



Content, Positive and Negative Characteristics of the Digital Economy

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Abstract: this article describes the concept of digital economy, its content, its role and importance in the economy of Uzbekistan. A brief definition of the origin of the dictionary and lexicological meaning of the concept of digital economy is given. The advantages and disadvantages of the digital economy are studied separately. In addition, this article answers important questions such as "What is the digital economy?", "Tasks and goals of the digital economy", "Obstacles in the development of the digital economy in Uzbekistan".

Key words: digital economy, digital technologies, e-commerce, internet banking, electronic payments, internet advertising, smartphone, computer, integration, blockchain.

Recently, the concept of "digital economy" has been used a lot. In fact, in many developed countries, the digital economy has significantly influenced their development factors. The digital economy plays an important role in the life of society. So, this article will be about the digital economy. In it, we will try to find answers to such important questions as "What is the digital economy?", "Tasks and goals of the digital economy", "Obstacles in the development of the digital economy in Uzbekistan". Before covering this topic, let's look at a situation that can happen in our daily life. Imagine that you came home from work on Friday, you are with your family members, and you suddenly have the idea to travel by car to the Samarkand region and the city of Samarkand on Saturday and Sunday. But you don't have your own car. In practice today, terms such as "economic mechanism", "economic mechanism of economic management", "economic management mechanism", "economic management mechanism", "market mechanism", "economic mechanism of support" meaning appears in a different mode of exposure. We consider it expedient to make a comparative analysis of these categories in terms of both the content and the theoretical basis in terms of research goals and objectives.¹ Then you entered the websites or mobile applications of car rental companies through your computer or smartphone, entered your name, driver's license number and ordered a family car for 6 people for two days. Now you need to choose the direction of travel. Where to go, which museum, historical monuments to visit. Then you enter the websites or mobile applications of agencies providing travel services, enter the number of your family members, and choose a tourist destination that is interesting to you and your family members. Then on Saturday morning, you will have a 6-seater car in front of your house, tickets to museums and historical sites on your smartphone, and a pre-booked hotel reservation. You organized a two-day family trip by car without going anywhere or calling anyone. Then you went to Samarkand. After two days there, you feel a little tired when you come home on Sunday, and you have to go to work on Monday. Then you take your smartphone, buy tickets for Afrosiyab high-speed trains for yourself and your family

¹ Usmonjon o'g, A. U. B., & Nodirjonovich, S. S. (2021). THE ECONOMIC MECHANISMS AND IMPLEMENTATION OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP. *Academicia Globe: Inderscience Research*, 2(05), 427-431.

members, go to the station and go home, the car will be left at the station. Now let's turn to the history and essence of the emergence of the digital economy. People are not indifferent to what they perceive, see, hear, do, think, dream. The same subjects, individuals, characters, events delight us, others offend again others arouse our anger, hatred. We feel fear when we are in danger, it is a pleasure to win over an enemy or overcome a challenge.²

The concept of digital economy was defined not so long ago, in 1995, by Nicholas Negroponte, an American scientist from the University of Massachusetts. The scientist told about the changes that may occur in the transition from the old economy to the new economy after the intensive development of information and communication technologies.

The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, with the help of processing a large amount of information and analyzing the result of this processing. is to implement more effective solutions than the previous system in production, service, technologies, devices, storage, product delivery.[6] In other words, the digital economy is an activity connected with the development of digital computer technologies in the provision of online services, electronic payments, Internet trade, crowdfunding and other types of industries.

E-commerce, internet banking, electronic payments, internet advertising and, at the same time, internet games are seen as the main elements of the development of the digital economy.

Due to the development and implementation of information technologies, many conveniences are appearing in our daily life. Let's say we want to eat, but we don't want to prepare it, it's not a problem, we can order the food we want online through the Internet home delivery service. Or we need to transfer money to a friend, there is no need to go to a bank or financial institution, we can transfer money through mobile banking. We can provide many such services online, via smartphone or computer.

The digital economy has several advantages. Of course, the development of information and communication technologies, the application of modern technologies to our lives can provide many positive opportunities in the life of every person. Following the development of digital technologies, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply through the Internet. For example, buying a book in electronic form can cost you much less than buying the same book in print. Otherwise, an ordinary consumer can become an entrepreneur himself and engage in online sales without leaving his home.

Other advantages of the development of the digital economy can be as follows: increase labor productivity in production, increase the competitiveness of companies, decrease production costs, create new jobs, create new modern professions, overcome poverty and social inequality. loss.

These are just a few advantages of the digital economy. The development of the digital economy has a positive effect on our daily life, provides many additional opportunities for the average user, and can also ensure the growth and development of the market.

Risks that can be caused by the digital economy:

- Risk of cyber attack, problems related to personal data protection;
- “digital slavery” (using the data of millions of people to later control their behavior);
- due to the increase in unemployment, the development of information technology and its application, a number of industries and professions may disappear[1].

Among the countries of the world with developed digital economy are Norway, Sweden, Switzerland. The top 10 countries with the most digital economies are the US, UK, Denmark, Finland, Singapore, South Korea and Hong Kong.[5].

The role of the state in the digital economy is incomparable. As a result of the study of the world

² Baxodir o'g, G. I. F., & Abdullo o'g'li, M. I. (2022). SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF PERSONALITY EMOTION. *Vital Annex: International Journal of Novel Research in Advanced Sciences*, 1(3), 1-12.

experience, it became clear that in countries with a developed digital economy, the state (government) determines the rules of the market “game” in the digital economy for all participants of the game, and the most important task of the state is to provide one for the participants of the game. creation of different, equal rights and opportunity conditions. That is, whether there is a large company or a small business in the market, they have equal rights. They are given the same opportunities. It ensures that government regulations are followed and that, ultimately, the average consumer receives a high-quality, modern service or product. Therefore, for the development of the digital economy, the state should create equal conditions for everyone, market rules, laws, and contracts should be transparent as much as possible, and laws should be based on market demand (that is, it should be able to identify development trends in the market in advance and adopt the necessary regulatory documents). it is necessary to provide freedom for the participants of the game.

Digital economy is developing in Uzbekistan as well as in other countries of the world. After the application of information technologies in our daily life, many opportunities are created for ordinary people. Today, we can order many food products and meals without leaving home and have them delivered to our home.

However, putting in demand is not the only criterion for the development of the military team. With the development of collective thought, this becomes a student's sense of responsibility to others in each military officer. This is what ensures the strengthening of military discipline.³

- But it should be noted that the digital economy in Uzbekistan is developing several times slower than the potential of Uzbekistan. That is, there is an opportunity, the necessary resources are available, but the development is very slow. As a reason for this, a number of obstacles to the development of the digital economy in Uzbekistan can be pointed out. The subject of "relations contrary to the charter "is a person or group of people who carry out active actions that make it possible to gain an advantage over the objects of" relations contrary to the charter " and reduce the social status of the latter.⁴
- monopoly in many fields;
- low internet speed and poor quality;
- that legislation in the field of information technology is behind the times;
- extremely low level of computer literacy among citizens;
- non-transparency of legislation;
- lack of information technology specialists or their departure to other countries;
- low information culture, information hygiene;
- information technology security is not good;
- lack of specialists who understand the field in management bodies or (in some cases) their absence at all;
- the slow development of science and especially specific sciences (or the development has stopped)[2].

If the above-mentioned problems are solved gradually, systematically, based on world experience, Uzbekistan can easily become one of the countries with a developed digital economy.

President Shavkat Mirziyoyev's Address to the Senate and Legislative Chamber of the Oliy Majlis declared that “2020 is the year of science and digital economy.” After that, citizens began to have many questions about the term “digital economy”. The National Project Management Agency under the President of the Republic of Uzbekistan is an authorized body in the field of introduction and

³ Said o'g'li, S. S., & Abdurasul o'g'li, R. S. (2022). Psychological View of the Military Community. *Pioneer: Journal of Advanced Research and Scientific Progress*, 1(2), 5-12.

⁴ Olimjon o'g'li, O. O., & Shuxrat o'g'li, Z. I. (2022). The Main Features and Signs of “Relations Contrary to the Charter”(On the Example of Russian Experience). *Web of Scholars: Multidimensional Research Journal*, 1(5), 17-21.

development of the digital economy. In addition, the Ministries of Economy, Finance, Information Technology, Justice and other government structures have specific responsibilities and tasks for the development of the digital economy.[4]. At the beginning of the year, President Shavkat Mirziyoyev's Address to the Senate and the Legislative Chamber of the Oliy Majlis was highlighted.

What is the difference between the digital economy and the ordinary economy? For example, a customer needs shoes. If he goes to the market and chooses it directly and buys it for cash, this is a traditional economy. Each person has the need to be significant for another person, to be a subject, not an object. Being needed by another is an emotionally attractive situation, rather than satisfying the needs that arise through the chosen object. A person whose relationships with other people do not have a fullfledged subject-subject character experiences adaptation problems, relationships often turn out to be ineffective for him, and his social needs are not satisfied.⁵ Choosing the desired product through a trading bot on Telegram, paying the owner of the product through an electronic payment system, and receiving the product through the delivery service is called digital economy. This issue is explained by the simplest household example. In fact, we are all already in the digital economy, using its conveniences. For example, our monthly payments go to plastic cards, we pay for utilities, telephone, internet and other products and services through electronic payment, we submit tax returns electronically, we transfer money from card to card, we order food at home, etc.

The digital economy is not some kind of economy that needs to be created from scratch. This means moving the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life.

Signs of digital economy: high degree of automation, electronic document exchange, electronic integration of accounting and management systems; availability of electronic databases, CRM (customer relationship system), corporate networks. This is one of the most popular mechanisms we use. A person who is depressed or unable to successfully solve his problem and finds himself disturbed will try to reduce his sense of guilt and anxiety by using this instrument. He behaves and responds in response to frustration, and instead of justifying his actions with real and real reasons, he gives various reasons.⁶

The digital economy has several advantages. In particular:

1. Expenses for payments are reduced (for example, the fare to go to the bank and other resources are saved).
2. Get more and faster information about goods and services.
3. There are great opportunities for goods and services to enter the global market in the digital world.
4. Goods and services are rapidly improved due to quick feedback (consumer opinion).
5. Faster, better quality, more convenient.

As a clear example, one of the bright examples in the field of development of digital platforms is the Chinese company "Alibaba", which has an e-commerce system. The experience of its use shows that in the process of collecting data, competitive advantages are created for expansion into various sectors of the economy. Alibaba is not just a digital platform, but an ecosystem of platforms. People who work in organizations are different. Accordingly, they perceive the situation they face differently. Differences in perception often lead to people's disagreement with each other. This disagreement arises when the situation really has a controversial character. The conflict is determined by the fact that the conscious behavior of one of the parties (person, group or organization as a whole) contradicts the interests of the other party. That is, a conflict is the absence of an agreement between two or more parties. The manager, by his role, is usually at the center of any dispute in the organization and is called upon to resolve it by all means available to him. Conflict

⁵ Ravshanjon o'g, J. R. M., & Rustam o'g'li, S. U. (2022). Socio-Psychological Reasons for the Origin of "Relations Contrary to the Charter". *Web of Scholars: Multidimensional Research Journal*, 1(5), 22-28.

⁶ Furqat o'g'li, M. T. (2022). THE MECHANISM OF PSYCHOLOGICAL PROTECTION IN A PERSON. Vital Annex: *International Journal of Novel Research in Advanced Sciences*, 1(3), 13-19.

management is one of the most important tasks of the leader.⁷

The choice of the state to develop the digital economy opens up new directions in the field of information technologies and in general, in the field of circulation of electronic documents. Action is the basic unit of activity analysis. By definition, action is a process directed toward the realization of a goal. The following characteristics of the concept of "movement" can be mentioned.⁸ The turn to "digital technologies" was caused by the development of the worldwide Internet network and quality communication. Now the issue is the development of the implementation of medium and large economic transactions and financial transactions through digital technologies. Also, the digital economy has terms such as its own currency (cryptocurrency, bitcoin), money storage card (blockchain), calculation methods (mining). It is recommended to get more detailed information about them.

Conclusion

In conclusion, we can say that the digital economy significantly increases people's living standards, which is its main benefit. Digital economy is the main link of corruption and "hidden economy". Because numbers seal everything, store it in memory, provide information quickly when needed. In such conditions, it is impossible to hide any information, make secret deals, not to provide complete information about this or that activity, the computer reveals everything. The abundance and systematicity of information does not allow for lies and fraudulent activities, because it is impossible to cheat the system. As a result, it will not be possible to launder "dirty money", steal funds, spend ineffectively and aimlessly, increase or hide it. This will increase the flow of legal funds into the economy, taxes will be paid on time and correctly, budget allocation will be open, funds directed to the social sphere will not be stolen, schools, hospitals, the money allocated for the roads will reach in full, etc.

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