

THE NEED FOR DIGITIZATION IN THE GLOBAL ECONOMY AND ITS MAIN INSTRUMENTS

Yuldashev Bilolkhon Saminjon o'g'li

Tashkent Financial Institute

Direction of banking and audit 2 stage student

Annotation: *Interest in the digital economy has grown significantly due to the significant changes that have occurred in society and the economy. Modern technologies and platforms have helped businesses and individuals cut costs at the expense of minimizing personal communication with customers, partners and government organizations, as well as providing an opportunity to facilitate interaction more quickly and easily. The result was a network resource-based, digital or electronic economy. This article provides feedback and insights into the need for digitization in the global economy and its key instruments.*

Keywords: *Digital Economy, modern technologies, individuals, global economy, electronic documents, instruments, online platform.*

The word "digitization" is actually a new term, referring to the involvement of IT solutions in the process of innovative management and proceedings, and, as a result, the use of Information Technology in all systems, from internet items to e-government. The main source belonging to the digital segment of the economy is the growth of the traction sector. In developed countries, this indicator is more than 70% of GDP, combining the sphere of Public Administration, consulting and Information Services, Finance, wholesale and retail, as well as services (communal, personal and social).

The higher the diversification and dynamics of the economy, the greater the turnover of unique information inside and outside the country, and the more significant the information traffic within national economies. Therefore, the number of participants and the digital economy in the markets where IT services are common develops at an accelerated pace. Especially this provides unlimited facilities to those areas that are actively working with transport, trade, logistics and the like with the internet. According to some researchers, the share of the electronic segment in them is approaching 10% of GDP, providing 4% of the population employment. Most importantly, these indicators grow steadily.

Obviously, the effectiveness of the digital economy is influenced not only by the coverage of Information Technology and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital and successful management instruments. Consequently, economic development relies precisely on them, which means that these criteria occupy the same important place in the development of the digital economy as before. The following are listed in this as the main

prerequisites and factors for the step-by-step exit to the path of social and economic development:

- implementation of e-government and digital urban concepts at the expense of informatization and integration of Public Administration bodies and municipal services;
- gross production of products of the new technological generation (like unmanned cars, etc.);
- implementation of ideas related to the construction of "smart" and ecological houses with the help of specific decoration and building materials;
- extensive promotion of alternative forms of employment through outsourcing, self-employment, etc.;
- to create professional networks that serve to search for worker-freelancers to perform certain tasks.

All of the above gives the business the opportunity to cut costs using modern platforms where goods and electronic services are integrated in production and management. In the first case, this issue applies to the integration of the service order, the joint use of resources, the choice of counterparties, the conduct of electronic trading, payments, etc. The technological digital environment is an "aquarium" in which legal entities and individuals establish a completely new dialogue for collaborative activities. Information technology gives enterprises the opportunity to master completely new, more intensive work rates and to diversify the form of services and products. In addition, researchers are also talking about the marketability of short-storage products. Speaking of the service sector, information technology solves many everyday tasks, thanks to which large-scale actions are performed faster, cheaper, more convenient and without intermediaries in the middle. Modern directions such as e-commerce, internet banking and others are developing day by day. As a result, automatic Networked Services in most areas (such as a quality website or mobile app) are taking the place of intermediaries in the business to increase revenue.

The full enumeration of the effects generated by the digital economy is a much more complex work, consequently, the possibility of using electronic services and metadata is much more difficult to assess in a full-fledged way the connections that it offers to economic objects. Therefore, it is a somewhat difficult task to justify the importance of investments in informatization, especially at the state level. The impossibility of always calculating the gigabyte of information created in one area or another in the real state is an understandable phenomenon in itself.

Conclusion. The state, which wants to get the maximum benefit from digitization, needs to create and support the market for the necessary high-tech products. At the same time, it is also important to maintain the instruments controlling the main platforms of the electronic economy in its own, developing in a parallel way private applications for Public Administration, important industries and enterprises.

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