

THE PRESENT STAGE OF THE DEVELOPMENT OF THE DIGITAL ECONOMY AND ITS IMPACT ON THE DEVELOPMENT OF SMALL BUSINESS

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Annotation: The article analyzes the digital transformation of the economy of all countries of the world, which is now becoming an integral element of modern life, contributing to improving the efficiency of business development, including small businesses, economic sectors, the social sphere and the public administration system.

Keywords: Digital transformation, business development, small business.

СОВРЕМЕННЫЙ ЭТАП РАЗВИТИЯ ЦИФРОВОЙ ЭКОНОМИКИ И ЕЁ ВЛИЯНИЕ НА РАЗВИТИЕ МАЛОГО БИЗНЕСА

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Аннотация:

в статье анализируется цифровая трансформация экономики всех стран мира, которая становится в настоящее время неотъемлемым элементом современной жизни, способствующая повышению эффективности развития бизнеса, в том числе и малого предпринимательства, отраслей хозяйства, социальной сферы и системы государственного управления.

Ключевые слова: цифровая трансформация, развитие бизнеса, малое предпринимательство.

Introduction

Currently, many developed countries are implementing digitalization in all industries, developing and approving targeted legislative acts and programs that will become a springboard for the development of the digital economy. With the help of the digital economy, opportunities will open up for creating new innovative models of production, trade, healthcare, education, the economy and the whole society [1]. At present, small businesses, in various industries face the need for digital transformation, considered as the creation of new methods of work based on digital technologies (digital platforms, artificial intelligence, cloud technologies, the Internet of Things, etc.) In recent years, small enterprises in Uzbekistan have received many new opportunities for implementing an effective marketing policy due to the rapid development of digital marketing. This type of marketing provides a wide range of tools for delivering commercial information to the target audience using modern information technologies.

Literature review

A number of scientists are currently engaged in digitalization issues, this direction is a special prospect. This is due to the possibility of penetration of the results of the digital economy into various spheres of life, industries, individual small businesses. The term "digital economy" is widely used both in theory and in practice, but there is no consensus on its interpretation. A. Prokhorov and L. Konik associate the possibility of digital transformation not only with the availability of certain technologies, but also with the need for an enterprise to provide an appropriate strategy, ways of organizing work groups and work processes. [2].

V.Yu. Burov notes the special interest of the institute of small and medium-sized businesses as an element of the effective functioning of a market economy, to digital technologies in the context of socio-economic transformations. [3]. Also, digitalization for small and medium-sized businesses is one of the ways to survive and maintain their activities at the required level, which should occur fairly quickly, but step by step: from equipping enterprises with digital infrastructure to developing a digitalization strategy taking into account modern realities [4]. Thomas Mesenburg identified three main components of the digital economy:

- e-business infrastructure;
- electronic business;



- electronic commerce.

[5]According to V. Katasonov, in the most general form, the digital economy can be represented as that part of economic relations that is mediated by the Internet, cellular communications, ICT [6]. Digital technologies in the modern world create fundamentally new opportunities for building interaction between the state, business and the population, eliminating long chains of intermediaries and speeding up various transactions and operations.

Methodology

The methodological basis of the research is formed by the general scientific principles of a systematic approach; methods of analysis - logical, factorial, comparative, managerial, etc. The synthesis of the views on the problems under study presented in the scientific literature made it possible to ensure the systematic nature of the study and its logical coherence.

Main part. Despite the fact that digital transformation has firmly entered the life of all countries of the world, when considering and defining this concept, scientists characterize it from different points of view.

The first point of view boils down to the fact that the purpose of the development of digital technologies is business automation. Digital transformation is a decades-long process, with the advent of new technologies facilitating new stages of digitalization. The totality of technical innovations leads to the replacement of one mode by another

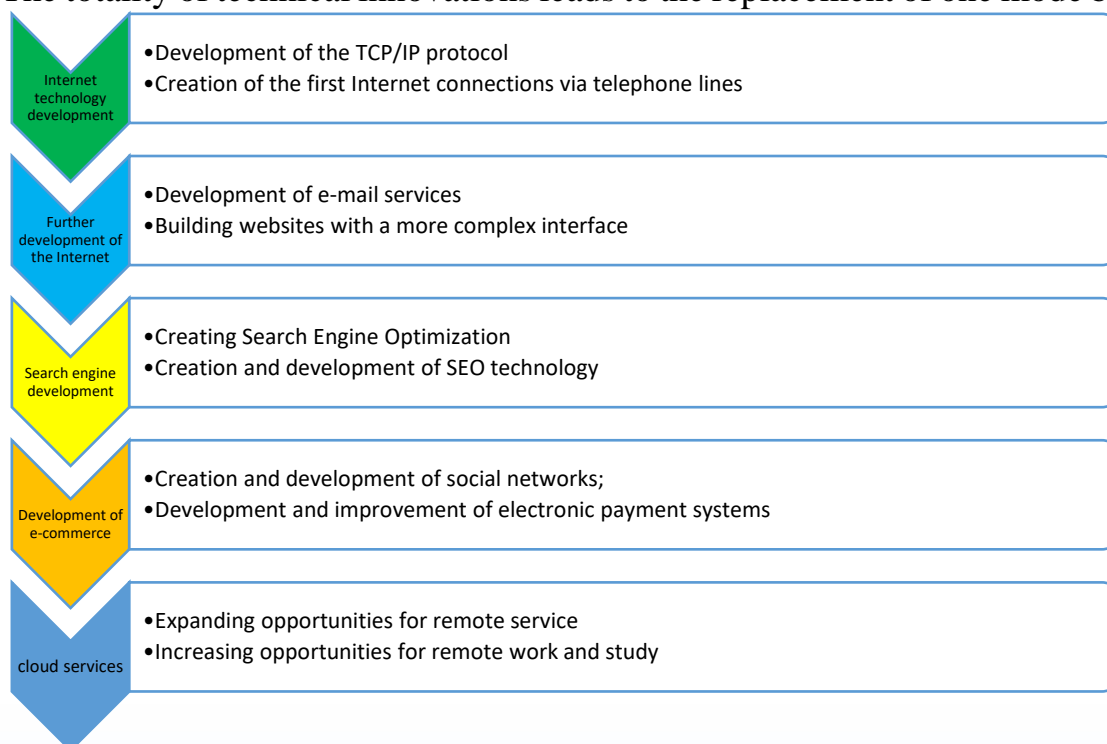


Figure 1. Stages of development of digital technologies. [7].

The second point of view links digital transformation with a certain period of information technology development. The turning point was the development of the third platform (cloud technology, mobile Internet, big data), which served as the basis for the creation of fully digital companies operating in the virtual space.

Adherents of the third point of view focus on the economic aspects of the phenomenon, considering digital transformation a relevant tool for any company engaged in both digital business and real production. Companies that conduct real production activities use new business models and the necessary tools for successful development. Especially relevant for such companies is the use of digitalization in the development of marketing strategies.

In our opinion, there are certain reasons in the first two points of view, but the third point of view is more relevant to the essence of digital transformation. The difference between digital transformation and business process automation lies in a radical increase in efficiency.

In table 1. we will consider the factors causing the transition to digital transformation.

Factors driving the transition to digital transformation

Elements of a marketing strategy	Stages of digital transformation		
	Initial	Management	Optimized
Strategy	Digital strategy missing from enterprise strategy	Digital strategy is one of the company's priorities	Digital strategy is the basis of an enterprise's business strategy
Technology	Scattered data sources, basic tools for accounting and data analysis	Data acquisition across multiple channels, basic modeling tools	Use of cloud technology and "big data"
Human capital	Scattered knowledge about digital technologies	Personnel have digital competencies	There are specialists in the field of digital marketing

Numerous surveys indicate that the main incentives for digital transformation are:

- changing the behavior and expectations of employees and customers from the level of digital services,
- the pressure of competition, the desire to occupy new promising markets.

Digital transformation is characterized by the introduction of not only information technology, but also other innovations: biotechnology, nanotechnology, quantum technology. Each of the listed technologies, cooperating with information technologies, creates innovations at their intersection.

To assess the degree of digital transformation of various countries of the world, the Digital Evolution Index (DEI) is used, which includes the following parameters:

- the level of development of physical and digital infrastructure;
- demand for digital technologies in the country;
- the level of development of the institutional environment;
- the level of development of the national innovation system.

Belarusian scientist G.G. Golovenchik developed a methodology for ranking countries by the level of development of the digital economy in the form of a hierarchical three-level model (Fig. 2.):

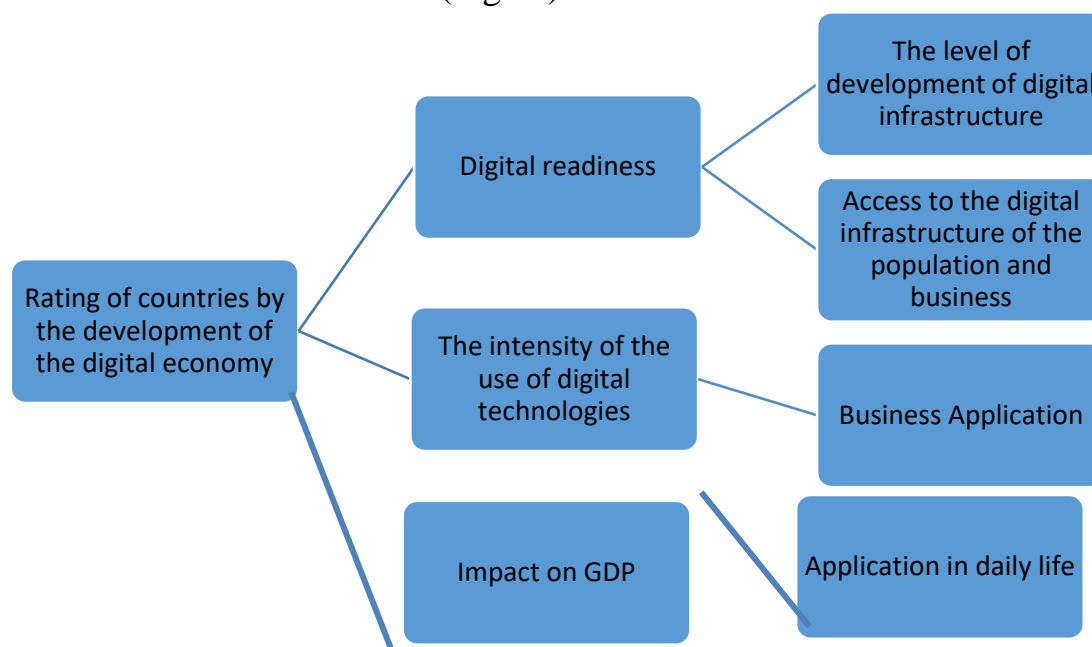


Figure.2. Hierarchical three-level model of development of digital economy in the country [9]

The information and communication technology (ICT) industrial sector, which typically includes telecommunications services, electronic equipment, computers and software, plays an important and growing role in the global economy. According to McKinsey, in 2020 it accounted for approximately 7.5% of global GDP.

However, the share of the sector in GDP does not fully reflect the tremendous impact that ICT, due to the nature of the product, has on economic growth and all aspects of human activity, including the availability of various social services, health care and education. Increasing use of modern information technologies (high-speed Internet, mobile broadband and computer services) in itself contributes to economic

growth, and the fact that such technologies facilitate and accelerate the process of interaction between people and increase labor productivity creates an additional socio-economic effect.

The digital economy acts as an addition to the real economy, capable of pushing the development of industry, the agricultural complex, construction, the service sector and public administration, increasing the country's global competitiveness and its national security. The introduction of digital technologies is carried out with the parallel development of traditional production, when society receives the main dividends from the digital economy.

Research results. Conclusions.

The digitalization of the economy opens up new opportunities and prospects for small businesses. The use of digital technologies allows small businesses to reduce costs, increase the efficiency and competitiveness of the enterprise, launch new types of products, occupying certain niches in the market of digital goods and services. From the above data, it can be seen that in Finland, Japan, Sweden, almost all small businesses have their own website. Using your own website makes it possible to promote the products of a small enterprise not only to domestic, but also to foreign markets, provides an opportunity for quick feedback from consumers of products or services, and in some cases an additional sales channel for a small enterprise.

The pandemic has also become a significant challenge for business and industry, the preservation of which has become possible only through the automation and digitalization of production and business processes, the transition to online trading, electronic payments, the transfer of some employees to remote work using technologies such as VPN (virtual private networks), VoIP (voice over IP), online conferencing (ZOOM, etc.), cloud computing, collaboration tools.

Digital modernization is changing the organization of production and economic activity in all countries of the world, becoming an integral part of them, which is characterized by a steady upward trend in the share of the digital economy in the structure of GDP. At the same time, the level of digitalization varies significantly in different states.

The emergence of a new digital space in innovative entrepreneurship creates and provides access to a significant amount of data for numerous participants in the global economic space. The formed "big data", together with technologies, is

becoming one of the leading assets of the state, business and civil society. In addition, national programs for the development of a new generation economy are being developed, including the development and implementation of high technologies, analysis of "big data" and forecasting, and the introduction of new management methods. The task of strategic importance is not only achievements in the context of the socio-economic well-being of states, but also as a condition for maintaining sovereignty against the backdrop of globalization and the implementation of digital entrepreneurship programs by other participants in the world market.

The digital economy is rapidly changing the face of modern business. It provides access to a significant amount of data to numerous participants in the global economy. The digitalization strategy of the economy contributes to the expansion of the scale of production and exchange, the growth of the market value of enterprises, the more efficient use of the means of production and labor, both in the field of material production and in production. services, and, most importantly, increased competition and a change in the prevailing style of economic management.

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