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Research Article

STRATEGIES OF DIFFERENT COUNTRIES IN THE FIELD OF DIGITAL ECONOMY

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ABSTRACT

The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, and with the help of processing a large amount of information and analyzing the result of this processing, various types of production, service, technologies, devices, is to implement solutions that are more efficient than the previous system in storage, delivery of products. 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. The article, in the study of the place of digital platforms in the world economy, comparative historical analysis, market capitalization of top and bottom companies, transnational in the analysis of development trends of companies based on digital platforms, statistical mathematical, statistical grouping and comparison of Internet coverage in regions methods were used. Also, the Internet is based on the development of the digital economy traffic usage situation is explained on the basis of dynamic analysis.

KEYWORDS

Online services, electronic payments, Internet trade, crowdfunding, production of robots, 3D printers, driverless cars, electronic government, digital city.

INTRODUCTION

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Many developed countries, realizing the inevitability of the changes that must take place, are consciously starting a rapid movement towards the digitization of the economy. The USA, Japan, Korea and China, which were among the first to announce this direction, are today unofficial leaders in the digital race. Great Britain, the countries of the European Union, Canada, Australia, Belarus and others are in the next place. However, if we pay attention to their strategic documents and development programs, it turns out that they do not include:

1. The development of the digital economy is expressed in the concept and its tactical and strategic view;

2. Definition or digital economy paradigm that clearly and clearly reflects all aspects of the digital economy;

3. Describe how the digital economy affects the existing economy (in addition to increasing labor productivity);

4. It may happen in other areas under the influence of the digital economy describe the main quantitative and qualitative changes.

Combining these facts, we are obliged to note that any, including even in the leading countries, there is no complete philosophical understanding of what the digital economy is and what consequences it may have in the future. It seems that many countries do not mean new forms of economic relations and management by the term digital economy, but rather new digital forms of communication and payments with consumers. It seems that most countries do not consciously organize a digital economy, but only engage in the process of digitizing existing economic relations. This activity is not considered a goal-directed process of creating a digital economy, despite the obvious degree of obsolescence.

Some of the leading countries in the digitalization of the economy have chosen opposite approaches. For example, the USA has chosen a market orientation, and China has chosen a planned economy. The rest of the countries follow certain intermediate options. It is worth noting that, just like China, from the point of view of the US program, we see a new stage of globalization in the process of digitalization of the economy. As the two most powerful economies in the world, globalization is beneficial for the United States and China, because the economically stronger player will always have the opportunity to demonstrate its superiority. If we look more closely at the strategy of the United States in this area, digital It becomes known that the process of organizing the economy can be divided into four main blocks:

1. Creation of conditions for the development of the digital economy (organization of the regulatory and legal framework);

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2. Creation of digital economy platforms in economic entities that are most ready to be transformed into this field;

3. Realization of mutual competition of digital economy platforms and their gradual integration;

4. All the most promising solutions in the field of digital economy introducing into the economy.

This strategy has justified itself for the United States for the following reasons

appears to be: the US has significant economic and technological advantages over the rest of the world due to having; in building the infrastructure of the digital economy, the United States uses Google, Facebook, because Amazon can rely on high-tech multinational corporations like Intel; it is possible to develop the digital economy in order to benefit the country and the company from the potential of the USA, and for this there should be a sufficient number of private companies. However, this strategy has obvious shortcomings, one of the main of which is the considerable length of the process of forming a mature digital economy. Another unofficial leader, China, has largely chosen the opposite strategy, the planned development of the digital economy. A closer look at this phenomenon reveals that China's announced strategy consists of two parallel and unrelated directions:

1. Digitization of production due to introduction of industrial Internet;

2. Using Internet opportunities to further expand the sales market;

3. The selected strategy includes the following four main components: total digitization of logistics and production;

4. Development of a legal framework for the digital economy;

5. Digitization of management systems, creation of digital platforms;

6. Optimally integrate digital platforms and ecosystems into the common space integration.

It is one of the issues of strategic importance that determines its global competitiveness. It should be recognized that the most acceptable measure for Uzbekistan today is to get rid of technological backwardness in a short period of time. Currently, due to the lack of the required number of economic entities in our country, there are no conditions for the formation of a mature and full-fledged digital economy by itself. This means that it is necessary to create conditions for the development of the digital economy in our country, to direct it to the most necessary areas, and to stimulate this process to the extent possible. Another important distinguishing feature of the national economy is that the main part of GDP is

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created by state corporations (or companies with a large share of state participation). In many sectors of production, players with state participation can make up to 80% of the market. In such conditions, the creation of industrial digital platforms under the leadership of relevant ministries or state corporations is considered the most reasonable step. Such platforms create the necessary infrastructure base for the rapid development of the digital economy and the wide spread of technologies compatible with it. In the development of digital economy platforms, it is necessary to focus on the following areas: transport, telecommunications, energy, data processing, health care, medicine pharmaceutical logistics, tourism, foreign economic activity, real estate and manufacturing. It is the development of these areas that will allow creating infrastructure and technological base, transferring them to other areas, Uzbekistan can develop a mature digital economy as quickly as possible. Such an approach seems to be the most appropriate for our republic today, but it is not without flaws, of course. In order to form a concept of the digital economy on which a suitable strategy should be based, it is necessary to take into account both the estimated road risks and the risks of the digital economy.

As a conclusion to this chapter, we would like to say that many programs of the digital economy of developed countries (USA, Austria, Australia, Great Britain, Korea, etc.) focused on the social directions of "digital medicine" and "smart city". The direction of development of such projects does not have a serious economic effect, but this situation can be justified by a number of arguments:

Firstly, any large-scale development program must be approved and supported by the public in an open, Western-style society. Therefore, the development of the digital economy goes under the sign of such social projects;

Secondly, the introduction of digital technologies in large industries will happen sooner or later due to economic expediency. And social projects need support from the state (that is, what is reasonable is reasonable, and what is reasonable is reasonable);

Thirdly, most developed countries will have significant technological foundations that will enable the implementation of the digital economy in a certain form. As a result of the implementation of large-scale social projects, feedback from a large number of non-specialist users is obtained, which allows to improve technologies from the user's point of view and make them accessible to wide segments of the population;

Fourthly, the implementation of digital technologies in industry (for example, the Internet of Things in production, large-scale introduction of 3D printers in production) is expected to solve a rather narrow range of tasks. Implementation of "Digital Medicine" and

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"Smart City" social projects requires more complexity and diversity, and such projects are appreciated by the general public. Such a "social stress test" is necessary for all modern technologies, especially from the point of view of the management system. Thanks to the above-mentioned ideas and ideas, the importance of these social directions for the social environment is, in our opinion, much clearer to the reader. But their digital economy remains unclear what place it should have in the republican program. At an early stage, due to limited resources, it is likely that decisions will need to be made about where efforts should be directed, that is, we have two paths: one is to engage in the social adaptation of technologies, and the second is the way to increase the local technological base.

According to the predictions of the international development community, in the coming years, a third of the companies currently ranked among the top twenty countries in most sectors will use its e-platforms to create new services and business models, reconstructed "old" companies and new contenders. feels serious competition. It is estimated that in a few decades, the industrial stage of the growth of the world economy will end, and its future development will be more influenced by production based on the principles of "lean production", additive, nanotechnologies, and biotechnology. begins to be implemented. Accordingly, the volume of information required for the development and adoption of management decisions will increase further, the management structure for the production of goods and services will be reformatted, and major changes will occur in the system of interactions between the population and business with state bodies will give. In this case, the following are the main factors at the stage of transition to a positive direction of social and economic development:

- implementation of the electronic government concept;
- complex transport, housing and communal services and others to implement the idea of "digital city" based on informatization implementation;
- mass appearance of new technological generation goods on the market to be (for example, production of robots, 3D printers, driverless cars, etc.);
- increasing the scope of use of 3D printers in production and household;
- implementation of the idea of building "smart" and extremely ecological housing, which requires a large amount of new finishing and building materials;
- increase in demand for innovative medical drugs related to body rejuvenation and treatment;
- various forms of alternative and free employment, including the spread of outsourcing

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(accounting services, programming, translation, banking services, free creative activities, etc.);

- creation of a large number of professional networks where potential employers' various orders.

The listed factors are related to the reduction of costs in management and production through the use of digital economy platforms, which can be considered as a set of products and electronic services.

First of all, we are talking about the ordering of services, joint use of resources, selection of counterparties, e-commerce, payments and similar platforms. Technologically, the digital economy represents an environment in which legal entities and individuals can interact in joint activities. In the field of services, digital technologies are able to perform exemplary tasks with large-scale operations cheaply, conveniently and without intermediaries, such as Uber taxi ordering ("Uberization" of business), e-commerce, internet banking, etc. In many areas of the economy, middlemen can be replaced with automatic network services (a website or mobile application that works well enough) to increase the level of profitability. In addition to allowing for a significant reduction in the cost of services, this type of business organization can lead to a new economic structure dominated by underemployment and various forms of individual production. Crowdfunding and crowdsourcing technologies to be considered as digital economy technologies elimination of intermediaries, the development of the Internet and the creation of "smart" automated services - these are also the transition from an economy based on obtaining added value to an economy based on cooperation and exchange of benefits (including the "sharing economy"). Therefore, competition gives way to mutually beneficial cooperation and mutual relations, and is based not on vertical relations, but on equal relations, providing complementary services. This leads to an increase in the volume and volume of electronic trade and services. According to experts of the World Bank, a 10% increase in the number of high-speed Internet users can increase the annual GDP growth from 0.4% to 1.4%. The share of the country's GDP in the form of e-economy increases by almost 20% per year, which is a recognition of the importance of such an economy. In developed countries, this indicator is seven percent on average. According to forecasts, the share of such an economy in the world GDP may reach 30-40% after 10-15 years with the growth rate maintained. New social models for organizing interactions based on the integration of modern information platforms lead to the embodiment of economic technologies in the example of NET. We can state that the main principles of NET are as follows:

- emergence of completely new business models;

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- various information technologies and from them in the real sector of the economy optimal use in organizational and technological processes;
- transaction costs and capital used in development minimization of resources.

Digital economy is based on modern information technologies and real economic develops according to the conditions. If previously the technologies of production, trade and finance developed consistently, by now, they mainly depend on horizontal interactions (self-organization and singularity), innovative entrepreneurship (self-development), information engineering (self-NET, which is the basis of modern information economy based on auto-formalization (auto-structuring) of economic processes, appeared. The material basis of NET is data centers and modern IT-platforms designed for information systematization and analytical processing. The development of "providing" services for business analysis and management consulting is also of urgent importance in the digital economy. Bund is the organizational basis for improving the business environment of new organizations - information-consulting services and state development agencies.

According to a survey conducted by IHTT in 2016 in 32 member countries and 6 other partner countries, only some of them have a strategy, plan or program for the development of the digital economy. Since September 2017, the Australian government has announced the launch of the Digital Economy Strategy. In the USA, it was announced about the formation of the digital economy agenda in 2015 (digital economy agenda), in 2016, the Council of Advisors on the Digital Economy was established under the Ministry of Commerce, which performs the development of the Internet, information security, promotion of innovations and other functions carried out by private businesses. The IHTT countries have developed a system of indicators that describe the following directions in order to estimate the level of development of the digital economy:

- development of the high-tech sector of the economy, its weight in the products and services of the processing industry;
- investments in scientific developments, software development, education and additional retraining costs;
- production of information and communication equipment, creation of signs in the field of science and high technologies, indicators of cooperation between corporations, venture firms, universities and research organizations;
- international knowledge flows, international cooperation in the field of science and innovation; mobility of scientists, engineers, students;
- dynamics of the spread of the Internet;
- the share of high-tech products in international trade.

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Growing information flows to economic and social development. The universality of their influence allows us to talk about them as the leading resource of economic growth of modern society. We can distinguish four criteria of the analysis of the digital economy that are considered by different researchers to one degree or another:

- criteria related to the field of employment;
- macongaoid criterion;
- technological criteria;
- economic criteria.

In this case, although researchers often put forward one or another definition that fits their imagination, there may be criteria that complement each other. However, most definitions are based on the belief that quantitative changes in the field of data processing will lead to qualitatively new socio-economic relations.

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