



THE ROLE AND PROSPECTS OF THE DIGITAL ECONOMY IN THE DEVELOPMENT OF MODERN SOCIETY

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Abstract

This article provides a scientific-theoretical and practical analysis of the role and prospects of the digital economy in the development of modern society. At present, as a result of the rapid acceleration of globalization processes, information and communication technologies, artificial intelligence, e-commerce, digital payment systems, Big Data, and cloud computing technologies are becoming an integral part of economic processes. Under these conditions, one of the most important areas is accounting, whose structure and content are gradually transforming. Therefore, this article deeply analyzes the role of the digital economy in social development and its future prospects. Based on the analysis, the main conclusions have been summarized and relevant proposals have been developed.

Keywords: digital economy, digital transformation, e-commerce, Big Data, cloud technologies, cybersecurity, digital literacy.

Annotatsiya:

Ushbu maqolada raqamli iqtisodiyotning zamonaviy jamiyat taraqqiyotidagi oʻrni va istiqbollari ilmiy-nazariy va amaliy jihatdan tahlil qilingan. Hozirgi kunda globallashuv jarayonlarining shiddat bilan tezlashishi natijasida axborot-



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kommunikatsiya texnologiyalari, sun'iy intellekt, elektron tijorat, raqamli to'lov tizimlari, Big Data hamda bulutli hisoblash texnologiyalari iqtisodiy jarayonlarning ajralmas tarkibiy qismiga aylanib bormoqda. Ushbu sharoida eng muhim bo'lgan sohalardan biri bo'lmish buxgalteriya hisobi va uning tarkibiy strukturasi o'zgarib bormoqda. Shu sababli ushbu maqolada raqamli iqtisodiyotning jamiyat taraqqiyotida tutgan o'rni va uning istiqbollari chuqur tahlil qilindi. Tahlil va natijalarni umumlashtirilgan holatda zarur xulosa va takliflar ishlab chiqildi.

Kalit so'zlar: raqamli iqtisodiyot, raqamli transformatsiya, elektron tijorat, Big Data, bulutli texnologiyalar, kiberxavfsizlik, raqamli savodxonlik.

Аннотация:

В данной статье научно-теоретически и практически проанализированы роль и перспективы цифровой экономики в развитии современного общества. В настоящее время в результате стремительного ускорения процессов глобализации информационно-коммуникационные технологии, искусственный интеллект, электронная коммерция, цифровые платежные системы, Big Data, а также облачные вычислительные технологии становятся неотъемлемой составной частью экономических процессов. В этих условиях одной из наиболее важных сфер является бухгалтерский учет, структура и содержание которого постепенно трансформируются. В связи с этим в статье глубоко проанализированы место цифровой экономики в развитии общества и ее перспективы. По результатам анализа обобщены основные выводы и разработаны соответствующие предложения.

Ключевые слова: цифровая экономика, цифровая трансформация, электронная коммерция, Big Data, облачные технологии, кибербезопасность, цифровая грамотность.



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Introduction:

Today's world economy is undergoing a digital transformation, and these processes are fundamentally changing the structure of national and global economic relations. Globalization, the rapid development of science and technology, and the integration of information and communication technologies into any economic activity require a transition from the traditional economic paradigm to the digital paradigm. Such a transformation has a profound impact not only on the production and service sectors, but also on the spheres of finance, trade, education, healthcare, and public administration, radically changing the content and form of economic relations.

The integration of digital technologies into the economy certainly opens up new opportunities. Through the effective use of innovative tools such as electronic platforms, artificial intelligence (AI), Big Data analytics, cloud computing technologies (Cloud Computing), Internet of Things (IoT), digital payment systems (Digital Payment Systems), and blockchain technologies, the efficiency, transparency, and operational efficiency of economic processes are significantly increasing. As a result, enterprises and organizations are able to optimize operating costs, effectively use resources, improve the efficiency of financial management and strengthen their position in market competition.

The strategic importance of the digital economy is especially great for small and medium-sized businesses (SMEs), and e-commerce, remote services, online banking, digital marketing and automated settlement systems are giving business activities a new dimension and a high level of flexibility. In particular, the use of digital solutions in the field of financial management, accounting, auditing and risk assessment plays a decisive role in increasing the accuracy of calculations, ensuring the transparency of financial information and sharply reducing the risk of human error.

It should be noted that the digital economy is also developing day by day in Uzbekistan. Our government is taking a number of measures to rapidly develop and improve this area. The transition to a digital economy in our country has been identified as a priority area of state policy, and within the framework of the "Digital Uzbekistan - 2030" strategy, it is stipulated that large-scale reforms will



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be implemented to digitize economic sectors, develop e-government, and expand IT infrastructure.¹

The strategic role of the digital economy in the development of society is determined by its complex impact on all aspects of socio-economic life. Digital transformation makes a significant contribution to providing convenient and fast services to the population, expanding the possibility of remote access to public services, creating new jobs, stimulating innovative entrepreneurship, and increasing institutional openness and transparency in economic processes. At the same time, the sustainable and continuous development of the digital economy also includes such urgent national tasks as increasing digital literacy, forming a modern digital infrastructure, ensuring cybersecurity, and training highly qualified digital personnel.

Literature review:

Scientific research and practical approaches in the field of digital economy are developing rapidly worldwide today. Internationally, research on this topic focuses mainly on the impact of digital technologies on economic growth, automation of production and service processes, development of e-commerce, expansion of digital payment systems, and formation of innovative management mechanisms. International organizations such as the World Bank, the United Nations, and the Organization for Economic Cooperation and Development assess the digital economy as an important factor in increasing the competitiveness of national economies, increasing labor productivity, and ensuring transparency in economic processes.

In scientific literature, the concept of the digital economy is interpreted as a new system of economic relations based on information and communication technologies, Internet platforms, artificial intelligence, Big Data, cloud technologies, and digital infrastructure. According to researchers, digital technologies not only accelerate production processes, but also allow enterprises to reduce costs, quickly process data, make informed management decisions,

¹ O‘zbekiston Respublikasi Prezidentining 11.09.2023 yildagi PF-158-sonli “O‘zbekiston-2030” strategiyasi



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and improve the quality of customer service. Therefore, digital transformation is considered an important component of the modern economy.

The article published by Turgunov M. and Madvaliyev B. discusses measures to improve intellectual management in industrial enterprises in the context of a digital economy, methods and techniques for increasing output through digitalization of production processes. The experience of developed countries in the field of the digital economy is extensive, and the need to widely apply this experience and practical examples in our republic is widely discussed. Based on the analysis of business models, theoretical and practical conclusions on the implementation of digital transformation and new business models in industrial enterprises of our country are analyzed.²

In particular, as a foundation for the wide-ranging projects being implemented in Uzbekistan, we can take as an example the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev No. PF-6079 dated 05.10.2020 “On approval of the Digital Uzbekistan - 2030” strategy and measures for its effective implementation”.

The text of this decree shows that the implementation of more than 220 priority projects has begun, which provide for the improvement of the e-government system, further development of the local market of software products and information technologies, the creation of IT parks in all regions of the republic, as well as providing the industry with qualified personnel. In addition, the “Digital Tashkent” complex program is being implemented, which provides for the launch of a geoportal integrated with more than 40 information systems, the creation of an information system for managing public transport and municipal infrastructure, the digitization of the social sphere and the subsequent introduction of this experience in other regions.³

In the digital economy, the transformation of the accounting and auditing system is emerging as one of the important factors in improving the efficiency of enterprise management, ensuring the reliability of financial information, and

² Turgunov M. va Madvaliyev B. “Raqamli iqtisodiyot sharoitida sanoat korxonalarida intellektual boshqaruvni - takomillashtirish”. “Oriental journal of engineering and modern technologies” jurnali, Volume 2 Issue 2, 2025. 70-75-betlar
³ O‘zbekiston Respublikasi Prezidentining 05.10.2020 yildagi PF-6079-sonli ““Raqamli O‘zbekiston — 2030” strategiyasini tasdiqlash va uni samarali amalga oshirish chora-tadbirlari to‘g‘risida”gi farmoni. Lex.uz saytidan ma’lumotlar olindi



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improving control mechanisms. In this regard, M. Romney and P. Steinbart describe the accounting information system as an important management tool that serves to collect, record, store, and transform data into useful information for decision-making.⁴

Brynjolfsson and McAfee (2014) argue in their work “The Second Machine Age” that artificial intelligence has ushered in a new era in the economy. According to the authors, while technological automation will dramatically increase labor productivity, it also poses a threat to the low-skilled workforce. A global study by PwC (2023) predicts that artificial intelligence technologies will add up to \$15.7 trillion in value to global GDP by 2030. According to them, this growth will be mainly observed in the manufacturing, finance, healthcare, and service sectors.⁵

The article "The Impact of Artificial Intelligence on the Labor Market" by Ergashev Botir provides a comprehensive analysis of the impact of artificial intelligence technologies on the labor market. The author scientifically covers the positive and negative consequences of artificial intelligence, job dynamics, the emergence of new professions and the disappearance of existing ones.⁶

Research Methodology:

This study used scientific, theoretical and practical analysis methods to study the role and prospects of the digital economy in the development of modern society. During the research, scientific literature on the topic, international experience, statistical data, and indicators of the development of e-commerce and digital technologies were analyzed. Also, comparison, generalization, systematic approach, statistical analysis, and graphical analysis methods were used.

Analysis and results:

When analyzing the role of the digital economy in the development of modern society, it is important to first determine the direct and indirect impact of digital

⁴ Romney M.B., Steinbart P.J. Buxgalteriya axborot tizimlari. (*Accounting Information Systems*). “Pearson” nashriyoti

⁵ Brynjolfsson, E., & McAfee, A. (2020). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies*. New York: W. W. Norton & Company.

⁶ Ergashev Botir. “Sun’iy intellektning mehnat bozoriga ta’siri”. “Yangi O’zbekiston, yangi tadqiqotlar” jurnali. Volume 3 issue 4 october 2025 <https://phoenixpublication.net/online> Issn:3030-3494.656-659-betlar.



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technologies on economic processes. Because digital transformation is fundamentally changing not only the activities of individual enterprises or organizations, but also the processes of management, production, service provision, financial settlement, and information exchange of the entire economic system. Today, e-commerce, digital payment systems, artificial intelligence, Big Data, cloud technologies, and automated management platforms are becoming important factors that increase the efficiency of economic activity.

In this context, this section analyzes the main structural directions of the digital economy, its impact on the socio-economic development of society, and its future prospects. Particular attention is paid to the acceleration of economic processes, cost reduction, increased quality and transparency of services, as well as the development of innovative entrepreneurial activity using digital technologies.

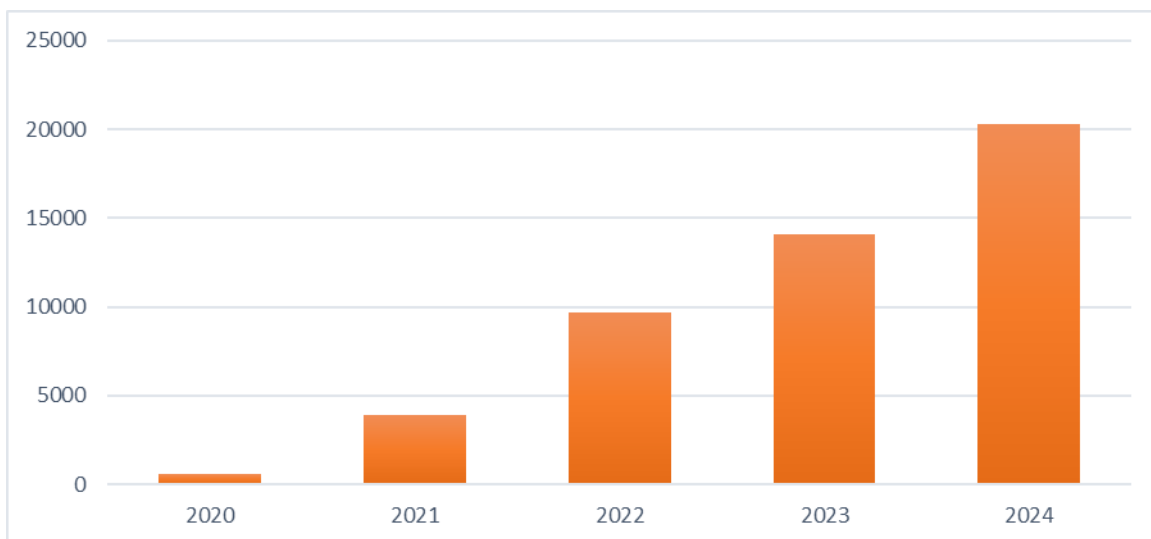


Figure 1. Gross value added generated by e-commerce (annual)⁷

This figure reflects the annual growth dynamics of the gross value added created in e-commerce during 2020–2024. As can be seen from the figure, the e-commerce sector developed consistently and at a high pace during the analyzed period.

⁷ 1-rasm ma'lumotlari www.stat.uz saytidan olindi va muallif tomonidan tayyorlandi.



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In 2020, the gross value added created in e-commerce was very low. This is explained by the fact that e-commerce platforms have not yet become widely popular, the level of use of digital payment systems is relatively low, and the population's online shopping skills are only just being formed.

Since 2021, a significant increase has been observed in the indicator. In particular, in 2022, the volume of e-commerce increased sharply, reaching a much higher level than in the previous year. During this period, the expansion of internet services, the increase in the use of mobile applications, the development of electronic payment systems, and the active transition of business entities to online sales channels were important factors.

In 2023–2024, the growth trend is further strengthened. In 2024, the indicator reached its highest level, amounting to approximately more than 20 thousand units. This indicates that the share of e-commerce in the economy is increasing, the digital services market is expanding, and digital trade relations between consumers and entrepreneurs are becoming more active.

The data in the figure show that e-commerce is one of the fastest growing areas of the digital economy. The growth of this sector contributes to the creation of new jobs in the national economy, the expansion of entrepreneurial activity, increased transparency in trade processes, and the development of digital payment infrastructure. Therefore, supporting e-commerce, developing digital infrastructure, and increasing the digital literacy of the population are important for the prospects of the digital economy.

Conclusions and recommendations:

The analysis shows that the digital economy is one of the important factors in the development of modern society. The widespread introduction of information and communication technologies, e-commerce, digital payment systems, artificial intelligence, Big Data and cloud technologies into economic sectors is accelerating production and service processes, reducing costs and increasing the efficiency of management decisions. In particular, the annual increase in the volume of e-commerce indicates that the practical results of the digital economy are increasingly gaining momentum.

The development of the digital economy is of great importance in increasing the competitiveness of the national economy, expanding entrepreneurial activity,



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increasing investment attractiveness and ensuring transparency in economic processes. At the same time, this process also creates urgent tasks such as strengthening cybersecurity, developing digital infrastructure, increasing the digital literacy of the population and training qualified personnel.

Based on the results of the study, the following suggestions can be put forward. First of all, it is necessary to further develop the quality of the Internet and digital infrastructure in the regions. Second, it is necessary to provide practical support to business entities to expand the use of e-commerce and digital payment systems. Third, it is advisable to strengthen the applied sciences of digital literacy, programming, artificial intelligence and information security in the education system. Fourth, it is necessary to increase the accuracy and transparency of financial information by digitizing accounting, audit and management processes in enterprises. Fifth, it is important to strengthen cybersecurity measures in the digital economy, ensure personal data protection and increase trust in digital services.

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