



ISSUES OF INTRODUCING THE DIGITAL ECONOMY INTO THE ACTIVITIES OF INDUSTRIAL ENTERPRISES

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Abstract: In today's modern life, techniques and technologies are rapidly developing. Especially in the tense political situation in the world, the digitalization of the economy and its industries, the introduction of new techniques and technologies, the development of digital technologies, the urgency of the changes taking place in industrial sectors, the introduction of digital technologies by economic entities, thereby achieving a competitive advantage are considered important. The introduction of digital technologies into the manufacturing industry is proposed to increase its efficiency and prevent errors.

Keywords: Economy, digital economy, digitization, digital technologies, cloud technologies, database, information technologies.

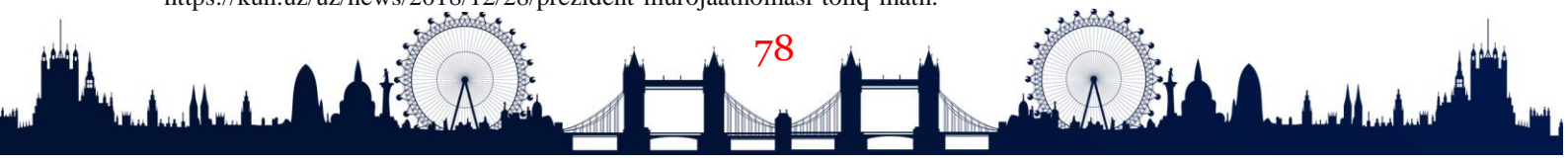
For the comprehensive development of the country's economy, it is one of the urgent issues to establish more specialized production enterprises in the regions, to use existing capacities rationally and efficiently, to ensure the competitiveness of industrial enterprises, and to pay more attention to the introduction of digital technologies.

On December 28, 2018, the President of the Republic of Uzbekistan in his address to the Oliy Majlis on the most important priorities for 2019 also mentioned the following regarding the development of the digital economy in our country: "We need to develop the "National Concept of the Digital Economy", which envisages the renewal of all sectors of the economy based on digital technologies. On this basis, it is necessary to implement the "Digital Uzbekistan-2030" program. The digital economy allows to increase the gross domestic product by at least 30% and to reduce corruption sharply¹

The wide use of digital technologies in the effective organization of the activities of industrial enterprises not only saves costs in the enterprise, but also ensures the improvement of the quality process and the level of accuracy, as well as the quality management process.

1st table

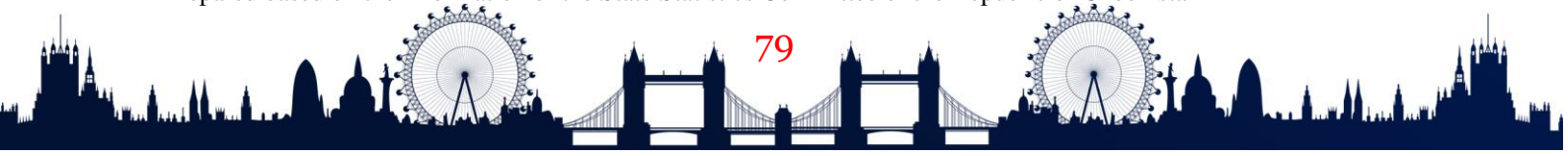
¹ <https://kun.uz/uz/news/2018/12/28/prezident-murojaatnomasi-toliq-matn>.



Development of the digital economy in the country's activities²

Indicators	2015 year	2016 year	2017 year	2018 year	2019 year	2020 year	2021 year
Volume of provided communication and information services (in billion soums)	5 181,5	6 306,8	8 196,7	10 332,6	10 891,7	13 852,3	17 755,1
The number of enterprises and organizations operating in the field of "Information and communication" by type of economic activity	5689	6 370	6 427	6 403	6 975	7 901	9 517
Volume of provided communication and information services (in billion soums)	5 181,5	6 306,8	8 196,7	10 332,6	10 891,7	13 852,3	17 755,1
Volume of gross added value created in the fields of information economy and e-commerce (in billion soums)	3 876,3	4 967,7	6 377,8	7 934,0	8 701,4	11 121,8	17 738,7
Share of enterprises and organizations connected to the Internet (in percent)	21,6	25,9	27,2	27,5	26,2	21,1	17,5
Share of gross added value created in the information economy and e-commerce sectors in GDP (in	1,9	2,1	2,3	2,1	1,8	2,0	2,6

² Prepared based on the information of the State Statistics Committee of the Republic of Uzbekistan





percent)							
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As can be seen from the data in the above table, the volume of communication and information services provided to industrial enterprises in our country during 2015-2021 is 5,181.5 billion. 17,755.1 billion soums. increased to soum. In addition, we can see that the share of gross added value created in the fields of information economy and e-commerce in GDP increased from 1.9 percent to 2.6 percent.

Innovative marketing technologies in marketing activities, especially in the conditions of the digital economy: internet marketing, one-to-one (relationship) marketing, mobile marketing, development of directions and forms of direct marketing, mutual organization of relations between enterprises and buyers online, conducting marketing research, the use of interactive marketing methods in the promotion of goods and services is an urgent issue.

In conclusion, the introduction of digital technologies in industrial enterprises creates opportunities for improving the quality of the company's products and maintaining contact with customers. Also, the most important condition for the improvement of any system is its stability, which is the provision of a system that works with a certain law and decision. It is considered to provide industrial enterprises with advanced digital technologies, to ensure the stability of the price level balance and to prevent the decrease in the solvency of the population.

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