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CURRENT TRENDS OF THE DIGITAL ECONOMY AND ITS IMPACT ON ECONOMIC GROWTH UNDER GLOBALIZATION

Abstract. The article examines the current trends in the development of the digital economy and its impact on economic growth in the context of globalization. Many scientific studies are being conducted on improving the structure of the economy of regions in the context of globalization and international competition, as well as the expansion of digitization processes. Development of modern methodological approaches to the development and support of advanced regions, rapid development of industries based on high technologies, reduction of social gaps between all regions, regulation of population employment and standard of living, widespread introduction of the policy of decentralization of the management system, implementation of structural changes in regions and assessment of the impact of socio-economic and ecological systems and digital technologies on ensuring sustainable economic growth is one of the priority directions of scientific and research work in this regard.

Key words: digital economy, digital technologies, Internet, competitiveness, information society, globalization, economy, digital economy trends, electronic government, information network.

Introduction.

Development of the digital economy in Uzbekistan, increasing the competitiveness of the economy in the world market will help bring the economy to a new level of development characterized by intensive structural changes.

Currently, special attention is being paid to the development of the digital economy in Uzbekistan and its regions. "... IT park residents provided services worth 5 trillion soums, exported services worth 140 million dollars. 370 of the existing 715 public services have been transferred to the digital platform, and 12 million people used them last year. As a result of digitization , the demand for more than 70 types of information and documents from the population has become invalid . At the same time, it is necessary to improve the institutional mechanisms

for the development of digital technologies in the regions, to form infrastructure, to allocate sufficient space to the level of use of digital technologies in the criteria for evaluating the activities of executive local authorities, to establish regional analytical platforms, to create an open statistical database, to stratify digital literacy at the regional level. it is necessary to perform tasks such as reduction. This requires the expansion of the scope of scientific and research work, which evaluates the impact of digital technologies on the socio-economic development of regions and its structural changes.

In recent years, the penetration of elements of the digital economy into the entire economy has been accelerating. In our country, in accordance with the strategy "Digital Uzbekistan - 2030", comprehensive measures are being implemented in public education, public services, judicial, financial and banking systems to digitize economic sectors and regions, introduce state information systems and electronic services, as well as ensure wide use of digital technologies.

World experience shows that the competitiveness of the national economy in general is related to the development of information technologies. According to the data of the World Economic Forum, the economic competitiveness of countries is highly correlated with their index of development of information and communication technologies. The field of information technology is one of the fastest growing industries in the world.

Literature analysis.

Scientific and methodological aspects of the digital economy and information society, its forms and influencing factors have been studied by many foreign scientists, including: N. Negroponte, I. Boyko, V. Bondarenko, G. Gasanov, G. Golovenchik and others. Gulyamov (2019), O.M.Abdullaev, Ayupov et al. (2019), Umarov (2018) and many other leading economists of our country. Their scientific research includes research on digital environments that have a set of functions that meet the needs of consumers and producers, as well as enable direct interaction between them .

Negroponte (1995) defined the concept of "digital economy" as "the lack of physical weight of products replaced by the volume of information, the cheapness of resources for the production of electronic products, the much smaller area of products, as well as the almost instantaneous movement of goods through the Internet."

Boyko et al. (2017) said, "We understand the digital economy as a complex of activities based on digital technologies, as well as the infrastructure that ensures the operation of digital technologies. Digital technologies in this case should be understood as technologies related to the creation, collection, processing, storage and transmission of information based on digital systems.

Bondarenko (2017) "The digital economy is a holistic, systematic, complex problem of finding a model of relations between people that corresponds to the technologies of the fourth industrial revolution, that is, with digital technologies and other high technologies of the 21st century, and to achieve an objectively determined goal in its formation, development and implementation should provide", he expressed his author's opinion.

Gasanov (2017) defined the concept of "digital economy" as follows: "Digital economy is a system of institutional categories (concepts) in the economy based on advanced scientific achievements and advanced technologies, primarily digital information and communication technologies, and its activity is to increase the efficiency of social production , aimed at maintaining sustainable economic stability, improving the well-being and quality of life of the country's citizens.

As a result of his research, Golovenchik (2019) concluded that "Digital economy is the social, cultural, economic and technological relations between the state, business community and citizens, operating in the global information space, through the wide use of the digital network, in management methods and technologies in order to increase the efficiency of socio-economic processes. defined as a system of technologies that creates digital types and forms of production and delivery of products and services to consumers, which lead to constant innovative changes.

Gulyamov et al. (2020) commented that "Digital (electronic) economy is an economy characterized by maximum satisfaction of the needs of all participants due to the use of information, including personal information."

Abdullaev et al. (2020) as a result of their research "Digital (electronic) economy - based on online technologies and oriented towards meeting the needs for life benefits, which in turn involves the formation of new ways of doing business and requires practical means of government regulation of production, exchange and who defined it as the sum of relations that arise in consumption processes.

A number of special studies were conducted in Uzbekistan within the ICTP - United Nations Development Program (UNDP) project. Including, "Analysis of the state and prospects of Internet development in Uzbekistan", "Manual on software intellectual property rights in Uzbekistan", "Analysis of the state of the information society in Uzbekistan", "State and prospects of the development of the software export industry in Uzbekistan" and others.

Research methodology.

Generalization and systematization, statistical, structural and comparative analysis, graphic representation, expert assessment, strategic planning and econometric modeling methods were used in the research .

Discussion of analysis results.

In recent years, many countries and international organizations have made transition to the digital economy concept and implementation of its development programs a priority. Similar routes have been developed and implemented in the USA, Great Britain, Canada, Finland, France, Japan, Italy, India and others.

Decree of the President of the Republic of Uzbekistan dated February 18, 2018 No. PF-5349 "On measures to further improve the field of information technologies and communications", July 3, 2018 Decision No. PQ-3832 "On measures to develop the digital economy in the Republic of Uzbekistan" , September 2, 2018 Resolution No. PQ-3927 "Digital Trust" on the establishment of the support fund for the development of the digital economy", Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 421 of May 20, 2019 "Due to further introduction of modern information and communication technologies to the population Implementation of the tasks defined in the decision "On additional measures to improve the procedure for providing public services " and other regulatory legal documents aimed at encouraging and accelerating the transition to a digital economic system in the country are among the most urgent issues of today.

Poor development of Internet networks in Uzbekistan has a negative impact on the development of e-commerce services. The Internet is the technology of the future, and it is important to know how to use this technology effectively.

The task of creating a modern optical fiber infrastructure in the republic is being solved systematically. So, in 2018, 2.6 thousand kilometers of optical fiber cable were laid, and by the end of 2020, this indicator reached 37.5 thousand. This

year, it is planned to lay 50,000 kilometers of optical fiber lines, thereby increasing their total length to 118,600.

Access to high-speed internet is also increasing. So, in 2018, 84,600 broadband connection ports were installed, and in 2020, their number exceeded 1.2 million. To date, the number of broadband connection ports installed across the country is 2.9 million. By 2023, this figure is planned to reach 5.8 million.

In order to increase the population's ability to use the Internet, the prices of communication services are being reduced consistently. Thus, for three years, tariffs for external channels internet services for operators and providers decreased 10 times from 30.3 dollars in 2018 to 3 dollars (32,000 soums) in 2021.

Thanks to the price reform, Uzbekistan is the UK's Cable.co.uk. ranked 21st among 230 countries with the cheapest internet according to the ranking of the portal. Among the priority tasks of telecommunications development is provision of social sphere objects with high-speed internet network. To date, 97% of general education schools, 83% of community gatherings, 56% of internal affairs bodies, as well as 100% of pre-school education and medical institutions are connected to the high-speed Internet network. By the end of this year, all social facilities will be fully equipped with high-speed Internet.

Mobile communication networks are gradually expanding throughout the country. If in 2017 the number of subscriber radio stations connected to the mobile communication system was 22,504.5 thousand, by 2021 , this figure has reached 29,022.4 thousand.

With the development and implementation of modern information and communication technologies and the creation of infrastructure, there is a need to quickly involve the population in new technologies. Based on the above, it can be noted that the strategy for the development of the National Information and Communication System of Uzbekistan, implemented in all directions of the development of information and communication technologies, shows a positive trend.

All these measures made it possible to increase the throughput of communication channels. The total bandwidth of Internet channels has increased from 1120 Gbit/s to 1200 Gbit/s in 2020. It is planned to increase this indicator to 1800 Gbit/s by October of this year, and to 4500 Gbit/s in 2023. Also, according to the plan, the total capacity of the main communication channels between the

regions will be increased to 800 Gbit/s by 2023.

Analysis of the characteristics of demand formation in the global digital technology market allows us to distinguish three main consumer groups that form the global demand for information technologies based on the characteristics of this product (Table 1).

Table 1

**Forming global demand for digital technologies
main groups of consumers¹**

No	Name	Content
1	Private and state-owned enterprises engaged in industrial production and service	In the conditions of increasing competition in almost all sectors of the world economy, striving to increase management efficiency, it provides stable demand for various integrated management systems (Enterprise Resource Planning Systems - ERP Systems, Customer Relationship Management Systems - CRM Systems, Product Service Management Systems - PSM Systems), their sales incomes are growing year by year
2	Research institutions and universities	It forms the main demand for software used for solving scientific research problems, finance and administrative departments, automation of national libraries, infrastructure software for personal computers and services of computing centers for processing large volumes of data.
3	Households	they are primarily software for personal computers, in demand for processing text, sound, video and graphic data

Conclusions and suggestions.

Thus, a social task is to use the potential of the scientific-research sector in the republic for the effective implementation of the national priorities of technological development, and at the same time to transform the information and communication sector into a production network of the "knowledge economy". In the future, it is necessary to study the following main aspects of this problem:

-development of conceptual approaches to the strategy of integrating the republic's information and communication sector into the global world market;

¹ It was formed by the author based on the analysis of scientific literature

-prospects of using "Big Data", "Cloud Computing", "Artificial intelligence" (artificial intelligence) and crowdsourcing, methodical aspects of implementation of "Blockchain technology" in the future perspective of modern development and research on the impact of these technologies on socio-economic development;

-world economists are faced with the problem of creating a single integrated indicator for evaluating the value and effectiveness of the digital economy in today's increasingly digitized global world. The lack of empirical and statistical data, the rapidly changing processes of technological development, and the rapid implementation of institutional changes are the reasons for eliminating these situations;

-digital transformation (digital transformation) in a broad sense requires the change of the management system by revising the strategy, models, operations, products, marketing approach and goals provided by the adoption of digital technologies. It serves to accelerate the growth of trade, business and the general economy, and to increase the efficiency of non-profit organizations (such as universities and other educational institutions). The decree of the President of the Republic of Uzbekistan dated October 5, 2020 No. PF-6079 "On approval of the strategy of Digital Uzbekistan - 2030 and measures for its effective implementation" is the legal basis for regulating digital transformation processes.

The theoretical results obtained during these studies are necessary to expand scientific-methodical approaches aimed at forming an information society, creating new conditions and sources of increasing the country's competitiveness, as well as accelerating the process of digital transformation, transitioning to a digital economy, and expanding the mechanism of adapting them to the problems of globalization of the world economic system.

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