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ELECTRONIC COMMERCE IN THE DIGITAL ECONOMY

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ABOUT ARTICLE

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Abstract: In this article, the interest in the digital economy has grown significantly due to the serious changes that have occurred in society and the economy. It is said that it can give many positive opportunities in a person's life.

INTRODUCTION

Recently, the concept of "digital economy" has been used a lot. Indeed, in many developed countries, the digital economy has significantly influenced their development factors. The digital economy plays an important role in the life of society.

In our country, special emphasis should be placed on science and education, and through this, the issue of developing the digital economy should be put on the agenda. After all, the greatest wealth is intelligence and knowledge, the greatest inheritance is good education, and the greatest poverty is ignorance.

What is the digital economy? It is considered as an integrated system of implementation of economic, social and cultural relations using digital technologies. In this case, the digital economy means moving the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life.

Digital economy is a set of digital goods and services produced and sold as a result of economic activity closely related to electronic business and electronic commerce based on digital technologies. It is sometimes referred to as the internet economy, the new economy, or the web economy.

As the President of our country, Shavkat Mirziyoyev, stated, "In order to achieve development, it is necessary and necessary for us to acquire digital knowledge and modern information technologies. This gives us the opportunity to take the shortest path to growth" Digital economy is a system of economic, social and cultural relations based on the use of digital technologies. It is sometimes referred to as the internet economy, the new economy, or the web economy. In 1995, American programmer Nicholas Negroponte coined the term "digital economy". Currently, politicians, economists, journalists, businessmen - almost all of them use this term. In 2016, the World Bank published its first report on the state of the digital economy in the world ("Digital Dividends").

For example, a customer needs shoes. If he goes to the market and directly selects it and buys it for cash, this is a traditional economy. Choosing the desired product through a trading bot on Telegram, paying the owner of the product through an electronic payment system, and receiving the product through the delivery service is called digital economy. This issue is explained by the simplest household example. In fact, we are all already in the digital economy, using its convenience.

Interest in the digital economy has grown significantly due to significant changes in society and the economy. Modern technologies and platforms have helped businesses and individuals reduce costs by minimizing personal interactions with customers, partners, and government organizations, as well as making communication faster and easier. The result is a digital or electronic economy based on network resources.

The word "digitalization" is actually a new term, which refers to the involvement of IT solutions in the process of innovative management and administration, and as a result, the use of information technologies in all systems, from Internet of Things to e-government. .

Today, companies, both old and new, use IT tools to create new services and business models around the world, creating strong competition for leading companies in most industries.

According to forecasts, in the coming years, the macro-economy is expected to be heavily dependent on manufacturers relying on lean production, additive, nano and biotechnology criteria. In this regard, the volume of information considered necessary for rational management will also increase, and the

structure of production and civil communication, business and government bodies will experience significant changes.

The following are indicated as the main conditions and factors for gradually entering the path of social and economic development:

- implementation of electronic government and digital city concepts due to informatization and integration of public administration bodies and municipal services;
- mass production of products of the new technological generation (such as driverless cars, etc.);
- implementation of ideas related to the construction of "smart" and ecological houses using unique decoration and building materials;
- widespread promotion of alternative forms of employment through outsourcing, self-employment, etc.;
- creating professional networks that serve to search for workers-freelancers to perform certain tasks.

All of the above allows businesses to reduce costs with the help of modern platforms that integrate goods and electronic services in production and management. First of all, this issue concerns the integration of service orders, joint use of resources, selection of counterparties, conducting electronic trade, payments and others.

In recent years, the President has signed a number of normative legal documents in order to implement large-scale measures by the state to develop the digital sector of the economy.

Broad adoption and support of the digital economy

Due to the fact that it occupies an important place in the future development plan of our country, large-scale measures have been set for the development of the digital sector of the economy, and in accordance with the implementation of these tasks, new electronic document circulation systems are being introduced in our country, electronic payments are being developed, and the regulatory legal framework in the field of electronic commerce is being improved, electronic infrastructure and commerce is being formed, the transition to digital transformation in all aspects of the economy is being implemented step by step.

Among the works carried out in recent years on the implementation of digital transformation, a new version of the Unified interactive state services portal, a virtual lobby of the Prime Minister for reviewing businessmen's applications, "business.gov.uz" portal was launched in order to further develop forms of contactless communication between citizens and business entities with state bodies.

The "Digital Trust" fund was established, aimed at the implementation of the most promising and strategically important projects for the development of the digital economy, as well as measures in the field of development and implementation of blockchain technologies.

CONCLUSION

Of course, the development of information and communication technologies, the application of modern technologies to our lives can provide many positive opportunities in the life of every person. Following the development of digital technologies, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply through the Internet. For example, buying a book in electronic form It may cost you much less to buy the same book in printed form. Otherwise, an ordinary consumer can become an entrepreneur himself and engage in online sales without leaving his home.

Other advantages of the development of the digital economy can be as follows:

- increase labor productivity in production;
- increasing the competitiveness of companies;
- reduction of production costs;
- creation of new jobs;
- emergence of new modern professions;
- overcoming poverty and social inequality.

These are just a few benefits of the digital economy. The development of the digital economy has a positive impact on our daily life, provides many additional opportunities for the average user, and can also provide market growth and development.

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