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THEORETICAL FOUNDATIONS OF DIGITAL TRANSFORMATION IN THE ECONOMY

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Annotatsiya: ushbu tadqiqot ishida raqamli transformatsiyalashning nazariy asoslari o'rganilgan. Dunyo tajribasi bilan birga o'zbek olimlarninng tadqiqotlarida raqamli transformatsiyalash bo'yicha olib borilgan tadqiqotlar va ularning mazmuni yoritilgan.

Kalit so'zlar: raqamli transformatsiya, raqamlashtirish, innovatsion texnologiya, axborot texnologiyasi, iqtisodiy o'sish.

Annotation: This research study examines the theoretical foundations of digital transformation. Along with world experience, research conducted on digital transformation in the studies of Uzbek scientists and their content are highlighted.

Keywords: digital transformation, digitization, innovative technology, information technology, economic growth.

Introduction

Nowadays, many innovations and new achievements of science are being used to make human life easier. Another such innovation is the use of digital technologies. The practice of using digital technologies in existing routine areas of activity forms the basis of digital transformation. Digitization or the use of digital technologies is also constantly used in the structure of economic sectors. Along with practical developments in this area, many scientists have conducted research on the use of digital technologies in various sectors and areas of the economy, and through this, theoretical foundations for implementing digital transformation in the economy have been formed.

Results

The first ideas about digitization can be found in the scientific works of J.R. Jensen. In his research, he covered the issues of using technologies and managing data in digital systems[1].

A.G. Raputo interprets digitalization as the application and introduction of information technologies in various fields of activity: industry, education, culture, and other similar areas[2].

G. Vial defines digital transformation in his research as follows. According to him, digital transformation is a process aimed at improving an object by introducing significant changes in its characteristics through a combination of information, computing, communication and similar technologies[3].

V.A. Rubanov and others in their research interpret digital transformation as a stage in the development of transformational processes in a post-digital society, based on the ideas of converting analog information and processes into a digital machine-readable form and using digital technologies to increase the efficiency of individual industries or types of activity.[4]

O.V. Kitova and S.N. Briskin in their research study digital transformations at the micro level, i.e. on the example of enterprises. According to them, digitalization leads to digital transformation of business processes, competencies, business models in order to fully exploit the potential of digital technologies and influence the state of enterprises, their customers and markets. They

emphasize that when digital technologies are used by enterprises, they affect the strategy of the enterprise, the operations carried out in it as follows:

- digital enterprise strategy is focused on identifying the best customer experience, developing a unique business model and ecosystem, and managing change;
- digitalization involves continuous operational improvement, integrating physical and digital assets, and creating a culture that encourages iterative innovation;
- the widespread use of digitalization technologies implies flexibility and full use of modern technological potential.
- digital transformation allows the enterprise to gain competitive advantages and develop more sustainably. The enterprise begins to develop in accordance with the modern direction based on new customer experiences and new ways of working.[5]

V.G. Larionov and others study the term digital transformation as a general concept, as a set of interrelated changes in all spheres of human life under the influence of digital technologies. In their opinion, at present, the essence of digital transformation as a social phenomenon and its mechanisms are developing primarily in the theory and practice of business processes. They emphasize that digitization, digital economy, digital culture and digital market are its underlying structures.[6]

Our local scientists have also studied the theories of digital transformation processes in the economy. In particular, A.H. Kochimov's research emphasizes that digital technologies are driving transformative changes, as a result of which economic paradigms are changing, new technologies are reshaping markets for goods and services, and the latest advances in artificial intelligence and related innovations are expanding the boundaries of the digital revolution[7].

A. Babadjanov believes that the rapid development of information and communication technologies, not only in economic processes, but also in all spheres of human activity as a result of digital transformation, will lead to the emergence of new conflicts arising from the interaction of economic entities and changes in the communication system[8].

According to L. Ablazov, digital transformation helps enterprises and organizations improve products and services, improve customer relations, and open new markets. For example, e-commerce platforms help entrepreneurs gain access to international markets and increase export volumes[9].

Conclusion

In general, the studies and research conducted within the framework of digitalization require a wide range of research, as they relate to different areas. However, as a result of summarizing the above points, it is appropriate to highlight digital transformation in the economy as changes that allow to alleviate existing problems and difficulties in any economic sector or industry, regardless of which sector it is, by effectively using modern digital technologies. Since Digital Transformation in economic processes is constantly developing, the theories and definitions aimed at explaining its essence are also changing. This justifies the need to constantly study the theories related to it.

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