

**THE ROLE OF DIGITALIZATION IN THE DEVELOPMENT OF BUSINESS
ACTIVITY IN THE REGION**

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Annotation. The article presents views on the application, advantages and role of the digital economy in the development of entrepreneurship in all sectors of the economy of our country.

Key words: entrepreneurship, business, digital economy, information technology, electronic services, software products, strategic projects, infrastructure, modernization, electronic payments.

Based on the experience of countries around the world, the digital economy is of particular importance in Uzbekistan for enterprises of the real sector of the economy and entrepreneurship. The digital economy is giving positive results in the areas of electronic payments, trade, and service provision through the created infrastructure in entrepreneurship. Three important conditions have been identified for the formation of a digital industrial market in our country, namely: - regulatory regulation of the digital environment (concept, program and law), - infrastructure development (data center, mobile, Internet, business and production process automation devices), - training of specialists will be the pillars of creating a healthy market.

On December 29, 2020, President Shavkat Mirziyoyev's Address to the Oliy Majlis paid special attention to the issue of digitalization. It noted the digital economy and the acceleration of digitalization processes as a key factor in the development of the state. The main points are as follows: Development of the digital economy - starting from 2021, the task of widely introducing digital technologies in various sectors of the economy and increasing the share of digital services has been set.

"Digital Uzbekistan - 2030" strategy - this strategy aims to digitize the economy and public administration system, provide various services electronically.

Digitization of public services - aims to expand the opportunities for citizens and entrepreneurs to receive public services through a "single window" and reduce corruption.

Internet and infrastructure - the task is set to improve the quality of the Internet in all regions, especially in rural areas, expanding digital infrastructure.

Digital literacy of the population - it was emphasized that it is important to train personnel and increase the digital skills of the population in the process of digitization.[1]

Currently, the technopark established in Tashkent will have branches in Nukus, Urgench, Bukhara, Samarkand, Namangan, and Gulistan, and the fact that our government has determined to develop and launch digital platforms in the near future indicates that special attention is being paid to this issue. The tasks set in this regard are divided into the following 8 types:

- A single interactive public services portal;
- State procurement portal;
- Electronic cooperation portal;
- Localization program monitoring;
- Monitoring of investment programs;
- Monitoring of activities of small industrial zones;
- Monitoring of regional socio-economic development programs;
- Electronic payment systems.

Within the framework of the "Digital Uzbekistan - 2030" strategy, it is indicated that the following work should be carried out to ensure the sustainability of the socio-economic development of the Republic of Uzbekistan and to accelerate the digitalization of the national economy, based on world experience:[4]

- formation of a regulatory and legal framework for the development of the digital economy;
- introduction of the latest digital technologies to the greatest extent possible in the modernization of all sectors and areas of the national economy;
- purchase and installation of communication tools, machines and equipment based on the latest digital technologies and improving the skills of local personnel to work in them;
- development and implementation of a personnel policy aimed at the development of the digital economy, from the preschool education system to the post-higher education system.

At the same time, within the framework of the Resolution of the President of the Republic of Uzbekistan No. PK-6079 dated October 5, 2020 "On approval of the "Digital Uzbekistan - 2030" strategy and measures for its effective implementation", programs for the digitization of regions for 2020-2022 were approved, which include increasing the level of Internet access in settlements from 78% to 95%, including the increase in the number of broadband connection ports by 2.5 million, it is planned to lay 20 thousand kilometers of fiber optic communication lines and develop mobile communication networks, introduce more than 400 information systems, electronic services and software in various areas of socio-economic development of regions, and organize training of 587 thousand people on the basics of computer programming. Also, within the framework of the "One million programmers" project, work was carried out to attract 500,000 young people, to introduce more than 280 information systems and software products for automation of logistics and management processes in enterprises of the real sector of production and economy, to improve the digital literacy and skills of employees of state bodies and organizations, to train them in information technologies, and to ensure information security.[2] Also, the fact that 12,000 employees of authorities and state agencies in the administrative-territorial units of the respective Higher Educational Institutions in the regions were appointed to be responsible for training information technologies indicates that this issue is relevant today. Among the main directions for the development of the digital economy in our country, the following important issues related to the national statistical system can be noted: the introduction of digital technologies into the statistical system; the use of new, latest software to increase efficiency in processes from data collection to publication; the development and formation of indicators for the digital economy and their delivery to the state administration, relevant ministries and departments for effective decision-making; staff training based on the development and training of courses on the digital economy, etc. The "Digital Uzbekistan - 2030" strategy and the Resolution of the President of the Republic of Uzbekistan No. PP-4796 dated August 3, 2020 "On measures to further improve and develop the national statistical system of the Republic of Uzbekistan" along with the main issues listed above also set and implemented the task of developing indicators for the development of the digital economy. It is precisely the existence of a regulatory and legal basis for the creation of a set of national indicators for the development of the digital economy that is the basis for developing a system of indicators.[3] In developing a set of national indicators for the development of the digital economy, a system of indicators consisting of four large blocks was formed.

1. Indicators of the country's place in the international ranking;
2. The main indicators of the development of the digital economy in the regions;
3. Indicators of digitization of business and industries;

4. It consists of a set of indicators related to the development of the ICT sector, covering several indicator systems within its scope.

In the context of the digital economy, indicators of population skills, human resources potential, and digitalization of the social sphere and the mass media system are national indicators of the development of the digital economy. A set of international indices, such as I-DESI, IDI, EGDI, EPART, GCI, GII, SGI, WDCI and others, is used to develop a system of indicators of the country's position in the international ranking. In developing a set of indicators of digital technologies in business, along with system-specific indicators, indicators reflecting the level of use of CRM, ERP, SCM systems in organizations by type of economic activity are also included. Also, in developing key indicators of the development of the digital economy in regions, the specific characteristics of rural or urban areas, the development of sectors or industries, as well as factors that directly affect the digitalization process, are taken into account. The set of indicators specific to the development of the ICT sector includes indicators on the activities of the ICT sector, research and development in the field of ICT, telecommunications, use of e-government services, information security, and the use of digital technologies. Also, the fifth block of the set of national indicators for the development of the digital economy includes indicators on the human resource potential of the digital economy, digitalization of the social sphere and the population in the digital reality, as well as the mass media and content.

In conclusion, it can be said that the development of a system of national indicators for the development of the digital economy will also make a significant contribution to the development of innovative entrepreneurship in our country. In turn, it will create a basis for the effective operation of service and manufacturing entrepreneurs.

LIST OF REFERENCES USED

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