

WIDE IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP

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Abstract: This article analyzes the methodological foundations of the use of digital technologies in economic sectors in our country, including the possibilities and directions of the development of cryptocurrencies, crowdfunding, blockchain technologies and cloud technologies, and several proposals that need to be implemented in this direction and comments are given.

Keywords: cryptography, cryptanalysis, cryptocurrency, digital currencies, blockchain, ICO, fiat money, crowdsourcing.

At a time when several global changes are being made in the field of innovative development and economy, the digital economy and several advanced digital technologies related to it are rapidly entering our daily life. The leadership of our republic made a number of important decisions and called this year the "Year of Active Investments and Social Development". In his address to the Oliy Majlis on December 28, 2018, the President expressed the following thoughts on 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 areas of the economy based on digital technologies. On this basis, the "Digital O It is necessary to implement the "Uzbekistan-2030" program. The digital economy allows to increase the gross domestic product by at least 30% and reduce corruption sharply. This is also confirmed by the analyzes conducted by prestigious international organizations. development of a dental "road map" is commissioned. In this regard, it is necessary to pay special attention to ensuring information security.

Emphasizing the importance of these guidelines, we can say that the post-industrial or information society includes countries in which the service sector accounts for more than 60% of the country's gross national income, and in which financing in the sectors engaged in the production of software is the next o It has increased more than 130 times over thirty years. The idea of development of information innovations in global companies operating on a global scale is very simple - new progressive information technologies solve business issues and commercial problems, and each new generation of information systems leads to the creation and further development of several new innovative services. .

New production methods (peer-to-peer production), mass collaboration, mass ownership of intellectual property, changes in consumption models (sharing economy) and open labor market can be cited as unfounded indicators of the digital economy. However, the current Currently, the share of the digital economy (internet trade, internet services, content, electronic payment, etc.) in the gross national income of the Republic of Uzbekistan is less than 1%. However, the development trends of our country show that the above-mentioned markets In addition, technological changes related to the fourth industrial revolution and industry 4.0 technologies, namely mass robotics, augmented and virtual reality technological platforms and 3D printing technologies The term Industry 4.0 (the fourth industrial revolution) came into use in 2011, and its meaning is the implementation of the global value chain through digital technologies. With the worldwide spread of technologies such as "smart technologies" and "intelligent robots", the fourth industrial revolution will lead to the complete flexibility of products and the creation of new operating models at the global level, both virtual and physical. We can show the following as an example of the directions of implementation of the digital economy and Industry 4.0 at the corporate level.

- Professional services - on-demand professional services - accounting services, designer services, consultants, translators, etc.
- Collaborative finance - crowdfunding, peer-to-peer lending
- On-demand household services

- Peer-to-peer accommodation
- Peer-to-peer transportation

Other services of the digital economy, including big data, artificial intelligence, machine learning, crowdsourcing, crowdfunding, blockchain and cloud technologies, will also be crucial in the economy and corporate governance of the future. shows. For example, crowdsourcing and crowdfunding technologies serve to ensure the company's standing, development and competitiveness. If crowdsourcing is a collective mindset, crowdfunding is a crowdfunding mechanism. Crowdfunding, a technology for collecting financial resources for various projects, is a unique financial mechanism of great importance for all companies, regardless of the scope, type of activity and size. For example, there are several large crowdfunding platforms in the Russian market, which support the implementation of crowdfunding projects. The most popular crowdfunding platforms planeta.ru and Boombuster were founded in 2012. Currently, the number of such platforms exceeds 30.

One of the important technologies for corporate governance is blockchain technology, which can not only carry out virtual currency transactions, but also be the architecture of a new type of business. In the future development of the digital economy, this progressive technology is expected to become more popular worldwide. Cloud technologies are also of particular importance for the future of corporate and financial management, creating new and unexpected opportunities for the virtual economy. Data storage in the cloud and the use of online technologies create conditions for ensuring data security and sharply reducing operational costs. For example, renting 10,000 servers in the Amazon cloud currently costs about \$90 per hour. This makes it possible to predict that the price of this type of services will further decrease and that such technologies will be used on a large scale in our republic, and then small and medium-sized businesses will be able to easily use these technologies.

Currently, there are several definitions of the term crowdsourced, one of which is as follows: "The solution of problems of great importance to the

community through the help of volunteers or the actions related to the production of a number of unknown individuals transfer to the team". However, this definition of crowdsourcing has several shortcomings, and in order to properly address them, including the ability to apply the crowdsourcing mechanism to real business, the following broad alternative definition of crowdsourcing is also proposed. will be done. Creating additional demand for a product or service using a crowdsourcing platform, or solving important socio-economic issues, and attracting people based on the implementation of projects, launching production, or creating a new product is called crowdsourcing in a broad sense. In a limited sense, crowdsourcing can also be understood as a new interactive production mechanism based on the 24/7/364 use of collective knowledge and actions remotely from different parts of the world, leading to a synergistic effect. We conduct our research based on this definition. In this, people do not differ from each other in terms of nationality, race, level of education, professional skills, etc. Inducing most people to do something in this way can only be done on the basis of Internet technologies, of course. The synergetic effect is achieved on the basis of the diversity of people involved in crowd-projects. A crowdsourcing platform is a specially developed, rented or used technological service, and it is a special automated system that can be used to collect, process, store and transfer large amounts of data and financial resources. A crowdsourcing product can be understood as a project, product or service type. An example of this is the Russian company Vitology Innovation, founded in 2010. This company has its own crowdsourcing platform, which offers services for solving intellectual business problems using its crowdsourcing technology. Currently, there are commercial, social and innovation crowdsourcing. For example, the process of searching for innovative ideas aimed at improving the quality of a product or service can be called innovation crowdsourcing technology. At this point, it should be said that crowdfunding is a financial crowdsourcing technology, with the help of which financial resources can be collected for the implementation of various innovative projects. In this case, the

final product of crowdfunding is understood as the funds collected to finance the project. In March 2014, a large venture fund called Kickstarter in the USA was able to raise one billion dollars for various projects. Having studied the mechanism of implementation of such projects, we should also implement such large projects in our republic.

As a result of in-depth study of a number of scientific and practical literatures and Internet resources published in the following periods, we can suggest that it would be appropriate and reasonable to include the following in the main indicators of Innovative crowdsourcing, which is planned to be implemented in the Republic of Uzbekistan:

1. Crowdsourcers are legal and natural persons who perform work on a voluntary basis;
2. The activities of crowdsourcers are carried out using cloud technologies on the Internet;
3. Crowdsourcers will consist of organizations and people from different regions of the republic;
4. The crowd-project implemented in Uzbekistan may have a commercial or non-commercial appearance, depending on who or what organization implements it.

As another important conclusion, we should say that the Uzbek national currency, the som, is also partially or in some limited optimal proportions to a crypto-currency appearance and its transfer to the related blockchain will successfully solve a number of financial problems in our country . would allow to solve. We can note the following as suggestions and conclusions:

1. Increasing the transparency and speed of current banking operations using digital economy methods and tools;
2. Increasing the efficiency of the public sector and its speed of operation based on blockchain technologies;
3. Eliminate or bring under control the secondary and underground banking sector with the help of digital and cloud technologies;

4. Overcoming the bureaucracy in the state apparatus and effective fight against corruption using digital economy methods;
5. Effectively combat tax evasion by improving the process of paying taxes using blockchains;
6. Creating new innovative opportunities for the development of small business and entrepreneurship with the help of digital economy methods and tools;
7. With the help of various mechanisms of cryptocurrencies and digital technologies, attracting international currency-credit resources to the economy of Uzbekistan on a large scale;
8. To reduce the pressure of cash and other currencies on the economy by means of digital technologies and to increase the competitiveness of the soum on this basis;
9. Launching new, convenient and effective credit mechanisms for enterprises, organizations, private entrepreneurs and individuals by means of crowdsourcing and crowdfunding methods;
10. Creation of new jobs by creating cryptocurrencies and blockchain infrastructures and attracting modern intellectual information technologies to our republic on a large scale;
11. Further acceleration of innovation processes using digital economy technologies;

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