

THE ROLE OF DIGITAL TECHNOLOGY IN SMALL BUSINESS AND ENTREPRENEURSHIP

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Annotation: The article scientifically analyzes the advantages of digital technologies in small businesses and entrepreneurial activities and their role in human life and activity, and provides suggestions and recommendations for practical application.

Key words: Economics, small business, entrepreneurship, digital technologies, confidentiality, market, capital.

Annotatsiya: Maqolada kichik biznes va tadbirkorlik faoliyatini amalga oshirishda raqamli texnologiyaning afzalliklari va uning inson hayoti va faoliyatida tutgan o'zni ilmiy jihatdan tahlil qilinib, amaliyotda qo'llash bo'yicha taklif va tavsiyalar berildi.

Kalit so'zlar: Iqtisodiyot, kichik biznes, tadbirkorlik, raqamli texnologiya, xususiylik, bozor, kapital.

Аннотация: В статье научно проанализированы преимущества цифровых технологий при осуществлении малого бизнеса и предпринимательской деятельности и их роль в жизни и деятельности человека, даны предложения и рекомендации для практического применения.

Ключевые слова: Экономика, малый бизнес, предпринимательство, цифровые технологии, конфиденциальность, рынок, капитал.

As a result of further development and liberalization of the economy of our country, a number of positive results have been achieved by the economic reforms being implemented. First of all, this is due to the formation of a multi-sectoral economy and a class of owners, the provision of macroeconomic stability and, on this basis, the preparation of a solid ground for sustainable economic growth, the creation of a favorable socio-economic environment for the development of private entrepreneurship, especially small business. Finds the opposite of z.

In recent years, the role of small business and private entrepreneurship in the life of society has been strengthened. Today, the total number of small businesses and private enterprises has reached 226,000, their weight in the gross domestic product has reached 56.9%, and their share in the number of people employed in the economy has reached 78.2%. At the same time, there are problems related to lending to small businesses and private enterprises, providing them with material raw resources, and involving them in foreign economic activities. In particular, the role of small business and private entrepreneurship in filling the consumer market, ensuring food independence of the country, and forming real incomes of the population remains low. In this regard, it is necessary to implement specific measures to increase the level of participation of small business and private entrepreneurship in solving the socio-economic tasks considered a priority for our country. The President of our Republic Sh. As Mirziyoev noted, "Another important task of ours is to support and encourage small business and entrepreneurship, to strengthen the economic power of our country, peace and stability in our country, social harmony, and to create favorable conditions for further increasing the share of this sector." is to create".

This requires the justification of the priorities of the development of small business and private entrepreneurship in the conditions of further liberalization of the economy, and the development of scientific and practical proposals and recommendations for solving existing problems in this field.

Small business and private entrepreneurship play an important role in the development of the national economy, as well as in ensuring macroeconomic stability and economic growth. In this regard, in the scientific and economic literature, a special place is allocated to the nature and criteria of small business and private entrepreneurship, the mechanism of its state support, and financing issues. The study of any socio-economic events and phenomena begins with its theoretical foundation. And practice will introduce changes and corrections to it. From this point of view, when researching the problem of small business and private entrepreneurship development, first of all, it is necessary to study its essence, qualitative and quantitative criteria. Small business and private entrepreneurship are called "small business" and "private entrepreneurship" in English literature.

The results of familiarization with foreign and domestic literature on small business and private entrepreneurship show that there is no unified opinion among economists. Although official definitions of small and medium-sized enterprises have been adopted in many countries, it is observed that they differ from each other. For example, according to American economist Staley, businesses with at least two of the following characteristics are considered small businesses:

- personal management of the enterprise by its owner and relatively little specialization;
- the establishment of direct personal relations between the higher management bodies and employees, customers and suppliers of goods;
- complexity of entering the capital markets and obtaining short-term loans; lack of a strong position to enter into a transaction;

- strong dependence of the enterprise on relatively nearby markets and sources of supply.

In our opinion, although the first two of the above signs are specific to small enterprises, the rest can be applied to both small and medium-sized enterprises. English economist F. Clarke in his book dedicated to small business states as follows: "It should be recognized that the essence of small business is not only in obtaining maximum profit, but also in meeting intangible needs such as freedom, creative nature of work, unique independent lifestyle. finds its reflection. And this can never be expressed in profit and loss numbers."

Of course, meeting intangible needs is important for an entrepreneur who is starting his business. However, the primary factor driving the entrepreneur's activity is profit maximization. French economists J. Shatin and R. Gordon, focusing on the quality indicators of enterprises, give the following classification: 1) Craftsmen and small farms. They get their main income directly from the production function. The owner of the enterprise directly participates in the production process and has a high level of qualification. 2) Small enterprises. These enterprises are enterprises that use the labor of hired workers in a limited amount. The income of these enterprises is the main source of its owner's livelihood, and a simple process of reproduction takes place here. 3) Small and medium-sized enterprises carrying out advanced reproduction. These enterprises have tens or even hundreds of employees and are sensitive to changes in supply and demand, as well as the consequences of economic and political decisions.

In the stages of economic reforms of our country, a very important issue, which is the basis for fundamental changes in the structural structure of our economy, is the organization and development of entrepreneurship and private business. They managed to create a complex system of state support for the effective development of business activities in the context of the formation of a digital economy. First of all, it is necessary to create a legal framework and a reliable system that protects the rights and interests of entrepreneurs. closely supports the development of all enterprises. It is known that all the laws, decisions and decrees adopted in our Republic are focused on the issues of effective development of business activities in the conditions of the formation of the digital

economy. Without solving these tasks, it is impossible to achieve the expected results and the desired changes in our life and economy. Therefore, not only the needs of theory, but also the practical necessity make it necessary to study the social type, which is new for our society, and the forms of its spheres of activity. Also, if we pay attention to the statistics of the processes of effective development of entrepreneurship in the conditions of the formation of the digital economy, we can see in the indicators in the table that the volume of the gross regional product of Namangan region increased by 104.8% by the end of January-December 2020, in addition, the share of small entrepreneurship (business) was 75 percent in 2019, and this indicator was 73.7 percent in 2020.

The economic aspect of the effective development of entrepreneurship in the conditions of the formation of the digital economy is that the owners should be clear, and their sphere of activity should be effective. One of the main goals of establishing a socially oriented market economy of Uzbekistan is the priority development of private entrepreneurship and business forms in the country. Fundamental economic reforms are being carried out to realize this goal, and large institutional foundations are being created to increase the role of small business in the economy. Effective organization of business activity and legal and regulatory documents guaranteeing it, non-governmental organizations and enterprises assisting entrepreneurs are included in these. Also, thanks to the measures taken, a set of private entrepreneurship and business-type enterprises is being successfully conducted in the sectors of the national economy of our Republic. In addition, in the conditions of the formation of the digital economy, in the effective development of entrepreneurship, enterprises engaged in business activities can organize their own workplaces independently of the state, that is, without large capital funds, reduce the shortage of goods on the market, and even export to foreign countries. they can export their products. Therefore, the number of small enterprises in our region and the types and sizes of products they produce are increasing year by year. On March 2, 2020, in our country "On the state program on the implementation of the strategy of actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021 in the year of the development of science, enlightenment and digital economy" Decree of the President of the Republic of Uzbekistan No. PF-5953 was adopted. Based on this program, a number of effective works have been carried out. It is known that in the conditions of the formation of the digital economy, the issue of effective development of business activity is increasingly finding its place in the transition of leading industries of small enterprises to new technologies. They have been demonstrating the quality of the main link of the entire system that provides the work process with new ideas and improvement of production, introduction of new information technologies. To date, business entities have been operating in all aspects of the national economy of our country, in the production of modern products, in the production of consumer goods, agricultural and food products, and in various other areas. Also, competition, which is one of the main elements of the market economy, plays an important role in the effective development of business activities in the conditions of the formation of the digital economy. The development of economic competition is the main factor for the effective distribution of resources, the filling of the domestic consumer market with goods and services, as well as the creation of a broad layer of business. Taking this into account, today the following urgent issues should be resolved in our region:

- establishment of economic and social conditions that serve to more fully satisfy the ever-increasing demands and needs of the population;
- creating conditions for improving the efficiency of self-management of small enterprises, ensuring their economic independence;

- not hindering their comprehensive access to information sources, which is one of the factors that have a strong influence on the development of entrepreneurs, to provide entrepreneurs with quick delivery of market conditions, demand, supply, prices and other economic information.

To sum up, the role of entrepreneurship in increasing the efficiency of economic development of our country is incomparable. Therefore, in the conditions of the formation of the digital economy, the effective development of entrepreneurship will develop promising areas for our economy and raise the development of our country to higher levels.

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