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Research Article

POSITIVE AND NEGATIVE SIDES OF THE DIGITAL ECONOMY

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ABSTRACT

In this article the concept of digital economy, information about its current importance and its positive and negative aspects is covered

KEYWORDS

Digital economy, Uber, Positive aspects, positive and negative sides, information.

INTRODUCTION

The choice of the state to develop the digital economy opens new directions in the field of information technologies and in general, in the field of circulation of electronic documents. The turn to "number" was caused by the development of the global Internet network and quality communication. As a result, it became possible to exchange and collect a large amount of information, which, in turn, allows to process the collected information, make predictions, make informed decisions and get various benefits. All this requires a compatible infrastructure, in other words, an ecosystem of global information platforms.

However, this comes with the risk of data loss, business loss, job losses, security breaches, and the need for modernization. These issues need to be resolved quickly, as delay in this regard carries serious risks. According to the authors, an important role in the changes taking place at the moment is not whether the digital economy is a

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myth or a reality, but how these changes serve society. we see it changing. New business models are emerging, such as Uber, which remove intermediaries and lead to direct communication between the customer and the supplier. Earlier, similar changes took place in the financial sector and telecommunications.

Changes are also expected in the industry, because the emergence of a digital enterprise and a digital image of a person can seriously change the entire model of humanity. This shows that information technology is gradually taking the place of people. This is the digital economy.

True, it is not yet known what drastic changes will take place in the country. One participant of the conference cited as an example the modernization of a normally functioning machine-building plant while producing a competitive product. However, when calculating the solution related to portals, robotic complexes and other elements of the digital enterprise, it turned out that it can justify the costs in at least 15 years due to the reduction of labor capacity and increase of labor productivity, and the management of the plant is half-and-half abandoned the idea in favor of the resolution.

This raises doubts about the rapid digital transformation of the industry in the current conditions of technical backwardness (Table 1).

Table 1

Advantages	Disadvantages
Minimum costs from the state's point of view	- infrastructure creation period is long - the digital economy is organized in the interests of big business - suboptimal architecture of digital economy infrastructure
The minimum period for creating a technological base	- financial costs are high - the use of a limited number of technologies

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- rapid formation of infrastructure -functional architecture meets the needs and requirements of all stakeholders - maximum transparency and controllability of all systems that make up the common digital space - ease of development, integration and service of digital platforms	- there is a high risk of digital monopolization in many industries - high risk of increasing digital inequality (between geographies and between industries)

Positive aspects of the digital economy. Except for rare cases, everything that is written about the digital economy in the world has a positive, approving character. In fact, the digital economy in the Republic of Uzbekistan can make any countermeasures against business useless and create a favorable business environment in the country. The digital economy can fulfill the following set of tasks:

For the first time, the digital economy allows us to see the national economy of the city, region, network, and the entire country as a common field. This allows, for example, the "Laboratory of Digital Diagnostics of Business" to create new products and markets, to structure existing markets in accordance with the interests of the most advanced product manufacturers, to optimize the management system based on the use of artificial intelligence.

- Increasing the level of protection of critical infrastructure.
- Formation of the legal base of the digital economy.
- Strict prosecution of crime in the digital economy.
- Readiness to transfer rights to digital codes.

Development of common universal standards of the digital economy for the entire national economy.

Transition to general rules of interaction for government, business and society.

Using the digital economy as a foundation of the real sector of the national economy, not as a destroyer that leads to systematic unemployment in the country, a decrease in the purchasing power and standard of living of the population, a decrease in industrial and agricultural production, and a decrease in state budget revenues.

Smart city, smart police, smart railways - improvement of citizens' quality of life.

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The high growth rate of the digital economy and the economic efficiency of the digital economy.

Understanding the threats to digitalization in general, the depth and openness of the conversation between experts and society on this topic.

If we talk about the negative aspects of the digital economy, we can see from a moral point of view that the task of the digital economy is to end the world monetary system. Destroy all money. Today, money is a contingent commodity, like glass beads in Papuans. We have numbers in banks, not money. We will transfer these numbers again. The virus can destroy all numbers and make us and our country poor in one day. According to GATA, the goal of the digital economy as a US state lobbying tool is total control over all governments, all trade and industry, and everyone without exception. All of these are potential downsides. In order to come to such assumptions, together with listeners and readers, it was necessary to turn to the basics of the digital economy and understand what is at the basis of the development of the digital economy.

However, in the absence of a moral component in the digital economy, it is a platform for effective management and complete review of any country. The only difference is whether the digital economy has a moral component or not. The spiritual component cannot be avoided in the digital economy. Ignoring the spiritual component will lead to the destruction of any economy and any state.

Sberbank vs. Alibaba One of the clear examples in the field of development of digital platforms is China, which has the Alibaba system. The experience of its use shows that the collection of data creates a competitive advantage for expansion into various sectors of the economy. If we don't do something like this, there could be serious risks. Our country is threatened by Alibaba, and this system is shown as the idea of introducing a tax on purchases.

Alibaba is not just a digital platform, but an ecosystem of platforms. Understandably, the power of such an ecosystem is greater than the power of individual platforms. Even the US is currently losing this race, because it has to integrate different platforms, while in China, development in this area is happening slowly at the expense of increasing efficiency - from one platform to another.

A lot depends on the state's position in global affairs such as the transition to a digital economy. It is important that everything does not go to a single state platform that unites everything and transfers it to the "number": "The task of the state is not to do anything to the network of business, but simply not to give halal to business."

In China, the Alibaba system did not appear because the state created a platform for it. He just created the conditions for the emergence of such a platform. Although the government supports Alibaba, it is considered a commercial enterprise, not a state-owned corporation, and its services are used because it is competitive.

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The role of the state is to create general rules, and business begins to change, as the business environment changes and competition grows. If 15-20 years ago it was not possible to win in our republic due to the use of IT, it will depend on whether the company will grow or leave the market. This looks good in the example of electronic document circulation. Those who do this will slowly lose market share.

A serious cumulative effect is not due to the creation of a new common platform, but due to the emergence of an infrastructure that is closely related to the collection of many independent organizations and products, each of which is engaged in its own work. can be. But it is important to develop standards and protocols at the highest quality level.

In our opinion, this is a step that will make the state friendly with its goals, a business interested in the science that can determine the needs of the economy from its results. In other words, the digital economy can combine government, business and science.

The digital economy is defined as follows: "business activities in which the main factors of production are data in digital form, the use of large amounts of data and various types of production activities, technologies compared to traditional forms of business management , using the results of the analysis that will allow to increase the efficiency of delivery, storage and sale of equipment, goods and services".

In order to achieve compatibility with other international systems and practical mechanisms, data models and documents in the "common window" mechanism should be organized on the basis of international standards and recommendations. When creating a list of information covering the information of the initial list of messages and documents that need to be harmonized, as well as in the formation of a national data model, identification of appropriate elements, including their description in accordance with the requirements of international standards and must be specified.

The development of electronic commerce in Uzbekistan can be conditionally divided into two periods: before 2015 and after. Until 2015, active work was carried out on the development and preparation of the regulatory legal framework in our country. In 2015, the Republic of Uzbekistan adopted the concept of e-commerce development in 2015-2018, which in the medium term outlines the main directions of e-commerce development, expanding the competitive environment, improving modern infrastructure and creating additional jobs, as well as determined the forms and ways of further improvement of the legislation on electronic commerce.

However, as of today, it can be said that the measures reflected in the concept have not been fully implemented. For example, a number of decisions aimed at the development of e-commerce have not been adopted in the legal framework. In particular, mass sending of electronic messages or electronic documents, placement of advertisements in electronic commerce is not approved.

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At the same time, on May 14, 2018, the President of the Republic of Uzbekistan Shavkat Mirziyoyev signed the Resolution "On measures for the rapid development of electronic commerce". This document reflects a number of measures aimed at improving electronic commerce in Uzbekistan.

It should be noted that today users are actively using Telegram bots to order food products. Uzbek consumers are also actively paying for internet or phone services through mobile applications. This indicates that the people of Uzbekistan believe in electronic transactions, but until now, users are not ready to increase the average purchase price by performing small transactions that do not require large expenses. The average number of users of electronic transactions in Uzbekistan ranges from 50,000 to 200,000 sums.

Along with the global indicators, the Uzbek consumer uses a mobile phone to make an electronic transaction, because it is more convenient and has a number of convenient applications. Thus, it is possible to talk about the development of mobile commerce and to use the method of production of phones with the possibility of connecting to the Internet with a value of up to 800,000 soums.

As for the choice of products, most of the respondents preferred to buy clothes, household appliances and electronics via the Internet. Cars and real estate items were the least purchased goods via the Internet. This can be explained by the fact that at the moment the user is not yet ready to give large amounts of money in the "online" mode.

In addition, users actively use payment systems such as UzCard, VISA, MasterCard. The least popular systems are Union Pay, WebMoney and cryptocurrencies. As for the problems of buying products online, almost all respondents mentioned difficulties in payment time, low quality of goods/services, long delivery time, as well as high price.

Thus, based on the data obtained as a result of the public survey, it is possible to identify a number of problems and shortcomings that are hindering the development of electronic commerce in Uzbekistan:

- Distrust of the population to conclude electronic transactions.
- High cost of delivery.
- Low quality of goods/services
- Fraud.
- Low level of computer literacy.

The conducted public survey shows that the population of Uzbekistan is ready to carry out electronic transactions, but during their implementation, the user faces a number of problems that push the average consumer away and slow down the development of electronic commerce in Uzbekistan.

The age of information technology has set new rules. The digital economy is a market model with great potential, which is interesting for theorists-scientists in a narrow circle:

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- information is a priority commodity, although this resource is not limited at all;
- the network market is huge and democratic, the main thing is that network boundaries are easily "washed away";
- the success of the project or company no longer depends on the number of employees and the size of financial assets;
- hardware power becomes a multi-use, universal, timeless and non-degrading tool;
- the conditions of competition will change, after all, in the digital environment, quick intellectual solutions will prevail over any strong physical base.

The digital information market is all about speed and ease of decision making. The heavy production base is in the last place here. Huge corporations that seem to have existed forever and have huge market shares in the network have given way to companies with no history at all in just a few years.

Thus, it is impossible to wait for the "number" fashion to pass. This is a natural and cruel stage of evolution, in which those who live by the rules and scales of the previous century will be left behind. It would be appropriate to compare them to dinosaurs.

How much does information cost?

What tools are used to determine the value of information and related processes? There are several recommended ways to plan your accounts.

Infonomics is a relatively new science that emphasizes the value of information as an economic asset. The authors of the series recommend evaluating data comprehensively, rather than individual files, and call for openness as one of the main criteria for the value of information - the more difficult it is to obtain information, the more valuable it is.

Evaluation of communication channels - the value of information is determined by the benefit, level of influence, quantity and accessibility for interested parties within a specific communication sector.

Modernization of algorithms is a process in which their economic potential is determined, the evaluation algorithm is a specific, universal commodity that can be used in different markets and industries.

Information as a commodity does not have a centralized body responsible for economic justification of processes, technologies and algorithms at this stage.

Thus, there are no clear standards for evaluating information assets. But it is he who opens up a world of great benefits to enterprising and enterprising companies and individuals. Whoever is the first gets what he wants, and those who come after him can only get the rest.

Digital transformation of the economy. It would be short-sighted to consider the old schemes of doing business as 100% anachronism. The boundaries between networks are disappearing, new opportunities are emerging, but at the basis

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of any commercial relationship there is always one simple desire - to sell or buy goods or services.

Thus, the digital economy tends to be more volatile than physical assets.

Existing funds and mechanisms should not be destroyed in the name of new technologies. A timely audit and a good understanding of what is happening are enough incentives to start moving in the right direction.

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