Mamasoliyevna, K.C. (2022). Improving the Economic Impact of Increasing Foreign Investment in Uzbekistan in the Digital Economic Environment. AcademicJournalofDigitalEconomicsandStability, [online] 16, pp.160–165
22. M.S. Nodirovna, Ta'nakulovich, T.K. and Baxtiyorovich, S.J. (2022). WAYS TO IMPROVE THE EFFICIENCY OF MEDICAL SERVICES IN THE CONDITIONS OF THE DIGITAL ECONOMY. Gospodarka i Innowacje., [online] 22, pp.182–186.
23. МирзаеваШиринНодировна (2022). ЎЗБЕКИСТОНШАРОИТИДААҲОЛИНИИШБИЛАНТАЪМИНЛАШСОҲАСИДАДАВЛАТХИЗМАТЛАРИСАМАРАДОРЛИГИНИОШИРИШЎЎЛЛАРИ.БАРҚАРОРЛИКВАЕТАКЧИТАДҚИҚОТЛАРОНЛАЙНИЛМИЙЖУРНАЛИ, [online] 2(4), pp.428–438.
24. M.S.Nodirovna, S.T.Ugli., and A.I. Abduazizovich, (2022). WAYS TO INCREASE THE EFFICIENCY OF GOVERNMENT SERVICES IN THE EMPLOYMENT OF THE POPULATION IN UZBEKISTAN. Gospodarka i Innowacje., [online] 23, pp.29–37.
25. Nodirovna, M.S., Bakhtiyorovich, S.J. and Ta'nakulovich, T.K. (2022). Prospects for the Development of Small Business and Entrepreneurship in the Digital Economy. AmericanJournalofEconomicsandBusinessManagement, [online] 5(3), pp.248–252.
26. Mirzaeva, S. Nodirovna (2022). Ways to Increase Investment Potential in Samarkand Region. International Journal of Multicultural and Multireligious Understanding, 9(2), p.471. doi:10.18415/ijmmu.v9i2.3542.
27. Sidorov V. A. et al. INNOVATSIYA IQTISODIYOTI: TEXNOLOGIK YUTUQ MUAMMOSI //BARQARORLIK VA YETAKCHI TADQIQOTLAR ONLAYN ILMIY JURNALI. – 2023. – Т. 3. – №. 2. – С. 8-15.
28. Saidakhmedovich S. T., Bekhruz U. PROBLEMS OF ECONOMIC DEVELOPMENT OF SMALL BUSINESS IN THE REAL SECTOR //Galaxy International Interdisciplinary Research Journal. – 2022. – Т. 10. – №. 10. – С. 624-628.
29. Шарипов Т. С. Важность организации ресторанных услуг в управлении гостиничным бизнесом //Молодой ученый. – 2020.
30. Sharipov T. Овқатланиш хизматлари бозорида рақобатбардошлик масалалари //Iqtisodiyot va innovatsion texnologiyalar. – 2017. – №. 1. – С. 136-142.
31. Nodirovna M. S. ESTABLISHMENT AND MAINTENANCE OF CENTRALIZED SERVICE AGENCIES IN THE REPUBLIC OF UZBEKISTAN //Finland International Scientific Journal of Education, Social Science & Humanities. – 2023. – Т. 11. – №. 1. – С. 631-637.
32. Nodirovna M. S., Ugli S. T. T., Abduazizovich A. I. WAYS TO INCREASE THE EFFICIENCY OF GOVERNMENT SERVICES IN THE EMPLOYMENT OF THE POPULATION IN UZBEKISTAN //Gospodarka i Innowacje. – 2022. – Т. 23. – С. 29-37.
33. Artikov Z. S. In Competitions Conductrd by Belt Wrestling Use of Fast Technical Methods Efficiency //American Journal of Social and Humanitarian Research. – 2022. – Т. 3. – №. 11. – С. 253-255.

34. Saifiddinovich A. Z., Shokhrukhovich U. F. Social Protection of the Unemployed and their Labor Increasing Competitiveness in the Market //American Journal of Social and Humanitarian Research. – 2022. – Т. 3. – №. 3. – С. 61-63.
35. Артиков З. С. ЯНГИ ЎЗБЕКИСТОНДА РАҚАМЛИ ИҚТИСОДИЁТНИНГ НАЗАРИЙ АСОСЛАРИ //Экономика и финансы (Узбекистан). – 2022. – №. 4 (152). – С. 59-65.
36. Uralovich A. N., Abdulloevich N. D., Sayfiddinovich A. Z. An Analysis of the Demographic Data of Population of the Republic of Uzbekistan //American journal of social and humanitarian research. – 2021. – Т. 2. – №. 10. – С. 15-22.
37. Nodirovna, M. S. ., Feruz, E. ., Rustambek, K. ., & Khudoyor, A. . (2023). Ways of Attracting Investments in Service Enterprises of the Republic of Uzbekistan. INTERNATIONAL JOURNAL OF BUSINESS DIPLOMACY AND ECONOMY, 2(3), 81–87. Retrieved from <http://inter-publishing.com/index.php/ijbde/article/view/1269>
38. Abdurkarimov F. B. RESEARCH AND SYSTEMATIZATION OF TRADE SERVICES SERVES TO IMPROVE THE COUNTRY'S ECONOMY IN THE CORONAVIRUS PANDEMY PERIOD //Berlin Studies Transnational Journal of Science and Humanities. – 2021. – Т. 1. – №. 1.1 Economical sciences.
39. Абдукаримов Ф. Б. Савдода бозор механизмини такомиллаштириш ва самарадорлигини ошириш йўллари (Самарқанд вилояти мисолида) //Иқтисодиёт фанлари номзоди илмий даражасини олиш учун ёзилган диссертация. Самарқанд: СамИСИ. – 2011. – Т. 156.
40. Mustafaevich T. N., Shakhboz R. SYSTEM FOR ANALYZING AND PROCESSING DATA ON UNIVERSITY STAFF BASED ON A FUZZY CONTROLLER WITH A FIXED KNOWLEDGE BASE //Open Access Repository. – 2022. – Т. 8. – №. 03. – С. 16-21.
41. Ражабоев Ш. Ш. Экологическое образование в целях устойчивого развития территорий. – 2022.
42. Ahmadovich R. A., Tulkinjonovna T. N., Shodiyevich R. S. Statistical Analysis of Word Formation by Affixation between Two Languages //Best Journal of Innovation in Science, Research and Development. – 2023. – Т. 2. – №. 4. – С. 213-218.
43. Abduazizov, I. A., Khudayberdiyeva, S. I., Azimjonova, F. F. qizi, & Jurakulova, S. T. qizi. (2023). THE ROLE OF THE SERVICE SECTOR IN DEVELOPING THE COMPETITIVENESS OF DESTINATIONS AND IMPROVING THE QUALITY OF LIFE OF THE POPULATION. Educational Research in Universal Sciences, 2(1), 581–587. Retrieved from <http://erus.uz/index.php/er/article/view/1664>
44. Abduazizov , I. A., Azimjonova, F. F. qizi, Jurakulova , S. T. qizi, & Khudayberdiyeva, S. I. (2023). MICROCREDIT AS A FACTOR IN THE DEVELOPMENT OF SMALL BUSINESSES IN UZBEKISTAN. Educational Research in Universal Sciences, 2(1), 573–580. Retrieved from <http://erus.uz/index.php/er/article/view/1663>
45. Abduazizov, I. A., Azimjonova, F. F. qizi, Jurakulova, S. T. qizi, & Khudayberdiyeva , S. I. (2023). INNOVATIVE WAYS TO INCREASE THE COMPETITIVENESS OF THE TOURISM SECTOR IN THE COUNTRY. Educational Research in Universal Sciences, 2(1), 588–592. Retrieved from <http://erus.uz/index.php/er/article/view/1665>
46. Абдуазизов, И. А., Абдунабиев, Б. З., & Ражабова, К. Д. (2022). РАЗВИТИЕ СФЕРЫ УСЛУГ КАК ФАКТОР ПОВЫШЕНИЯ УРОВНЯ ЖИЗНИ НАСЕЛЕНИЯ. Educational Research in Universal Sciences, 1(6), 379–385. Retrieved from <http://erus.uz/index.php/er/article/view/551>
47. Мирзаева Ш. Н. и др. ЎЗБЕКИСТОН ШАРОИТИДА АҲОЛИНИ ИШ БИЛАН ТАЪМИНЛАШ СОҲАСИДА ДАВЛАТ ХИЗМАТЛАРИ САМАРАДОРЛИГИНИ ОШИРИШ ЙЎЛЛАРИ //BARQARORLIK VA YETAKSHI TADQIQOTLAR ONLAYN ILMIIY JURNALI. – 2022. – Т. 2. – №. 4. – С. 428-438.

48. Mardonov B., Erdonov M. SOCIAL AND ECONOMIC SCIENCE //СТУДЕНЧЕСКИЙ ВЕСТНИК. – 2019. – Т. 19. – №. 69 часть 6. – С. 87.
49. Mardonov B., Erdonov M. IMPORTANCE OF IMPROVING THE LIVING STANDARDS OF THE POPULATION IN THE SERVICE SECTOR //Студенческий вестник. – 2019. – №. 19-6. – С. 87-89.
50. Эрдонов М. Э. КАМБАҒАЛЛИК ТУШУНЧАСИНИНГ МОҲИЯТИ, РЕСПУБЛИКАМИЗДА ҚАМБАҒАЛЛИК ДАРАЖАСИНИ ПАСАЙТИРИШНИНГ АСОСИЙ ЙЎНАЛИШЛАРИ //Журнал Инновации в Экономике. – 2021. – Т. 4. – №. 10.
51. Anvar, K. . (2023). The Current State of the Industry and Service Sector of Sports Tourism of Uzbekistan. World of Science: Journal on Modern Research Methodologies, 2(4), 12–17. Retrieved from <http://univerpubl.com/index.php/woscience/article/view/880>
52. Anvar, K. . (2023). Foreign Experience in the Development of Sports Tourism. INTERNATIONAL JOURNAL OF BUSINESS DIPLOMACY AND ECONOMY, 2(4), 1–10. Retrieved from <http://inter-publishing.com/index.php/ijbde/article/view/1366>
53. Sultanovich M. D. EFFECTS OF INNOVATION PROCESS AND ACTIVITY ON PRODUCTION EFFICIENCY //Berlin Studies Transnational Journal of Science and Humanities. – 2021. – Т. 1. – №. 1.1 Economical sciences.
54. Sultanovich M. D. IMPROVEMENT OF ORGANIZATIONAL AND ECONOMIC MECHANISMS OF ECONOMIC GROWTH IN THE SERVICE FIELD //Finland International Scientific Journal of Education, Social Science & Humanities. – 2023. – Т. 11. – №. 1. – С. 619-630.
55. Sultanovich M. D. THE MAIN DIRECTIONS OF POVERTY REDUCTION IN OUR COUNTRY //Galaxy International Interdisciplinary Research Journal. – 2023. – Т. 11. – №. 2. – С. 164-171.
56. Sultanovich M. D. IMPROVING THE MANAGEMENT SYSTEM IN THE CONTEXT OF THE DEVELOPMENT OF THE DIGITAL ECONOMY //Journal of Modern Educational Achievements. – 2023. – Т. 3. – №. 3. – С. 51-58.