



YOUTH ENTREPRENEURSHIP IN THE DIGITAL ECONOMY

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Abstract: Undoubtedly, small businesses are the first to develop the digital economy. This direction is new for Uzbekistan. Large businesses will find it difficult to go digital right away due to their size, while small businesses can do it faster and better. Therefore, the digital economy "starts" with small enterprises. At the same time, regulatory documents, additional platforms are created, problems (based on the experience of small business) are identified, which in turn ensures the successful implementation of this project everywhere.

Keywords: youth entrepreneurship; digital economy; small business; active entrepreneurship.

INTRODUCTION.

1. Currently, small business requires a qualitative transition to a new state and search for new growth points, which is connected with the rapid development of information technology, the policy of import substitution and the state course on building a digital economy.
2. In the general approach, entrepreneurship is a special type of economic activity, which is sometimes understood as a goal-oriented activity based on the idea of independent initiative, responsibility and innovative entrepreneurship, aimed at making a profit. The economic activity of an entrepreneur is a form of his participation in social production and a way of obtaining financial resources to ensure the livelihood of himself and his family members. [1].
3. On the initiative of the President of the Republic of Uzbekistan, 5 laws and 55 legal documents on youth policy were adopted in 2016-2021. [2].
4. In the Law of the Republic of Uzbekistan "On State Policy Regarding Youth" adopted in 2016, it is emphasized that the state policy regarding youth serves to create conditions for the social formation of young people and the development of their intellectual, creative and other potential. reinforced with
5. Youth entrepreneurship - citizens of a certain country who are not older than 35 years old and registered as individual entrepreneurs, as well as the founders must be citizens of a certain country. Business activities carried out by commercial organizations in some countries. Over 35 years of age and at least 70% of employees under 35 are nationals of a specific country. [3].

It is noted that Article 3 of the Law of the Republic of Uzbekistan "On State Policy Regarding Youth" defines youth (young citizens) as persons who have reached the age of

fourteen and are not older than thirty. [4].

In the modern world, in international practice, youth entrepreneurship is a successful tool for solving social and economic problems of society. Development and support of youth entrepreneurship is carried out by: disseminating knowledge about the basics of doing business among young people; attracting young people to work in the field of innovation; formation of youth entrepreneurship environment in the scientific and technical field for students and graduates of higher educational institutions; increase the number of small enterprises established by young people; maintaining competitiveness. Youth entrepreneurship is a special type of entrepreneurship. Like all other types of entrepreneurship, it has its own characteristics as well as strengths and weaknesses. (See Table 1).

Table 1

Strengths and weaknesses of youth entrepreneurship [5]

Youth entrepreneurship	Characteristic
Strengths	<ul style="list-style-type: none">- high mobility;- unusual thinking;- flexibility of approaches; - the speed of reaction to the development of new markets;- high innovative activity;- risk-taking tendency of young people; - the ability to systematically update one's entrepreneurial knowledge and skills in accordance with the changing requirements of production and the market;- the potential ability of young people to cope with the increased work and nervous stress that accompanies entrepreneurial activity, especially at its initial stage;
Weaknesses	<ul style="list-style-type: none">- lack of business reputation;- a small number of personal contacts in business, as well as in state and administrative structures;<ul style="list-style-type: none">- formation of initial capital is a problem for youth entrepreneurship;- lack of significant social experience;- practical skills in applying economic laws and mechanisms are very small;- being influenced by bureaucratic structures

Youth entrepreneurship is one of the urgent areas of support at the regional and macro level. The main contradiction of entrepreneurship is that, on the one hand, representatives of small and medium-sized businesses in the civilized world represent the basis of the middle class, the basis of social stability, and on the other hand, they represent the conditions and

opportunities for the development of entrepreneurship. the development of youth entrepreneurship in our society is limited. The problem of youth entrepreneurship is becoming increasingly urgent at the federal and regional levels. Active entrepreneurs see young people as a strong and dynamic development resource.

It is noteworthy that in Article 5 of the Law of the Republic of Uzbekistan "ON STATE POLICY REGARDING YOUTH", No. ORQ-406 dated 14.09.2016, "...creating conditions for the development of youth entrepreneurship" [4] is noted. Young people accept new technologies very well, actively use them and do not see any limitations in interacting with new resources when they appear. Today, the world of information technology, which is actively entering all aspects of life, is the world of young people and the younger generation. To realize the potential of youth entrepreneurship, it is necessary to follow three priority directions:

- 1) Involving young people in social practice, providing information about development opportunities;
- 2) Development of creative activity of young people;
- 3) Integration of young people in difficult life situations.

An important effective mechanism for the implementation of these directions is the involvement of young people in entrepreneurship as the main resource in the transition from the industrial stage to the post-industrial (informational) stage of innovative development of the economy and society. T.P. Kruze is in the same position: "...It should be noted that today high expectations are placed on young people (the generation growing up in the era of digital technologies) who are sensitive to changes in the external environment. flexible and quick to adapt to new conditions and ready to use innovative technologies in their professional activities". [6].

Opportunities created by the market economy, new ways of self-realization, success in life attract young people to small business. Young people are more likely to pursue careers in business, due to the achievement orientation that is prevalent among young people. Today, the majority of young people are distinguished by: - initiative; - mobility; - tendency to take risks; - the ability to learn and re-learn; - striving for novelty, etc. The results of a sociological survey conducted among students and young workers showed that the majority of respondents (56%) want to engage in entrepreneurial activities. [7]. There is an unrealized potential of both the population and the regions in the areas of strategic importance from the point of view of regional development.

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