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# SPECIFICS OF MODERN TECHNIQUES AND TECHNOLOGIES IN THE DIGITAL ECONOMY

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**Abstract**:
This article discusses the features of advanced technologies for the digital economy and highlights the importance of technology and techniques in the telecommunications system. The author developed the structure of the modern digital economy.

**Keywords**: Digital technologies, economy, telecommunications, digital economy, telecommunications enterprises, information systems, trade, services.

## Introduction

Today, in the world, great attention is paid to the use of digital technologies, the rapid penetration of this system into industries and sectors, and its development by reducing the human factor.

The technodigital nature of economic relations is the main feature that distinguishes the digital economy from others.

## ANALYSIS OF LITERATURE

Based on the above information, the role of using digital technologies in our country is incomparable , and different definitions are given in different sources. In particular, according to D.N. Lavrov, "One of the characteristics by which it is possible to determine the informativeness of an information service is the absence or presence of interactivity. If both subscribers are effective in providing the service in real time, the service is called interactive. Telephone conversation is also an interactive service not only an interactive subscriber service that receives data transmitted over the network; radio and television services, as well as services of this type, are provided by various websites.

According to A.N. Berlin, "It is very important for businessmen and

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entrepreneurs to be able to respond to the changing needs of clients in a timely manner, as the experience of opening telecommunications companies shows. All this is necessary for the establishment of constant control in the company, the possibility of improving business processes, and the quality of services provided. Automation is one of the main advantages of any telecommunications company. Thanks to this, the efficiency of analysis and collection of key indicators increases"

As M. M. Shakirov and S. V. Kiselyov noted, "the main links in the chain of service provision to meet the needs of clients are the manufacturer, seller of telecommunications services, and the service provider who supports the service during its existence"

The service consumer will additionally interact with a variety of environmental structures, such as consulting, financial, marketing, and salespeople, as well as other organizations. At the same time, in the process of providing a service, there may be the largest number of consumers and service providers, various organizational, economic, legal, psychological, and other relations with the service provider- , which subsequently influences the service provider and the competitiveness of the service.

This shows that the provision of services, as a certain type of service, is an integral part and an important factor in increasing the level of competitiveness of telecommunication services and, therefore, enterprises producing them.

## RESEARCH METHODOLOGY

Scientific abstraction, grouping, comparison, retrospective and prospective, empirical analysis and other methods were used in the research. The article compares the organizational and legal foundations of the use of digital technologies in world practice and advanced telecommunications enterprises to improve the efficiency of their activities with the existing foundations in our country and draws appropriate conclusions.

## ANALYSIS AND RESULTS

The essence of the digital economy, like the new economy, lies in its development in close connection with revolutionary changes in digital technologies, the

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creation and rapid development of the internet, and innovations in the fields of Hardware and Software. For example, the emergence of innovations, such as the computerization of industrial design and modeling of design training in production, significantly reduces the design and development cycle of products with a high level of complexity, such as machine tools, cars, trains, airplanes, buildings, etc.

Many are inclined to place great hopes on the technologies of the future (the digital economy as their quintessence), expecting that their implementation will significantly increase labor productivity, which, in turn, will lead to economic growth.

The emergence and implementation of new technologies (production, financial, managerial, social, etc.) can lead to numerous positive effects and results for the economy:

- İncrease in labor productivity;
- increase in the level of capitalization;
- improvement in the quality of life;
- formation of new markets;
- increasing efficiency of resource utilization (assets, capital, powers);
- growth of competitiveness;
- increase in safety;
- improving the quality of strategic development of the people's well-being.
- <1>Until now, as long as the process of globalization has not been completed, all the listed effects

Hozirgi paytgacha, globallashuv jarayoni yakun topmagan ekan, barcha sanab o‘tilgan samaralar shunga olib keladiki, birinchi bo‘lib yangi texnologiyani o‘zlashtirgan mamlakat xalqaro bozorlarda ustunlikni qo‘lgan kiritadi va bu navbatdagi “bozor ko‘chasini bo‘lib olish”ga olib keladi.

From the perspective of an individual country, this can be interpreted as economic growth that is indeed justified by the introduction of new technology. But growth on the scale of the world economy is limited to the "additional" capitalization of the introduced technology. Frankly, it must be admitted that no technology and the digital economy can bring an extensive development model back to life unless they are ready to increase their sales potential once again.

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In this regard, it must be recognized that the development of the digital economy and technologies cannot be a means of saving from any catastrophe, neither for Uzbekistan, nor for the whole world. For each individual - country, this is a necessary measure, allowing it to maintain a competitive level, revise the parity of shares in the global economy, and preserve sovereignty.

In the digital economy, virtually anything can be found through the network - goods, services, and any information necessary for the consumer . Moreover, new users can implement their own economic policies and add information to further divide and capture the market. The effectiveness of companies operating in "online" mode is ensured, first of all, by the diligence of personnel, mobility, accessibility, collective decision-making, and an individual approach to network users (potential customers) based on BigData technology.

With the emergence of the global electronic network, buyers gained new, unprecedented opportunities to meet their needs, and sellers, in turn, gained a new source of economic power (potential) for growth . In the digital economy, there is no need for "physical" study of market conditions and prices, analogous comparison of prices in different stores and firms. The alternative option is quickly identified simultaneously with the research, while the competitor can be eliminated with a single mouse click. An important aspect of the Internet economy and the digital economy, in particular, is the technology of doing business. The peculiarity is that the transaction is carried out according to the "one to one" principle and without traditional intermediaries or taking into account information intermediaries. Therefore, the information component of the value of goods and services increases. In this case, sellers consider this process more profitable than incurring the costs of traditional components of product value.

Consumers, in turn, strive to individualize their demands for the product in accordance with their desires. Unprecedented conditions arise in the exchange of information between suppliers and consumers, sellers and buyers. For them, and

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for them too, information becomes the main aspect of economic lifeDd.

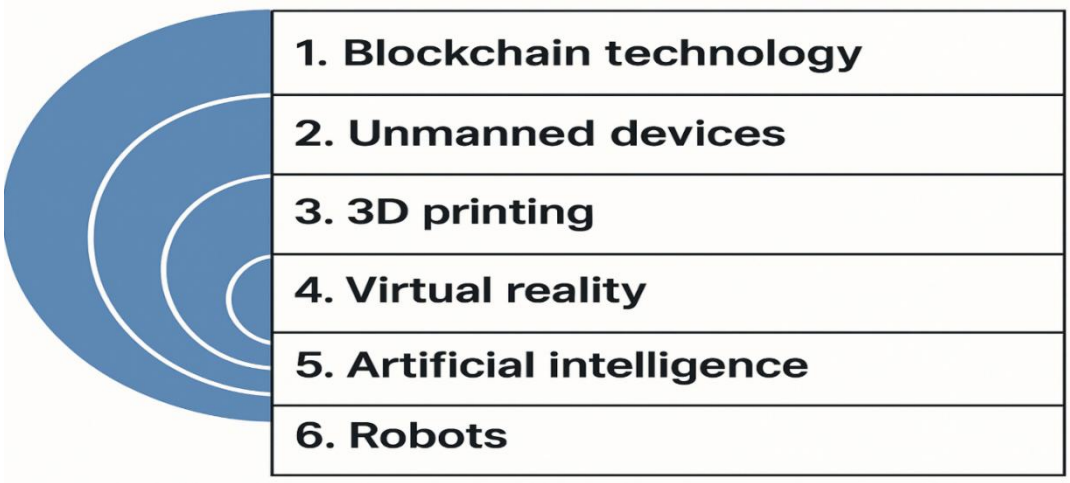


**Figure 1: Advanced Technologies for the Digital Economy**

In the digital economy, the elements shown in the figure above occupy a very large place. As people's lifestyles improve, their needs also increase. That is, it can be explained by the wider use of virtual reality-based systems and the transfer of certain tasks performed by humans to robots. Experts predict the systematic development of these technologies in the future. The digital economy is characterized by the use of digital technologies and innovations for the creation, distribution, and consumption of goods and services. It will significantly change the techniques and technologies used in various spheres of business and society.

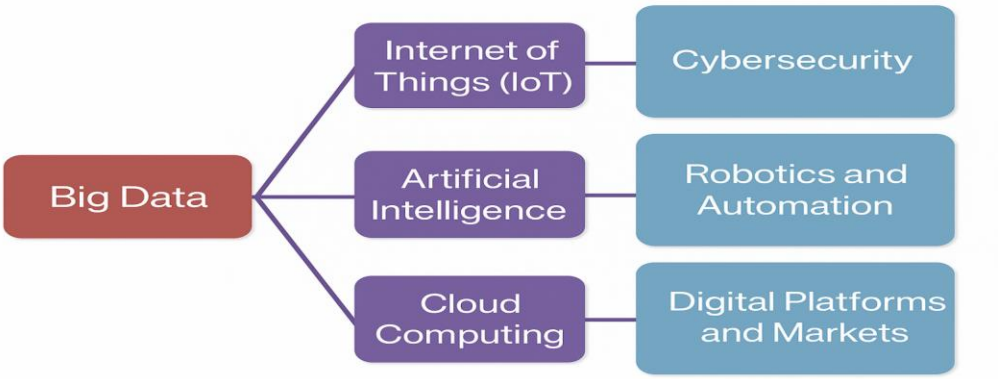


**Figure 2: Features of equipment and technologies in the telecommunications system**

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Figure 2 above shows some features of equipment and technologies in the digital economy.

*Firstly,* in the digital economy, a huge amount of data is collected and analyzed. Consumer to this data, transactions, behavior data, and more. Big data analysis technologies allows you to identify trends, forecast demand, and make better decisions.

*Secondly,* in the digital economy, many devices are "smart" and connect to the internet. This may include smart homes, industrial installations, vehicles, and other objects. IoT allows you to collect data in real time, remotely control devices, and optimize processes.

*Thirdly,* artificial intelligence algorithms and technologies play a key role in the digital economy. They are used to automate processes, improve analysis, create personalized products and services, and make informed decisions.

*Fourthly,* the digital economy uses cloud technologies to store, process, and transmit data. Cloud computing provides the expansion, flexibility, and availability of resources, which is especially important in a dynamic business environment.

*Fifthly,* with the growth of digital data, cybersecurity is becoming a priority. Risk-Security technologies must effectively protect against cyber threats, including viruses, hacker attacks, and cyber espionage.

*Sixthly,* this technology provides decentralized and reliable transaction recording. In the digital economy, blockchain is used for transparency, change resistance, and data authentication.

*Seventh,* in the digital economy, the use of robots and automated systems in production, logistics, and other areas is increasing. This will improve performance and reduce costs for specific tasks.

*Eighthly,* the creation of digital ecosystems and online platforms is becoming an important aspect of the digital economy. These platforms connect sellers and consumers, providing new business models and forms of interaction.

These technological trends by supporting the growth and development of the digital economy
affects various sectors, including manufacturing, healthcare, finance, education, etc.

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Researchers highlight such elements of the digital economy as electronic markets and sectors of the economy, platforms and technologies for the formation of competencies, as well as a special environment, including legal regulation, IT infrastructure, human resources, and cybersecurity.

Another defining characteristic of the digitalization process is its global unevenness. Digital technologies have a high cost, and their implementation requires large expenditures not only by the state, but also by producers and the population. Countries with relatively low incomesdo not have the opportunity to fully utilize all the possibilities of the digital economy, which makes their development even more difficult.

According to the data in Figure 3, the digitalization of the economy affects all spheres of state and public activity clearly shows that it affects.

## CONTRIBUTIONS AND OFFERS

The digitalization of the economy has a specific trend: if any new technology has shown its effectiveness within a certain area of management, it will begin to be applied in all other areas. For example, today the Global Internet is used to solve various problems in various spheres of production and life; working with big data (big data) is becoming increasingly important, although they were initially used in the service sector.

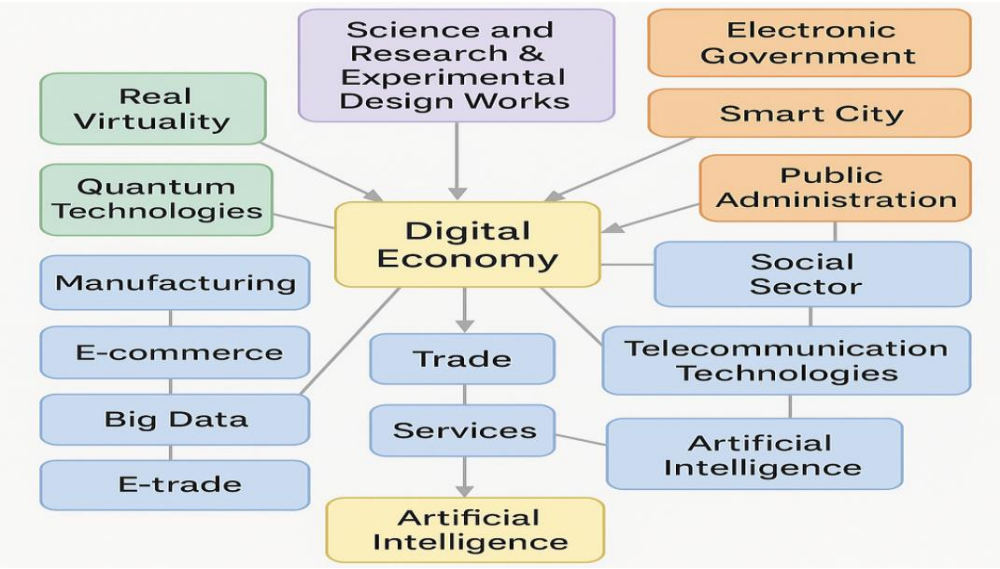


**Figure 3: The Structural Composition of the Modern Digital Economy**

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At the current stage of development of digital technologies, the active use of so-called artificial intelligence technology begins today. Currently, it is mainly used in the service sector for analyzing and processing data based on consumer preferences, as well as for data protection in the banking sector, but the prospects for its use in trade and production, as well as in the public sector and telecommunications enterprises, are constantly developing.

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