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INFORMATION IN THE DEVELOPMENT OF THE DIGITAL ECONOMY ROLE OF TECHNOLOGIES

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Abstract: Digital technologies and their structure and elements in the information system of the Republic of Uzbekistan are widely covered in this article..Also, the possibilities of introducing digital technologies and their elements in the system on a large scale, their advantages and directions for its improvement are proposed.

Keywords: commercial, digital, technology, information technology, digitalization, government, electronic segment, technological, digital environment.

In recent years, the importance of advanced technologies and innovation in the development of the economy is increasing. The latest technologies can improve the efficiency of production and business processes. As the latest technologies penetrate into all new areas and fields of human activity, traditional approaches and ways of working are changing.

The emergence and spread of information and communication technologies (ICT) has had such an impact on the global economy that a new phenomenon - the digital economy - has appeared.

Under the influence of smart technologies, the way of life of people began to change, the relationships between users changed - it became possible to establish communication between people in different geographical regions, fields of activity, etc. This is the rapid growth of information communication, which is the basis of the digital economy.

The impact of digital technologies is felt both globally and locally. The digital economy is a rapidly growing part of the global economy as a combination of new production.

New technologies have a transformative effect on some aspects of the activities of well-organized economic entities, which mainly consists of replacing working mechanisms - communication tools or industrial machines with digital or digital mechanisms, as well as further modernization.

The growth of the digital economy is linked to the growth of a number of marketing activities directly related to digital and mobile technologies. At the current stage of technological development and the current state of marketing, the digital economy should be considered not as a goal, but as a means of increasing the efficiency of economic activity. The modern digital economy offers new business models and emphasizes the need to change governance mechanisms to reflect the changing reality.

In recent years, the economy of Uzbekistan has undergone fundamental changes.

The economy has become an open, rapid, innovative development. However, recognition

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it should be noted that in the conditions of globalization of the world economy and technological development, it is difficult to imagine the further economic development of Uzbekistan without the development of the digital economy.

Unfortunately, the Republic has two major problems in this area:

lack of telecommunication infrastructure and specialists. This can seriously hinder the digital transformation of the economy of our Republic and, as a result, slow down the digital economy.

- On the creation of additional conditions for the development of the digital economy, as well as five priority measures for the development of the Republic of Uzbekistan in 2017-2021, measures for the development of the digital economy in the Republic of Uzbekistan" PQ of July 3, 2018 3832- Decree no.
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- Decree of the President of the Republic of Uzbekistan No. PQ-3832 dated 07.03.03 "On measures to develop the digital economy in the Republic of Uzbekistan" and blockchain with practical skills using modern information and communication technologies In accordance with the objectives of the Strategy of Actions in the direction of training qualified personnel in the development and use of technologies, the following was adopted: It has become clear that success in the transformation of the traditional economy into a digital economy is problematic without the training of qualified personnel. Therefore, at the initiative of the President of the Republic of Uzbekistan Sh.M. On the basis of Mirziyoyev's Decision No. PQ-3832 of July 3, 2018, a faculty of digital economy was opened at the Tashkent State University of Economics for the preparation of bachelors, and a master's degree was opened for the training of qualified personnel in the field of digital economy on the basis of the faculty of economics and business of the Samarkand State University. Digital economy is a new direction in the world economy. Economically developed countries have made significant progress in this direction, while others are advancing in this direction. Therefore, almost all countries that have begun to transform their economies into a digital economy face the same problem: the lack of educational and scientific literature necessary for training qualified personnel in national languages in the digital economy. The authors of this textbook, based on foreign sources of information on the digital economy and theoretical educational and scientific materials, tried to fill this gap a little.

In conclusion, it can be said that the Digital economy cannot be imagined without modern information and communication technologies (ICT) and the Global Internet. The concepts of "digital economy", ICT and the Internet are inextricably linked.

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