

RAQAMLI TEXNOLOGIYALARNING KICHIK BIZNES VA TADBIRKORLIK
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Annotatsiya: Maqolada kichik biznes va tadbirkorlikni raqamlashtirishda xorij tajribasi va milliy tajriba tendensiyalari tahlili berilgan bo'lib, raqamlashtirishning afzalliklari ilmiy jihatdan asoslab berildi.

Kalit so'zlar: Kichik biznes, texnologiya, taraqqiyot strategiyasi, raqamli iqtisodiyot.

Annatation: The article provides an analysis of foreign experience and national experience trends in digitalization of small business and entrepreneurship, and the advantages of digitalization are scientifically justified.

Keywords: Small business, technology, development strategy, digital economy.

The practical experience of the world shows that a small business requires less capital expenditure compared to large manufacturers, is compact, can quickly change the types of products it produces depending on the conditions, and has the ability to rapidly modernize production facilities. is important. Small business can quickly adapt to the changing requirements of the market and economic crises that occur from time to time.

As the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, said: "By an active entrepreneur, we mean business people who are able to produce competitive products, and most importantly, who create new jobs and support not only themselves and their families, but also benefit the entire society. Our first task is to expand the ranks of such entrepreneurs, including bringing and introducing high technologies, equipment and tools based on the latest achievements of science to our country. If necessary, we should give them every opportunity to gain experience in leading foreign companies and organizations and to cooperate in mutual interest."

The 29th goal of the Development Strategy of New Uzbekistan for 2022-2026 is to create conditions for the organization of business activities and the formation of permanent sources of income, to increase the share of the private sector in the GDP to 80% and the share of exports to 60%. It is important to organize marketing activities in small business and entrepreneurship in the formation and development of active entrepreneurship in the conditions of the digital economy. In recent years, the digital economy has been growing rapidly. At the current stage of the development of technologies, where the growth of the digital economy is directly related to digital and mobile technologies, and in the current state of the markets, it is necessary to consider the digital economy not as a goal, but as a means of increasing the efficiency of economic activity. Therefore, in the conditions of the digital economy, it is necessary to develop marketing activities in small business and entrepreneurship. The digital economy is a new system that implements political-economic, scientific-social, cultural and educational relations using digital technologies, and "digital entrepreneurship" is of particular importance in the conditions of the digital economy.

The main tasks of the digital economy:

- Creation of digital business and entrepreneurship;
- Pay special attention to the provision of investments that support the sustainable development of enterprises;

The 21st century, which is experiencing the process of digitization, requires the introduction of a digital environment into every social interaction. It would not be wrong to say that the digital economy, which is equally interesting for all of us, is one step ahead of all industries in this period. A prosperous life of every state and society is ensured, first of all, by a strong economy.

Also, the consistent reforms carried out under the leadership of our head of state to develop small business and private entrepreneurship and create a favorable business environment are showing their results today. In particular, the conditions and amenities created for the development of the

industry, the privileges and preferences given, are highly appreciated in the world, as well as being an important factor in the formation of the middle owner class in our republic, the stable growth of the economy, the creation of new jobs and the increase in the income of the population. .

Research and innovations of young scientists play an important role in raising the economy of Uzbekistan to a new level. This creates the need to study and support the research conducted by them. The formation of entrepreneurship is closely related to economic and social conditions. Social conditions are close to economic conditions of entrepreneurship formation. Social conditions are primarily determined by the desire of buyers to purchase goods that can meet the taste and fashion. This requirement may change at different stages. This is strongly influenced by the moral and religious norms that depend on the socio-cultural environment. These standards have a direct impact on the lifestyle of buyers and, through it, on the demand for goods. Social conditions affect a person's attitude to work, which, in turn, affects the amount of salary offered by the business, and the attitude to working conditions. An example of this is the legal system that the USA has been supporting in the field of business for many years. According to Census data, 51.3% of all small businesses are owned by men, 28.7% are owned by women, 3% are owned by the state, and the remaining 17% are owned by men and women. was equally relevant. Women tend to own more service-based businesses, where men tend to own more product- or technology-based businesses. In different countries, criteria are used that include enterprises in one or another group according to their size. According to the methodology of the European Union, small and medium-sized enterprises are determined by the specified criteria. Enterprises with 1 to 20 employees in foreign countries are classified as craft enterprises, those with 20 to 100 employees are small, and those with 100 to 500 employees included in medium-sized enterprises. In the US, two-way grouping of small businesses is used. In the first case, this concept covers enterprises with up to 500 employees. In the second case, enterprises are divided according to the volume of annual revenues: in the field of transport, the volume of annual revenues is 3.5 mln. 20 million dollars. up to \$9 million in construction. 21 million dollars. up to \$15 million in wholesale trade. 35 million dollars. up to \$3.5 million in retail trade. 13.5 million dollars. up to \$2.5 million in services. 14.5 million dollars. enterprises up to USD are considered small firms. In Germany, the number of employees and annual turnover are used. Small enterprises have up to 10 employees, and medium enterprises have up to 50 employees and an annual turnover of 100 million. enterprises up to EUR. In France, small and medium-sized businesses include micro-firms with up to 19 employees, and small enterprises with 20-299 employees. Today, technological changes are increasingly affecting almost all aspects of society. The digital transformation, which is carried out along with the development and introduction of new technologies, has a wide impact on the digitization processes of small and medium-sized enterprises. These corresponding changes and developments require serious efforts to implement in the long term. For this, it is necessary to develop new business models and processes in order to improve traditional business models and maintain the competitive advantage of organizations. From this point of view, the correct management of production factors is the key to ensure the profitability of the organization.

Currently, companies are actively working on the step-by-step transition to Industry 4.0. Industry 4.0, also known as the "Fourth Industrial Revolution", "Smart Manufacturing", "Industrial Internet" or "Integrated Industry", is currently a hot topic. Industry 4.0 is thought to have the potential to impact entire industries by changing the way goods are designed, manufactured, delivered and paid for, and the way services are delivered. This allows introducing various types of innovations that are part of smart manufacturing. Technologies used in smart manufacturing include computer-integrated manufacturing, high flexibility and rapid design changes, digital information technology, flexible technical workforce training, rapid change of production levels based on demand, supply chain optimization . Industry 4.0 leads to full automation and digitization of processes and the use of electronics and information technology (IT) in production and services. These changes affect the entire process of providing services, that is, from ordering a specific

service by the customer, choosing its characteristics, possibly materials, equipment for its implementation (if necessary), the process of service production and its demand. may belong to mol. Digital transformation has changed not only the way organizations work, but also the transformation of the market into a complete value chain. Industry 4.0 will bring fundamental changes in the economy, work environment and skills development. Today, most European businesses have access to the Internet, and many of them offer their products online. Thanks to global communication, products and components will be able to exchange information with any other IoT devices, thereby significantly expanding their functionality. As for service providers and the services they offer, these changes enable the processing of large amounts of data, the ability to respond to ever-changing customer requirements, and the ability to offer services. Industry 4.0 poses big challenges for enterprises. One of them is the digitization of processes in enterprises. Thanks to the digitization of service processes, they can be provided not only in a traditional way, but also online. In this way, service companies provide easy access to customers. The service process will be faster and the choice will be expanded. It also allows us to meet the growing demands of our customers.

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