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Research Article

PROS AND CONS OF THE DIGITAL ECONOMY

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ABSTRACT

The fact that our country, like most developed countries, has chosen the path of development of the digital economy opens up new directions in the field of information technology and in general, in the field of electronic document circulation. The turning of society towards digital technologies was caused by the improvement of the quality of the global Internet network and the development of communication systems. As a result, it became possible to exchange and collect a large amount of data, which, in turn, allows us to process the collected information, make predictions, make informed decisions and profit in a variety of ways. And for all this, it will be necessary to create a compatible infrastructure, in other words, an ecosystem of global information platforms. there is a need to do. These issues need to be resolved quickly, as delay in this regard can lead to serious risks. It is not the myth or reality of the digital economy that plays an important role in the changes taking place now, but how these changes serve society.

KEYWORDS

Political upheavals, conflicts, unprecedented divisions, nationalism, misunderstandings, revolutions.

INTRODUCTION

The fact that our country, like most developed countries, has chosen the path of development of the digital economy opens up new directions in the field of information technology and in general, in the field of

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electronic document circulation. The turning of society towards digital technologies was caused by the improvement of the quality of the global Internet network and the development of communication systems. As a result, it became possible to exchange and collect a large amount of information, which, in turn, allowed to process the collected information allows you to make predictions, make informed decisions and profit in a variety of ways. And for all this, it will be necessary to create a compatible infrastructure, in other words, an ecosystem of global information platforms. there is a need to do. These issues need to be resolved quickly, as delay in this regard can lead to serious risks. It is not the myth or reality of the digital economy that plays an important role in the changes taking place now, but how these changes serve society. Today, we see how technology is fundamentally changing the public service industry. New business models are emerging, such as Uber, which cut out middlemen and lead to direct customer-supplier connections. Earlier, similar changes took place in the financial sector and telecommunications. A number of fundamental changes are also observed in the industry, because the appearance of digital enterprise and the digital image of a person - robots can seriously change the functional model of the whole humanity. This shows that information technology is gradually taking the place of people. This situation is a manifestation of the digital economy. True, no one knows yet what drastic changes will take place in our country due to the digital economy. Due to objective and subjective reasons, there are some doubts that the digital transformation of the industry will take place quickly in the current conditions of technical and technological backwardness. One of the bright examples of the development of digital platforms is China, which has the e-commerce system Alibaba. company can be mentioned. The experience of its use shows that the process of data collection creates a competitive advantage for expansion into various sectors of the economy. Alibaba is not just a digital platform, but an ecosystem of platforms. Understandably, the power of such an ecosystem will be greater than the power of individual platforms. Even the US is in the race these days are losing, because there it is necessary to integrate different platforms, and in China, development in this area has been gradual at the expense of increasing efficiency - the transition from one platform to another. a lot depends on the position of the state, of course. It is important that everything does not go to a single state platform that unites everything and transfers it to the "number", that is, "The task of the state is not to do something instead of business, but simply - not to allow business". In China, the Alibaba system is also state it did not appear because he created some platform for it. He just created the conditions for the emergence of such a platform. Although the government has helped Alibaba, it has done so as a commercial enterprise, not

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as a state-owned corporation, and its services are used only because it is competitive.

The task of the state is to create general rules, and business begins to change and develop based on these general rules, because under the influence of laws, the business environment changes and competition grows. Seriously cumulative effectiveness can arise not due to the creation of a common platform, but due to the emergence of an infrastructure that is closely related to the collection of many independent organizations and products, each of which is engaged in its own work. But it is important to develop the necessary standards and protocols at the highest quality level. In our opinion, this situation is a step that makes the state friendly with its goals, that is, a business interested in science, which can determine the needs of the economy from its results. In other words, the digital economy can combine government, business and science. In order to be able to coexist with other international systems and practical mechanisms in the digital economy, data models and documents in the "common window" mechanism should be organized on the basis of international standards and recommendations. When creating a list of information that covers the information of the initial list of messages and documents that need to be harmonized, as well as when forming a national data model, it is necessary to describe and specify them in accordance with the requirements of international standards.

The development of e-commerce, which is part of the digital economy, in Uzbekistan can be conditionally divided into two periods: the period before 2015 and the period after. Until 2015, active work was carried out on the development and preparation of the regulatory legal framework in our country. defined the main directions, the expansion of the competitive environment, the organization of modern infrastructure and the creation of additional jobs, as well as the forms and ways of further improving the legislation on electronic commerce. However, to date, the measures reflected in the concept it can be said that the measures are not fully implemented. For example, a number of decisions aimed at the development of e-commerce have not been adopted in the legal framework. In particular, mass sending of electronic messages or electronic documents, placement of advertisements in electronic commerce is not approved. At the same time, on May 14, 2018, the President of the Republic of Uzbekistan Shavkat Mirziyoyev signed the Resolution "On measures for rapid development of electronic commerce". This document reflects a number of activities aimed at improving electronic commerce in Uzbekistan. But, in general, it can be said that Uzbekistan is moving in this direction, in a very fast developing network, which is unacceptably slow and protracted. It is worth noting

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that today users use Telegram to order food products are actively using their bots. Uzbek consumers are also actively paying for internet or phone services through mobile applications. This indicates that the people of Uzbekistan believe in electronic transactions, but so far users are not very ready to increase the average purchase volume by performing small transactions that do not require large expenses. The average size of the user of electronic transactions in Uzbekistan ranges from 50 thousand to 200 thousand sums. As for the choice of products, most of the respondents preferred to buy clothes, as well as household appliances and electronics via the Internet.

Automobiles and real estate items were the least purchased goods over the Internet. This can be explained by the fact that at the moment the user is not yet ready to give large amounts of money in the "online" mode. In addition, users actively use payment systems such as UzCard, VISA, MasterCard. The least popular systems are Union Pay, WebMoney and cryptocurrencies. When it comes to problems with purchasing products online, almost all respondents mentioned payment difficulties, poor product/service quality, long delivery times, and expensive prices. Thus, based on the information obtained as a result of the public survey, we can mention a number of problems and shortcomings that are stopping the development of electronic commerce in Uzbekistan:

1. The fact that the population does not trust electronic transactions;

2. The high cost of delivery;

3. Low quality of goods/services;

4. Fear of fraud;

5. Low level of computer literacy.

However, at the same time, other social surveys conducted among the population show that the population of Uzbekistan is relatively ready to implement electronic transactions, but during their implementation, the user pushes the average consumer beyond and O Uzbekistan faces a number of problems that slow down the development of electronic commerce.

The age of information technologies has determined a number of new ideas and rules for the development of the economy. The field of digital economy, which is currently interesting for a narrow circle of theoreticians-scientists, is a market model with great potential in our country, because:

- information is a priority commodity and this resource is not limited at all;
- the network market is huge and democratic, and the main thing in it is the boundaries of networks easily "washes off";

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- the success of the project or company in terms of personnel and finances

does not depend on the size of assets;

- hardware capabilities are multi-use, universal, timeless and quality becomes a non-lossy tool;

- competitive conditions are changing because the digital environment is fast intellectual solutions are superior to any strong physical base.

The measures of our country for the development of the digital economy lead to the formation of several new effective directions in the field of information technologies and electronic document circulation. However, it is necessary to pay special attention to the following questions in the digitalization of the economy:

What are the results of the digitization of the economy? What should be the program of action in such new conditions? What should be the main focus in digitalization of the economy? Experts have different opinions on what the digital economy is. According to a number of scientists, "the digital economy is the next marketing event, because we have been providing information for 15-20 years.

we are witnessing the penetration of technologies into all areas, there can be no talk of any cardinal change or some kind of revolution. The digital economy is a marketing brand that came from the West, it started with digital transformation, and now the words "digital economy" has started to be heard. According to another group of scientists, the current digital transformation process is not a myth or a reality, but rather how these technologies bring innovations to society: "It is clear to us how digital technologies have changed the field of public services. And now Uber, Alibaba Group, Amazon, Cryptocurrency and Blockchain are all new businesses models are emerging and they allow to establish a direct relationship between the buyer and the customer. A similar transformation is taking place in the fields of finance, banking, and insurance. After the emergence of digital production and the digital copy of a person, the production model will also change radically. And these will lead to information technologies gradually taking the place of people, and will sharply increase production productivity - this situation is understood as a digital economy". But if we take into account the technical backwardness of our country, we can see that the amount of profit from the digital economy will be slightly higher than the expenses spent on it.

Currently, efforts are being made to establish a global platform for e-commerce similar to the World Trade Organization in China. In this case, the Chinese state will also collect taxes from all participants of global electronic trade. However, other countries - the USA, Japan, the European Union and Russia - are also actively working in this field, and their e-commerce.

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They hope to get their shares. In such large ecosystems, large companies compete with each other, and small companies can find their place in this ecosystem using the new opportunities of electronic commerce.

In such a global issue as the transition to the digital economy, a lot depends on how the state reacts to it. Currently, our country has taken the first step towards the transition to the digital economy, and the created program and the concept of the transition to the digital economy will largely determine how things will go. How to imagine the digital economy from the perspective of the future? In our opinion, this is an objective process, and we have no way to stop it. But like any developing process, there are pros and cons. First of all, due to the development of the digital economy and the replacement of manual labor with technology, jobs will decrease significantly. The positive aspects are the emergence of convenience, increase in production productivity, before it is the emergence of new opportunities that have not even been imagined. But the main problem is not even that, the problem is related to the person - is the person ready for such global changes? Won't technologies lead to great political upheavals, conflicts, unprecedented divisions, nationalism, misunderstandings and revolutions? Won't robots and artificial intelligence systems replace humans and become their competitors? Because digital transformation is another stage of human evolution. If we look at history, such changes have happened many times. New technologies were created and they took the place of traditional specialties. But as a result of this, people have benefited in most cases. Of course, such processes turn out to be bad only for those who cannot adapt. But most people can adapt, and as a result, human life will become more prosperous and better.

One of the main features of the digital information market is speed and ease of decision making. Heavy manufacturing base is in last place here stands big corporations that seem to be around forever and have huge market shares in the network will give way in a few years to companies with no history at all. it is impossible to stretch. This is a natural and cruel stage of evolution, in which those who live by the rules and standards of the previous century are left behind. It would be appropriate to compare them to dinosaurs. Infonomic is a relatively new science that emphasizes the value of information as an economic asset. The authors of this methodology recommend comprehensive evaluation of information, not individual files, and call for the use of openness as one of the main criteria of information value - the more difficult it is to obtain information, the more valuable it is.

In this case, the evaluation of communication channels - the value of information is determined by the benefit,

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level of influence, quantity and openness for interested parties within a certain communication sector. Monetization of algorithms - the process of determining their economic potential. The evaluation algorithm is specific and universal is a commodity and can be used in different markets and sectors. Information as a commodity does not have a centralized authority responsible for the economic justification of processes, technologies and algorithms at this stage. Thus, there are no clear standards for evaluating information assets. But it is he who opens up a world of great benefits to enterprising and enterprising companies and individuals. Whoever is first gets what they want, and those who follow can only take what's left (it's winner-takes-all). It is short-sighted to consider old business schemes to be 100% anachronistic. The boundaries between networks are disappearing, new opportunities are emerging, but at the base of any commercial relationship there is always one simple desire - the desire to sell or buy goods or services. adaptation is the only correct and, most importantly, effective solution in such a situation. Based on the above, we can say that the process of digital economy is changing the following:

- business models and portfolio of available services;
- standards of behavior in relations with customers and partners;
- paid special attention to training and motivation of personal content existing corporate culture;
- virtualization, that is, IT-departmental level of responsibility and regulations;
- organization of the company's infrastructure taking into account new technologies, software-hardware requirements of the environment, interests of customers and partners.

It is noteworthy that the changes for the purpose of improving any of the mentioned items can involve the business models of the company and the elements working with it, leaving aside the passive assets. Only the sector needed to work here and now will change. Thus, the digital economy is mobile compared to volatile physical assets. Due to this, the existing funds and mechanisms should not be violated. A timely audit and a good understanding of the happenings are enough incentives to start moving in the right direction.

Digital economy risks and problems. New risks and challenges are associated with the development and widespread adoption of digital technologies, and in our opinion, the following are the main ones:

- threat to the "digital sovereignty" of the country;

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- reconsidering the cross-border role of the state in the digital economy exit;
- intrusion into private life/possibility of potential monitoring of citizens;
- decrease in the level of data security;
- decrease in the number of low- and medium-skilled jobs;
- increase in complexity of business models and communication schemes;
- sharp increase of competition in all sectors of the economy;
- changes in the behavioral models of producers and consumers;
- the need to revise the administrative and tax codes.

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