

THE ROLE OF DIGITAL ECONOMY IN SOCIAL LIFE

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ABSTRACT

In the article, a key aspect is the definition of conditions and factors affecting the accelerated development of the digital economy in our country. The essence of the digital economy is studied as a new type of economy that changes the format of government, education, health care, communication between people and sets a new paradigm for the development of the state, the economy and the whole society. It emphasizes the relevance of training qualified management personnel to perform various types of work in the digital segment of the economy, and in this regard, a fundamental change in the concept of education. The necessity of the processes of continuous learning and the development of professional training and retraining, the acquisition of new competencies and advanced training of employees of modern organizations has been substantiated.

Keywords: digital economy, human capital, labor market, knowledge economy, digital infrastructure, digital technologies, qualified personnel, management education; training; development; quality; efficiency; safety.

The digital economy, also known as the internet economy or the online economy, refers to the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes. The digital economy is characterized by the seamless integration of digital technologies into all aspects of economic and social life, from communication and commerce to entertainment and education.

The rise of the digital economy has been driven by the rapid growth of the internet, the development of new digital technologies, and the increasing availability of digital devices such as smartphones and laptops. As a result, the digital economy has changed the way we live, work, and interact with each other.

One of the key features of the digital economy is the creation of new business models that leverage the internet and digital technologies. For example, e-commerce platforms such as Amazon and eBay have revolutionized the way we shop, while online marketplaces such as Airbnb and Uber have disrupted traditional industries such as hospitality and transportation.

The digital economy has also created new opportunities for entrepreneurs and small businesses, allowing them to reach a global audience and compete with larger established firms. Furthermore, the digital economy has enabled the development of new and innovative products and services, such as cloud computing and artificial intelligence.

However, the growth of the digital economy has also raised concerns about privacy, security, and the impact on jobs. As more and more personal and business data is collected and stored online, there is a growing risk of cyber attacks and data breaches. Additionally, the rise of automation and artificial intelligence has led to fears that many jobs may be replaced by machines, leading to unemployment and social unrest.

To ensure the sustainable growth of the digital economy, it is important for governments and businesses to address these challenges and take steps to ensure privacy, security, and job protection. This may include investing in education and training programs to help workers adapt to the changing job. The strategic documents developed to date contain a number of requirements for ensuring the conditions for the country's innovative development based on the effective involvement of human capital in economic and social processes. However, they do not aim the subjects of economic activity at a comprehensive solution of strategic tasks to update the system of training qualified personnel, adequate to the fundamental principles of the functioning of the digital economy.

The global trend of our time is the complication of economic relations, the increasing virtualization of the economy. In the context of globalization, the world is becoming more and more technological: both the electronic and digital economy are becoming its product. The digital part begins to prevail in the global economy.

The digital economy is the basis of development in general and has an impact on such diverse industries like banking, retail, transportation, energy, education, healthcare and many others. Digital technologies such as the Internet of Things (IoT), big data, the use of mobile devices and devices transform ways of social interaction, economic relations, institutions. There are new ways of cooperation and coordination of economic agents to jointly solve certain problem (sharing economy).

MATERIALS AND METHODS

When writing this article, the scientific basic method of theoretical and empirical research was used: comparison of cognitive operations that underlie judgments about

the similarity or difference of objects, methods of working with Internet sources, methods of analysis, synthesis, induction, and deduction.

RESULTS

In this article, the author has showed that the formation of a digital economy contributes to the development of the format of the government, education, health care, communication between people and sets a new paradigm for the development of the state, the economy and the whole society. In this paper, based on the study of scientific research, it is illustrated that at present, digital economy are gradually being introduced in science, production of information and communication. The author also notes that fostering the importance of digital ethics and privacy is becoming a very important factor in the modern economical environment.

DISCUSSION

At the beginning of the 21st century, there is a breakthrough development of digital technologies, a revolution in space of information and acceleration of the processes of globalization of the economy. Information and its the new state acquires the characteristics of the most valuable resource in social, economic, political and economic processes. Its application translates into up-to-date knowledge, measured by increased productivity levels, and economic social relations are increasingly moving into the network space. Basic condition digital transformation in the processes of functioning of business entities market economy is the development of digital culture. It is the level of development digital culture will largely be determined by the level of development of the digital economy.

For a full understanding and deep understanding of the processes of transformation of the economy into the digital segment, first of all, it is necessary to determine the phenomenon of “digital economy”. The development and use of the term “digital economy” belongs to the well-known American scientist in the field of information technology Nicholas Negroponte. The essence of it a statement about the digital economy is reduced to the following metaphor: “the transition from movements of atoms to movements of bits.

It should be noted that there is no consensus on the name of the modern stage of development no economy at present. Along with the concept of “digital economy”, quite often used such as “creative economy”, “application economy”, “new technological order of the world”, “electronic economy”, etc. At the same time, scientific the community of the European part is increasingly using the term “digital economy”, and the scientific the world of the American community is inclined towards a more technological name – “API economy” [1].

In this regard, the current generation of leaders of organizations and institutions, transnational corporations should ensure the process of continuous development of

their staff through education, training, training and retraining, acquisition of new competencies by employees [2]. It is necessary to realize that the digital segment of the economy in itself, without real sectors, without production that turns raw materials into products, without agriculture, which provides the population with food, and without transport, which delivers raw materials to various enterprises, products to warehouses and goods from warehouses to stores or to households, of course, cannot exist. The digital sector plays an important role economy in the preparation, education and development of the country's personnel. Using new digital technologies, company leaders can create own training programs for training and development of personnel. This makes it possible ensure that the level of training of employees meets the needs of a particular company.

The digital infrastructure is developing and becoming more accessible, the quality of communication networks is improving as 4G technologies and fiber optic data transmission are introduced. At the same time, prices are reduced, in particular, for mobile communication services, the possibilities for using mobile phones are increasing devices for accessing the Internet, which, ultimately, allows you to predict the increasing coverage and development digital technologies in the world [3]

In general terms, there are four criteria for analyzing the digital economy, which are considered by various researchers to one degree or another: a criterion related to the field of employment; spatial criterion; technological; and, in fact, economic. In this case, complementary criteria are possible, although often both domestic and foreign researchers present their own criteria. In our article, the purpose of revealing its scientific and practical content, using the works of D. Bell, C. Leadbeater, P. Drucker [4], which consider the structure of employment of the population and models of observed changes. It should be noted that the decline in the share of people employed in the production sector and the increase in the service sector is seen as the replacement of physical labor with information resources. Statistical observations indicate an increase in the proportion of people employed in the service sector (in Western Europe, the USA, Japan, this share reaches 70% or more), most of which are somehow related to the processing of certain data, and therefore, on this basis, it seems quite convincing to prove the existence of the digital economy. The main problem of this approach is the difficulty of identifying the category of employees working with data. For example, we can assume that the basis for the formation of the digital economy was the growth in the number of computer technology specialists, employees of telecommunications companies, analysts whose main task is data processing. However, there is currently no methodology for counting digital economy workers.

Many questions of the digital economy must be answered by economic science, since digitalization economy is connected, first of all, with the transformation of

economic relations, based on the information environment. The transition to a qualitatively new level of information technology use in all spheres of industrial and social life is a top priority for the Russian economic system in rapidly changing world. The digital economy is becoming the basis of global transformations, which in the coming decades will radically change the models of development and conduct of business processes. At the same time, in the basis is not the production of goods and services, but knowledge and people who have this knowledge, the ability to absorb information and generate new ideas.

At the moment, the Government has set the task of forming a digital economy. However, often it is erroneously assumed that the digitalization of the economy is based only on new technologies. Technology is means of developing the digital economy. The main obstacles are related to the underdevelopment of the digital culture and the shortage of workers, the inability of companies, including small and medium-sized enterprises, to adapt to rapid transformation and radical change.

The key task is to rethink traditional processes in the company's activities, modify agency relationships. The transition to a digital economy contributes to increased productivity, increased competitiveness, which, ultimately, affects the improvement of the quality of life.

To the low level of adoption of digital technologies and the implementation of the global digital agenda, in addition to everything other factors are the insufficient level of development of the regulatory framework and the lack of a well-formed and efficient business environment. These problems need to be resolved as soon as possible with the active assistance of various subjects of the economy.

As noted above, the digital economy is one of the most effective tools for increasing labor productivity, including through the mechanism of creating highly productive jobs. Among the benefits from the digitalization of the economy, it should be noted cost reduction, increased efficiency, growth of quality of management, increase of competitiveness. The main risks, in our opinion, are social problems, potential unemployment, a significant gap in the development of digital and other industries.

The following conclusion can be drawn: forecasting the needs for qualified personnel using the above methods gives more accurate predictive results only if the model is based on a large array of available statistical base, allowing to predict the non-stationary development of the market labor.

Speaking about the needs of the Uzbek economy in qualified personnel, it must be taken into account that the digital the economy is one of the most effective tools for increasing labor productivity, including through the mechanism of creating highly productive jobs. Existing approaches to assessing personnel and the need for labor

resources need to be finalized and developed taking into account the future growth of the digital segment in global economy.

The proposed author's approach to the development of an algorithm for forecasting the needs of the economy in qualified personnel in the context of the transition of the Uzbekistan to a digital economy includes the factor of additional demand and additional supply in a certain category of skilled workers based on the development and use of the balance method. To solve the stated problem, it is necessary to generalize earlier accumulated domestic experience in the use of economic and mathematical modeling based on scenario method in determining the needs of the economy in qualified personnel; develop new scientific approaches to diagnosing and forecasting the needs of the Uzbek digital economy in qualified personnel; develop a concept for forecasting the needs of the Uzbek economy in qualified personnel, the implementation of which should be aimed at maximizing the economic and social effects from the transition of Uzbekistan to digital development model; form and develop a new algorithm and methods for predicting the needs of digital of the Uzbek economy in qualified personnel using Foresight technologies and information and analytical modeling; prepare evidence-based proposals to stimulate the development of digital economy in Uzbekistan based on timely and accurate diagnosis of its future needs in qualified personnel; develop a set of measures to improve the regulatory and legislative framework aimed at enhancing the regulatory role of the state task in the activities of Uzbek educational institutions.

CONCLUSION

In conclusion, the digital economy has transformed the way we live, work, and interact with each other. With its new business models, global reach, and innovative products and services, the digital economy offers tremendous opportunities for growth and prosperity. However, it is important for governments and businesses to address the challenges posed by the digital economy, such as privacy and security risks, and the impact on jobs, to ensure its sustainable growth. With the right policies and investments, the digital economy can continue to drive economic and social progress for years to come.

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