



THE ROLE OF THE DIGITAL ECONOMY IN IMPROVING THE BUSINESS ENVIRONMENT

Aripov Oybek Abdullayevich

Doctor of Economics (DSc) Head of the Department of Economics of Namangan Engineering Construction Institute., Republic of Uzbekistan, Namanagan city, 12 Islam Karimov street.

Abstract: The article is devoted to the importance of the digital economy in improving the business environment. The mechanism of the penetration of the virtual environment into the activities of infrastructures and the expansion of the business environment based on the digital economy is explained in detail. A symbolic formula has been developed to improve the business environment.

Key words: digital economy, small business, entrepreneurship, business environment, infrastructure, doing business.

Diversification of the market infrastructure is important in expanding the business environment. The digital economy has a special place in this direction. Because the virtual environment develops thanks to the digital economy. This leads to the increasing expansion of electronic forms of market services. As a result, the activity of small business entities increases. The virtual environment is becoming part of the infrastructure facilities and taking place in the business environment as well (Fig. 1). The most important thing is that the business environment in the country is becoming more comfortable, as a result of which the development of global relations is accelerating.

In our opinion, it is important to develop the digital economy. In order to activate the Internet system, it is necessary to attract foreign investments. As a result, the use of modern technologies of electronic transmission will be activated. Favorable conditions are provided for the development of broadband optical networks and modernization of the mobile communication network. This is a more favorable environment for the activity of small business entities, and there is an opportunity to quickly and concisely implement mutual economic relations with various countries of the world.

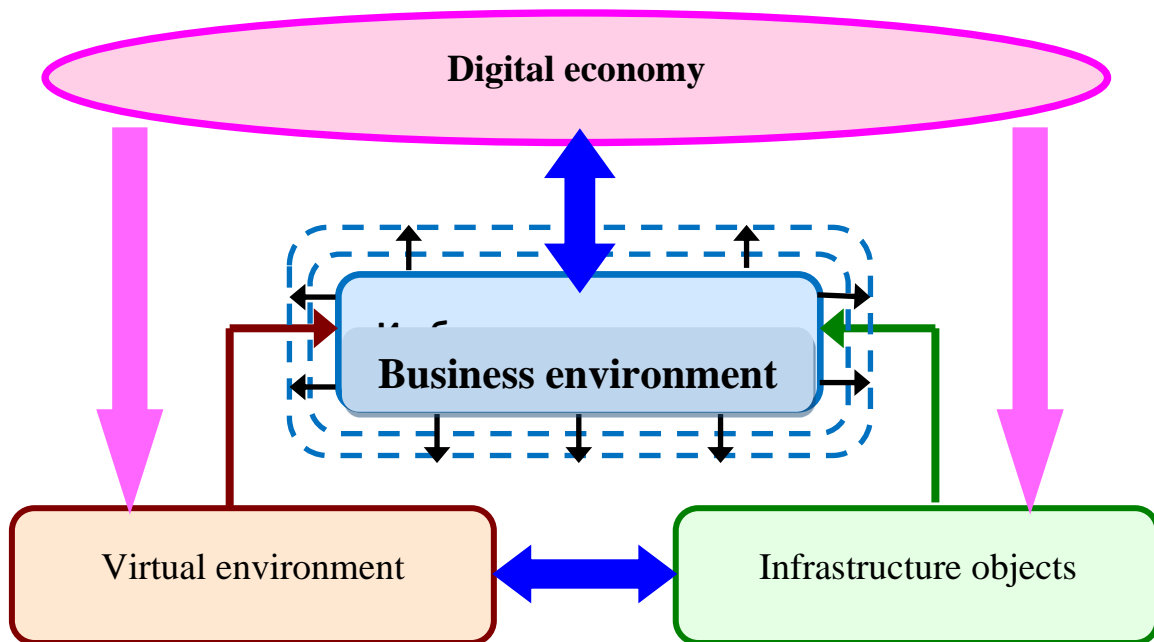


Figure 1. The mechanism of penetration of the virtual environment into the activity of infrastructures and the expansion of the business environment based on the digital economy

The digital economy can unite government, business and science. In order to be able to coexist with other international systems and practical mechanisms in the digital economy, data models and documents in the "common window" mechanism should be organized based on international standards and recommendations. It is necessary to describe and define them in accordance with the requirements of international standards when creating a list of information that covers the initial information of messages and documents that need to be harmonized, as well as when forming a national data model¹.

It should be recognized that by 2030, the main task is to increase the share of the digital economy based on information and communication and internet technologies to 10% of the country's gross domestic product. Moreover, all organizational and legal measures are used to achieve high indicators in the rating of international organizations.

By September 1, 2023, it was proposed to introduce a system measuring the quality of internet services and transmission speed in Uzbekistan. Its web service link and mobile application are also set to be placed in open sources and on the official websites of Internet service providers.

In accordance with the decisions of the President No. PQ-357 of August 2022 and No. PQ-4024 of November 2018, it is proposed to introduce the national information system "teznet.uz" for measuring the quality of Internet services and transmission speed.

¹ Хашимов П.З., Фахриддинова З.Ф. Ўзбекистонда рақамли иктисодиётни ривожлантириш истикболлари. // Иктисод ва молия. №3, 2020. 157-164 бетлар.

The main goal is to monitor the quality and speed of Internet services using modern IT tools and provide public control. Also, relevant ministries and agencies are planning to implement the following together²:

- By February 1, 2023, study the international experience in data transmission, including measuring the quality of Internet services and transmission speed;
- By July 10, 2023, the technical documents of the "teznet.uz" national information system will be developed and examined in accordance with the established procedure;
- By September 1, 2023, it is planned to launch the system in the initial stage as a test.

At the same time, in order to further develop the internet system in Uzbekistan, 40 mln. from the People's Republic of China. Borrowing in US dollars is under consideration. "According to the draft decision of the Cabinet of Ministers, these funds will be used to pay 100 percent of the value of the import contracts for the supply of technological equipment, software and services concluded by JSC "Uzbektelecom" within the framework of investment projects"³. The document also envisages such projects as "development of telecommunication networks with the perspective of introducing 5G technology", "expansion of the data storage and processing center" and "introduction of wireless technologies for broadband Internet connection".

All opportunities and conditions are sufficient for the development of the digital economy in Uzbekistan. However, the development of such an economy is very slow. This is caused by a number of factors:

- low internet speed and quality throughout the country;
- existence of monopolies in many areas of the economy;
- that the legislation in the field of information technologies is behind the times;
- low level of computer literacy;
- lack of qualified specialists in information technologies;
- is insufficient information technology security.

Of course, such negative factors not only hinder the development of the digital economy, but also have a negative impact on the business environment in the country.

Based on the above, the business environment (*Иш_м*) it is appropriate to refer to the following formula in the symbolic sense of improvement⁴:

$$Иш_{м} = Коун_{т} + Мал_{м} + Инф_{ф} + Кор_{кк}$$

So, improvement of the legislation in facilitating the business environment (*Коун_т*), qualified specialists (*Мал_м*) attraction, infrastructure activities (*Инф_ф*) along with improving, fighting corruption (*Кор_{кк}*) is important.

In order to facilitate the business environment in the country, it is necessary to implement measures in the following directions to expand infrastructure activities:

- - increase the efficiency of domestic capital use in local conditions and increase the attraction of foreign investors;

² <https://www.gazeta.uz/oz/2022/11/14/national-system/>

³ Манбалар: <https://review.uz/ru/news/technology/> Узбекистан улучшит инфраструктуру интернета за счет китайского кредита.; <https://uznews.uz/ru/article/16132> .

⁴ Арипов О.А. Монография: Ўзбекистонда кичик бизнесни давлат томонидан тартибга солиш ва ишбилармонлик мухитини ривожлантириш. –Т.: «LESSON PRESS» нашриёти, 2021. 171 бет.

- - opening branches of infrastructures serving small business entities operating in the CIS countries;
- - establishment of infrastructure branches or their subsidiaries as part of the activities of multi-branch small business entities;
- - establishment of innovative institutes in regions (especially in rural areas) and strengthening of their activities: increasing the number of business incubators, technological parks, leasing enterprises, technological production centers and organizing competition;
- - activation of the powers of local government agencies in order to use the means of stimulating the activity of the market infrastructure and to eliminate bureaucratic obstacles;
- - to teach entrepreneurs the basics of modern business, to establish a separate training center for independent entrepreneurs and to introduce training courses involving specialists in cooperation with higher education institutions;
- - preparing and publishing specialized literature on market infrastructure activities in order to activate market infrastructure facilities and publicize its activities.

In short, we are currently witnessing how electronic technologies are fundamentally changing the public service industry. Through the changes that are taking place, we do not want to admit that the digital economy is a myth or a reality. On the contrary, we expressed our opinion that the digital economy will bring changes to the business environment and create an opportunity to provide more effective service to the society.

REFERENCES:

1. Abdullayevich, A. O. (2021). Problems Of Agricultural Development In Uzbekistan. *Design Engineering*, 9724-9729.
2. Арипов, О. А. (2019). Структурные элементы деловой среды и их влияния на функционирования субъектов малого бизнеса и предпринимательства. *Региональные проблемы преобразования экономики*, (8 (106)), 184-191.
3. Арипов, О. А. (2017). Приоритетные направления развития малого бизнеса и предпринимательства в Узбекистане. *Российское предпринимательство*, 18(24), 4329-4340.
4. Арипов, О. А. (2018). Основные Компоненты Формирования Деловой Среды И Масштабные Развития В Экономике Узбекистан. In *Региональные проблемы преобразования экономики: интеграционные процессы и механизмы формирования и социально-экономическая политика региона* (pp. 121-123).
5. Арипов, О. А. (2019). Создание благоприятного налогового климата для малого бизнеса и частного предпринимательства в узбекистане. In *актуальные вопросы совершенствования бухгалтерского учета, статистики и налогообложения организаций* (pp. 64-68).
6. Арипов, О. А. (2015). Современное развитие малого бизнеса и частного предпринимательства в Узбекистане. *Молодой ученый*, (22), 332-334.
7. Арипов, О. А. (2018). Ўзбекистонда ишбилармонлик мухитини яхшилашдаги ташкилий-хукукий саъй-ҳаракатлар. *Экономика и финансы (Узбекистан)*, (5), 18-25.
8. Арипов, О. А. (2017). Современные тенденции развития малого бизнеса и предпринимательства в Узбекистане. *British Journal for Social and Economic Research*, 2(5), 33-40.
9. Арипов, О. А. (2012). Ўзбекистонда кичик бизнес ва хусусий тадбиркорликни давлат томонидан тартибга солиш. *Т.: Фан*, 272, 332-334.

10. Aripov, O. A. (2019). Development of small business and private entrepreneurship and creating competent business environment for them. *Economics and Innovative Technologies*, 2019(2), 1.
11. Abdullaevich, A. O. (2023). INSON KAPITALINI RIVOJLANISHIGA DOIR MULOHAZALAR. *Interpretation and researches*, 1(3), 13-20.
12. Арипов, О. А. (2021). Ўзбекистонда кичик бизнесни давлат томонидан тартибга солиш ва ишбилармонлик муҳитини ривожлантириш.
13. Abdullaevich, A. O., & Abdulazizovich, K. U. B. (2023). The Importance of Infrastructure in Facilitating the Business Environment. *Journal of Survey in Fisheries Sciences*, 10(2S), 3695-3702.
14. Арипов, О. А. (2019). Кичик бизнес ва хусусий тадбиркорликни ривожлан-тириш ҳамда ишбилармонлик муҳитини яратиш. “*Иқтисодиёт ва инновацион технологиялар*” илмий электрон журнали, 2.
15. Aripov, O. A. (2019). Development of small business and private entrepreneurship and creation of business environment. *Economy and innovative technologies" scientific electronic magazine*, (2).
16. Aripov, O. A. (2012). State regulation of small business and private entrepreneurship in Uzbekistan.-Т. *Tashkent: Fan*, 272.
17. Ботирова, Р. А., Сирожиддинов, И. К., & Жураев, Э. С. (2020). Поддержка и стимулирование инвестиционных процессов в экономике в условиях коронавирусной пандемии. *Экономика и социум*, (5-1 (72)), 416-421.
18. Abdulazizovich, X. U. B., Qutbiddinovich, S. I., & Sobirjon o'g'li, J. E. (2021). POSITIVE ASPECTS OF THE CASH METHOD IN SMALL BUSINESSES IN A PANDEMIC ENVIRONMENT. *American Journal of Economics and Business Management*, 4(3), 1-8.
19. Isomukhamedov, A., & Sirojiddinov, I. (2022, January). DETERMINING AND ACCOUNTING FOR THE COST OF PRODUCTION IN SMALL BUSINESSES IN THE MANUFACTURING SECTOR. In *Conference Zone* (pp. 241-243).
20. Сирожиддинов, И. К., & Ходжибаева, И. В. (2020). Инновационные процессы в экономике регионов в условиях коронавирусной пандемии. *Молодой ученый*, (20), 449-452.
21. Ботирова, Р. А., & Сирожиддинов, И. К. (2015). Роль коммерческих банков в финансовом оздоровлении предприятий. *Молодой ученый*, (5), 245-246.
22. Sirojiddinov, I. Q., & Xodjibaeva, I. V. (2021). Factors affecting regional investment potential. *Asian journal of multidimensional research*, 10(5), 404-409.
23. Sirojiddinov, I., & Xodjibaeva, I. (2020). Features of the investment process in the economy in the conditions of the pandemic coronavirus. *EPRA International Journal of Multidisciplinary Research-Peer Reviewed Journal*.
24. Ботирова, Р. А., & Сирожиддинов, И. К. (2017). Социальная направленность инвестиционных процессов в Узбекистане. *Молодой ученый*, (41), 38-39.
25. Сирожиддинов, И. К., & Ботирова, Р. А. (2016). Представление финансовой отчетности в соответствии с международными стандартами финансовой отчетности. *Молодой ученый*, (12), 1460-1461.
26. Сирожиддинов, И. К., & Ботирова, Р. А. (2016). Ускоренное развитие промышленности-основа структурных преобразований в экономике. *Молодой ученый*, (28), 546-548.
27. Сирожиддинов, И. К., & Ботирова, Р. А. (2014). Стимулирование развития малого бизнеса и частного предпринимательства в Узбекистане. *Молодой ученый*, (6), 486-488.