

## THE ROLE AND ADVANTAGES OF THE DIGITAL ECONOMY IN THE LIFE OF SOCIETY

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**Abstract.** *The article provides information about the concept of digital economy. We are currently living in a developing world, and in the period of growth, the digital economy has significantly influenced their development factors in many developed countries. The digital economy plays an important role in the life of society.*

**Keywords:** *digital economy, Uzbekistan, Massachusetts, scientist, information.*

### РОЛЬ И ПРЕИМУЩЕСТВА ЦИФРОВОЙ ЭКОНОМИКИ В ЖИЗНИ ОБЩЕСТВА

**Аннотация.** *В статье представлена информация о понятии цифровой экономики. В настоящее время мы живем в развивающемся мире, и в период роста цифровая экономика существенно повлияла на факторы их развития во многих развитых странах. Цифровая экономика играет важную роль в жизни общества.*

**Ключевые слова:** *цифровая экономика, Узбекистан, Массачусетс, ученый, информация.*

### INTRODUCTION

The digital economy is determined by the University of Massachusetts Nicholas Negropont at the University of Massachusetts, in 1995, while the concept was not relatively long. The scientist has following the intensive development of information and communication technologies, transitioning from the old economy to a new economy, which could happen.

### MATERIALS AND METHODS

The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, with the help of processing a large amount of information and analyzing the result of this processing is to implement more effective solutions than the previous system in production, service, technologies, devices, storage, product delivery. In other words, the digital economy is an activity connected with the development of digital computer technologies in the provision of online services, electronic payments, internet trade, crowdfunding and other types of industries.

### RESULTS

Of course, the development of information and communication technologies, the application of modern technologies to our lives can provide many positive opportunities in the life of every person. Following the development of digital technologies, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply through the Internet. For example, buying a book in electronic form. It may cost you much less to buy the same book in printed form. Otherwise, an ordinary consumer can become an entrepreneur himself and engage in online sales without leaving his home.

- Other advantages of the development of the digital economy can be as follows:
- increasing labor productivity in production;
- increasing the competitiveness of companies;

- reduction of production costs;
- creation of new jobs;
- emergence of new modern professions;
- overcoming poverty and social inequality.

These are just a few benefits of the digital economy. The development of the digital economy has a positive impact on our daily life, provides many additional opportunities to the average user, and can also ensure the growth and development of the market.

## **DISCUSSION**

Digital economy is developing in Uzbekistan as well as in other countries of the world. After the application of information technologies in our daily life, many opportunities are created for ordinary people. Nowadays, we can order many food products and meals without leaving home and have them delivered to our home.

## **CONCLUSIONS**

In short, as a result of the reforms implemented in New Uzbekistan, openness, the development of international economic and political relations have created opportunities for modernization, technical and technological re-equipment of industrial sectors in our country. An example of this is the increase in the volume of foreign trade of our country. Hundreds of expressions such as "electronic government", "electronic management", "telecommunications", "internet", "website" have become an integral part of our life. IT covers every aspect of our daily life.

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