

THE IMPACT OF MODERN INFORMATION TECHNOLOGIES ON THE STABILITY OF THE ENTERPRISE ECONOMY

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Abstract. In the article, the author considers the influence of modern information systems on the activities of the enterprise from the positive and negative sides. Today, the development of Information Technology and systems allows not only to facilitate the work and management of the company, but also to improve the activities of the enterprise as a whole, to form new opportunities, to increase the performance of each individual employee and employees as a whole. The article describes the use of modern information systems and technologies designed to improve the efficiency of the enterprise and improve its competitiveness in the modern dynamically changing and developing market through practical examples. The use of cloud technologies in the activities of business units is considered separately as a technology that has an active distribution and use. It has been proven that modern technologies, from information exchange programs to the use of cloud technologies, have a significant impact not only on information, but also on all components of the economic security of the enterprise. Depending on whether an enterprise can take advantage of new opportunities and resist new threats, its ability to maintain a high level of economic stability is determined by implementing a corporate strategy and solving production problems. The article systematizes the impact of Information Systems and technologies on individual components of economic security and stability, considers the impact of Information Systems and technologies on the competitiveness and business processes of the enterprise.

Keywords: economic stability; information technology; economic security; cloud technologies; penetration of information technology; enterprise activities; business planning; information security.

Introduction: Concepts such as cell phone, computer, Internet have firmly entered the everyday and business life of the modern world. The official representation on the internet-a corporate site-is an integral part of almost every company today, it is a component of corporate identity and reflects the characteristics and directions of the company, sites are one of the most dynamically developing areas of the Internet. It is important not only to create your website, maintain it, develop it, but also to assess the effectiveness of this project for the company. This trend applies not only to the B2C industry, but also to B2B: more and more enterprises are switching their work to the online mode, introducing and applying new information technologies and systems. It is clear that this does not affect the formation of economic security and stability of enterprises. With the development of Information Technology, the transparency of the world, the speed and volume of information transmission between the elements of the world system are growing.

The concepts of competition and competitiveness are widely studied, but are actively considered in the scientific literature. This situation reflects the recognized complexity of this economic category and their management as characteristics of a market economy. Competition is understood both as competition aimed at obtaining stable competitive advantages – assets, knowledge, preferences of buyers, and as an element of the market mechanism, and as a criterion of the market type (monopoly, oligopoly, monopsony, etc.).

Literature analysis and methodology

Economists B.Gribow, B.Gruzinov, in his work "competitiveness of an enterprise", considers the concept of competitiveness as a society in relation to other enterprises in this area. Competitiveness is not the immanent quality of a firm, that is, the competitiveness of a firm can only be assessed within a group of firms belonging to one industry or within firms producing similar goods (services). Competitiveness can only be determined by comparing between firms, both on a strange scale and on a global market scale .

The strategy of increasing the competitiveness of a product or service is the most important component of the company's strategy. Forecasting objects are indicators of product quality that are lower than similar indicators of competitors.

Information technology is widely expanding into all areas of human and entrepreneurial activity. Entrepreneurial activity today is closely related to the use of new software, computer systems and technologies, a new information environment and new opportunities (for example, electronic document exchange or the use of electronic digital signatures). However, often information technology helps to form new threats that affect the individual components of the economic security system of the enterprise and its stability, which can reduce the level of economic security in general.

Business development takes place in a very tight competitive environment, so the enterprise must make business decisions very quickly and accurately, adapt to external conditions and factors, carry out innovations and use information technology (AT).

Innovations include all changes (innovations) that were first applied to an enterprise and bring it tangible economic or social benefits. Therefore, innovation means not only the introduction of a new product into the market, but also a number of other innovations:

1. new or improved product types (product news);
2. new or improved services (service news);
3. new or improved production processes and technologies (process and technological innovation);
4. changed social relations at the enterprise (social or personnel innovation);
5. new or improved production systems.

In the practice of the enterprise, this type of innovation is closely related to each other .

The main methodology used in the work is the analysis of the existing theoretical rules on the impact of Information Technology on the activities of enterprises; the collection and synthesis of information about existing information technologies, as well as the systematization of the directions of influence of Information Technology on the activities of the enterprise and its economic security. Currently, information technology is one of the main tools for creating competitive advantages.

Results

It is very difficult to overestimate the role of information technologies and systems in the activities of business entities. They are used in management, accounting, planning, information exchange - at an enterprise in any field - when applying accounting programs (1C.Accounting, 1C.Enterprise, Parus) or participates from the exchange of electronic tax documents to the transfer of business activities. almost fully automatic mode.

This creates opportunities for business, but at the same time new threats appear. Accordingly, business entities must act to counter these threats and maintain economic stability. Therefore, it is important to systematize the impact of modern information technologies and systems on the activities of the enterprise on individual components of economic security, such components:

Availability of information. The first advantage of information technology is quick access to information. Today you can find the answer to any question in a matter of minutes - from exchange rates to, for example, the cost of a concrete production plant. In a changing and unstable business

situation, when you need to make management decisions quickly, it is very important to get and analyze the necessary information on time.

The problem in this case is that the information presented in the manuals is not always correct and does not even correspond to reality. Therefore, you need to be able to "filter" and analyze it, which requires the manager to have the appropriate skills and knowledge.

At the same time, the speed of access to information poses another problem - a threat to the information security of the enterprise. In addition, all competitors can freely receive information from the Internet (price policy, areas of activity) and use it to form their activities on the same or even better grounds (for example, to provide a larger discount on the competitor; more favorable terms of cooperation, etc.). In some highly competitive industries, the peculiarities of consumer behavior do not allow us to avoid specifying prices, delivery or payment conditions (as in online stores, for example), and therefore the competition becomes more intense, and if the enterprise does not have the opportunity to constantly develop, offering more profitable conditions than competitors, there is a risk of losing its position in the market.

One of the most important technologies that facilitate business is "cloud" technology - cloud computing, that is, remote storage and processing of data. This involves transferring all applications or applications to a remote server (the so-called "Cloud"). To access this cloud, the user will only need Internet Access, login and password. Such technologies provide significant cost savings, since the business owner does not need to place his equipment.

Such technologies have many advantages:

- Ease of access. The manager can control all processes from anywhere on the planet, having access only to a computer (or even a smartphone) and the Internet telecommunications network.
- Data storage. The service provider has more opportunities to protect information (financial, technological and intellectual), since it is one of the components of its activities and it specializes in this very thing.
- Economic effect and high quality of Service. Installing infrastructure at an enterprise is much more expensive than using cloud technology. In addition, competition in this area stimulates the improvement of the quality of the system, since it is important for the client not only to receive, but also to maintain.
- Providing team work. The enterprise works in the same environment as many counterparties, and such a system facilitates the exchange of information, allows you to store large amounts of data and, if necessary, quickly exchange them.
- The impossibility of taking over the business by Raider. If necessary, it can quickly collapse or be moved - it is enough to remove the equipment from the office.

The main subject who makes the most use of cloud technologies is small and medium-sized businesses, since cost savings and Information Protection play a key role for them. Large enterprises more often form only their own internal networks. Experts believe that switching to cloud technologies can reduce costs by 20 percent .

Modern information and technology, with its rapidly growing potential and rapidly declining costs, provides great opportunities for new firms, corporations and society as a whole. Successful activities of a modern enterprise are impossible without regular and correct use of Information Technology. Under the conditions of a constantly changing structure of the market, AT an enterprise can become one of the most important tools for maintaining and increasing competitiveness.

The program of measures aimed at maximizing the use of favorable factors of development and eliminating existing barriers will help to effectively stimulate the further growth of the

Information Technology Market of Uzbekistan. Its factors favorable for industrial development include ongoing economic growth and high levels of population education. Ongoing economic growth has led to the need to rebuild many businesses, as well as the growth of investment resources at their disposal. As a result, a number of enterprises begin to invest by using projects to optimize internal processes and reduce inefficient costs, in particular, at. For a large part of the population, a high level of Education will be the impetus for training IT professionals and experienced users with relatively little effort and costs.

Speaking about information technology as a factor in the competitiveness of an enterprise, it is necessary to determine their main capabilities:

- information about products for consumers, its advantages;
- ability to view product catalog; - sending by mail-informing customers;
- quality hotline;
- user-friendly interface;
- the opportunity to attract highly qualified specialists to cooperation as freelancers through the use of Remote Technologies;
- transfer part of the staff to remote mode of operation, etc.k. provides an opportunity to reduce the cost of renting premises throughlar.

In conclusion, it can be said that information technology is one of the factors of increasing the development and competitiveness of the enterprise.

Today, the development of Information Technology and systems allows not only to facilitate the work and management of the company, but also to improve the functioning of the entire enterprise, create new opportunities and increase the efficiency of each employee or employees as a whole. The influence of information technology is present at all stages of the enterprise's activity - from business planning to changing the direction of activity. In addition, information technology has sometimes made it possible to create online businesses that do not exist in the country where their sales market is located, or that can only exist in the internet space. We can say that the impact of information technology creates both opportunities and new risks that must be evaluated and taken into account by a modern leader.

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