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Trends In The Development Of The Digital Economy

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ABSTRACT

The article analyzes the features of the digital economy, the ecosystem, the effective use of digital technologies in the development of the economy and current issues in this area, as well as the necessary skills of training for the digital economy, modern professions that will be needed in the near future.

KEYWORDS

Digital economy, big data, artificial intelligence, nanotechnology, quantum technologies, Internet of things, ecosystem, personnel, professional skills, skilled labor, business models, joint educational programs.

INTRODUCTION

At a time when many global changes are taking place in the field of innovative development and economics, the digital economy and a number of advanced digital technologies associated with it are rapidly entering our daily lives. The leadership of the Republic has made a number of important decisions in this area, and this year has been named the Year of Science, Education and the Digital Economy. In his Address to the Oliy Majlis on January 25, 2020, the President expressed his views on the development of the digital economy in the country: In order to continue and accelerate to a new, modern level, I plan to work in our country by 2020. I propose to call it the Year of Science, Enlightenment and the Development of the Digital Economy" [1].

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THE MAIN RESEARCH AND FINDINGS

Emphasizing the importance of these guidelines, we can say that the postindustrial or information society includes countries where the services sector accounts for more than 60% of the country's gross national income, where funding in the sectors engaged in software production is the next priority. It has increased more than 130 times in thirty years. The idea of development in global companies operating around the world to build information innovation is very simple - new progressive information technology business issues; and solve commercial problems, and each new generation of information systems leads to the emergence and further development of a number of new innovative services. The digital economy is named by a number of terms, including e-economy, digital economy, internet economy, network economy and virtual economy.

ANALYSIS OF THE RELEVANT LITERATURE

Key indicators of a digital economy include new pear-to-pear production, mass partnerships, public ownership of intellectual property, changes in consumption patterns, and an open labor market. The development trends of our country show that the above-mentioned markets will develop rapidly in the future [2; 3, p. 192]. In addition, the technological revolution associated with the fourth industrial revolution and 4.0 industrial technologies, namely mass robotization, auxiliary and virtual reality technology platforms, and 3D printer technologies, will further accelerate this process. 4.0 The term industry (fourth industrial revolution) came into use in 2011 and means the implementation of a global chain of value creation through digital technologies [4, p. 381]. With the spread of technologies such as "smart technologies" and "smart robots" around the world, the fourth industrial revolution will see the interaction of virtual and physical systems on a global scale. This, in turn, leads to full product flexibility and the creation of new operating models. Examples of digital economy and 4.0 Industry implementation on a corporate scale include: [5, p.164]

- Professional services - on-demand professional services - accounting services, design services, consultants, translators and more;
- Collaborative finance - crowdfunding, peer-to-peer lending;
- On-demand household services;
- Housing sharing is peer-to-peer accommodation;
- Transportation sharing is peer-to-peer transportation.

Other services in the digital economy, including big data, artificial intelligence, machine learning, crowdsourcing, crowdfunding, blockchain, and cloud technologies, will also play a crucial role in future economies and corporate governance. shows. Crowdsourcing and crowdfunding technologies, for example, help keep a company afloat, growing, and competitive. If crowdsourcing is a collective thinking, crowdfunding is considered a mechanism for collecting collective funds. Crowdfunding is a unique financial mechanism that is of great importance for all companies, regardless of the scope of work, type of activity and size, as a technology to raise funds for various projects. For example, the Russian market also

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has a number of large crowdfunding platforms that support the implementation of crowdfunding projects. The most popular crowdfunding platforms planeta.ru and Boombaster were founded in 2012. Currently, the number of such platforms exceeds 30. While Planeta.ru raised 660 million rubles for eight thousand projects, Kickstarter, a well-known foreign crowdfunding platform, raised $ 3 billion during the same period, and 126,000 successful projects were implemented [6, p. 172].

RESEARCH METHODOLOGY, ANALYSIS AND RESULTS

One of the most important technologies for corporate governance is blockchain technology, which can not only carry out operations on virtual money, but also become a new type of business architecture. In the future development of the digital economy, this progressive technology is expected to become more popular around the world. Cloud technologies are also critical to future corporate and financial governance, creating new and unexpected opportunities for the virtual economy. Cloud storage and the use of online technologies are helping to ensure data security and dramatically reduce operating costs. For example, renting 10,000 servers in the Amazon cloud now costs about $ 90 per hour. This will allow us to predict a further reduction in the cost of this type of services and the widespread use of such technologies in the country, and then small and medium-sized businesses will be able to use these technologies. The development of virtual reality (VR) and augmented reality (AR) technologies is also one of the future trends, and their impact on production is becoming increasingly significant. Such technologies allow workers and employees to see the internal structure of machines and mechanisms and monitor their performance. For example, Gigi Capital estimates that the size of the AR market could reach $ 90 billion by 2020, up from $ 1 billion in 2016. Goldman Sachs predicts that sales of virtual reality software will reach $ 9 billion by 2025 [7, p. 350].

There are currently several definitions of the term crowdsourcing, one of which is as follows [8, p. 232]: “Solving problems of great importance to the community through the power of volunteers or handing over a number of production-related activities to a community of uncertain individuals.” However, there are a number of shortcomings in this definition of crowdsourcing, and in order to address them properly, including the ability to apply the crowdsourcing mechanism to real business, the following broad definition of crowdsourcing is also suggested. are given [8, p. 232]. Crowdsourcing in the broadest sense is the creation of additional demand for a product or service through a crowdsourcing platform or the involvement of people on the basis of solving important socio-economic issues and implementing projects, launching production or creating a new product. In a limited sense, crowdsourcing can also be understood as a new interactive production mechanism based on the collective use of collective knowledge and actions that have a synergistic effect remotely from different parts of the world via the Internet 24/7/364. We conduct our research based on the same definition. There is no difference in nationality, race, education, or professionalism. Of course, getting people to do things this way can only be done through Internet technology. The synergistic

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effect is achieved on the basis of the diversity of people involved in crowdfunding projects. A crowdsourcing platform is a specialized automated system that collects, processes, stores, and transmits large amounts of data and financial resources through a specially designed, leased, or used technology service. A crowdsourcing product can be understood as a type of project, product or service. An example of this is the Russian innovative company Witology, founded in 2010. The company has its own crowdsourcing platform and offers services to solve intellectual business issues using its crowdsourcing technology. There are currently commercial, social and innovation crowdsourcing. For example, the practice of searching for innovative ideas aimed at improving the quality of a product or service can be called innovation crowdsourcing technology. It should be noted that crowdfunding is a technology of financial crowdsourcing, which can be used to raise funds for various innovative projects. In this case, the end product of crowdfunding is understood as the funds raised to finance the project. In March 2014, a large venture fund in the United States called Kickstarter raised $ 1 billion for various projects [9; 10]. We need to study the mechanism of implementation of similar projects and implement such large projects in our country.

SUGGESTIONS AND CONCLUSIONS

As a result of in-depth study of a number of recently published scientific and practical literature and Internet resources, we can suggest that the main indicators of innovative crowdsourcing, which are planned to be implemented in the Republic of Uzbekistan, include:

- Crowdsourcers are legal entities and individuals who perform work on a voluntary basis;
- Crowdsourcers operate on the Internet using cloud technologies;
- Crowdsourcers are made up of organizations and individuals from different parts of the country;
- A crowdfunding project in Uzbekistan can be commercial or non-commercial, depending on who or what organization is implementing it.

Another important conclusion is that the conversion of the Uzbek national currency - the soum - into a cryptocurrency in part or in some limited optimal proportions and its associated blockchain has successfully solved a number of financial problems in our country. would allow for a solution. As suggestions and conclusions we can note the following:

- Increasing the transparency and efficiency of current banking operations using digital economy methods and tools;
- Improving the efficiency of the public sector and its speed based on blockchain technologies;
- Eliminate or control the secondary and clandestine banking sector using digital and cloud technologies;
- Overcoming bureaucracy and effective fight against corruption in the state apparatus using the methods of digital economy;
- Effective fight against tax evasion by improving the tax payment process using blockchains;
- Creating new innovative opportunities for the development of small business and

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entrepreneurship using the methods and tools of the digital economy;

- Large-scale attraction of international monetary resources to the economy of Uzbekistan through various mechanisms of cryptocurrencies and digital technologies;
- Reducing the pressure of cash and other currencies on the economy through digital technologies and thereby increasing the competitiveness of the soum;
- Launch of new, convenient and effective credit mechanisms for enterprises, organizations, private entrepreneurs and individuals through crowdsourcing and crowdfunding methods;
- Creation of new jobs through the creation of cryptocurrencies and blockchain infrastructure and the widespread introduction of modern intellectual information technologies in the country;
- Further acceleration of innovation processes using digital economy technologies.

However, in order to make such a big change, it is necessary to make a number of important changes in the higher education system, including the urgent need to train modern qualified specialists in the following areas in our country would be appropriate:

- Knowledge Base Specialists;
- Data Security Engineers;
- Specialists in digital transformation in various fields;
- Data Scientists;
- Cloud Technology Specialists;
- Machine Learning Specialists;
- Distance Learning Specialists;
- Database administrators;
- Digital Logistics Specialists;
- Marketers in the digital space.

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