



## Cognitive Trend Of Explications Of The Digital Economy In The Context Of Methodological Reflection

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**Abstract:** This study provides a methodological reflection of the theoretical problems of the digital economy, it reveals the innovative characteristics of a new form of economics activity, giving rise to a new type of creative economic thinking. The author introduces a constructive neologism - “digital-economic revolution”, considers the difference between digital-economic revolution and other types of revolution. The result of the is to clarify the content and direction of the cognitive explication of the digital economy in terms of the theoretical and methodological validity. This allows to have a more correct idea of the trends of modern forms of economic activity.

**Keywords:** methodology, concept, explication, digital-economic revolution digitalization, digital economy.

### Introduction

Since the second half of the twentieth century, the world has been experiencing a series of technical and economic revolutions - the scientific and technological revolution, the information revolution, the computer revolution, the industrial revolution, the fourth industrial revolution, the digital revolution, etc.

All these revolutions are revolutionizing various areas of the economy, technology, communications, transport and communications.

It is safe to say that modern science has found new objects of research and development. The peculiarity of these objects is that they are distinguished by their polysystemic nature, the nonlinearity of their characteristics and transformations, and the most complex coherence of their subjective and objective components. The emerging digital economy undoubtedly belongs to the class of such objects.

Moreover, there is a trend of globalization of the digital economy. Currently, the digital economy is considered as a model of the metaverse, which reflects the fact that the integrative trend of digitalization in the world economy will lead to the formation of a global digital environment. (14, 7). All this together determined the emergence of a problematic situation when the methodological thinking of both theorists and practitioners of economic activity was unable to formulate a generalizing model or concept of the digital economy. This causes the relevance and necessity of turning to conceptual understanding and methodological reflection of a range of problems associated with the development of a new economic reality - virtualization and digitalization of the economic sphere of society.

### Materials and methods

In order to study the questions posed in this article, the creative potential of the methods of comparative comparison, reflexive conceptualization, systems approach, constructive analysis and



generalization is used. It seems that a coherent approach to the use of these methods makes it possible to more or less correctly describe and explain the genesis, progress and features of the functioning of the digital economy, and to comprehend the social, technological and cognitive consequences of the latest economic trends. This approach will make it possible to critically analyze existing interpretations of a relatively new economic model and characterize the nature and special features of the developing digital economy.

### Results

Research into the problem under consideration began somewhere at the end of the last century, when the first mentions of the digital economy began to appear. There are different opinions regarding the emergence of the term “digital economy”.

Most researchers believe that the term was coined around the same time by two scientists: Don Tapscott in his book “The Digital Economy: Promise and Peril in the Age of Networked Intelligence,” published in 1995 and Nicholas Negroponte, who coined the term “digital economy” in the same year[4].

In his book “Electronic-Digital Society” Don Tapscott gives a more detailed picture of the changes that the digital-economic revolution brings with it - digital presentation of manufactured goods and services, virtualization of production, innovative thinking, the formation of network communities in such structures as business, organization and management production, further, digitalization of public administration, education systems, etc. (5). Subsequently, scientists began to study the process of widespread transition from analogue to digital technologies I.G. Shestakov characterizes this process as a new temporality of digital civilization [2, C. 20-29].

It is the process of replacing the traditional economy with the digital economy that has aroused keen interest among scientists and specialists representing various branches of social and humanitarian knowledge [1,3,5,9]. The works published on the problem under consideration [8, 9, 10] indicate that there is not yet a single, generally accepted interpretation of the concept of the digital economy. Bearing in mind the current cognitive situation, English scientists R. Bucht and R. Hicks consider it necessary to clarify the concept of the digital economy due to its vagueness and close interconnectedness with the traditional economy. As an example, they cite definitions that characterize the digital economy either as a “complex structure,” or as “an economy based on digital technologies,” or as “the convergence of computer and communication technologies on the Internet,” etc. [8, c. 143-172]. Naturally, this kind of definition will not be able to play the role of a working hypothesis or a conceptual construct when developing the theoretical foundations of the strategy for the development of the digital economy.

The report of the National Research Institute of Higher School of Economics for the 20th April international scientific conference on problems of economic and social development entitled “What is the digital economy: trends, competencies, measurement” (April 9-12, 2019, Moscow) notes the need to develop a conceptual apparatus of the digital economy . As a first step, it is proposed to create an operational conceptual apparatus that would facilitate the development of a system for statistical measurement of trends in the digital economy [7]. Currently, research and development aimed at creating a conceptual apparatus, as well as a general theory of the digital economy, continues.

Nowadays, another, but already global in scale, revolution is unfolding, which can be called the “digital-economic revolution.” Unlike various kinds of industry revolutions, this revolution is



multi-level, multi-system in nature, and the trends and transformations it generates extend to all countries and regions of the world community.

The digital-economic revolution is such a profound revolution, as a result of which a virtual model economy appears, replacing the classical type of economy where it is possible, expedient and profitable to digitalize the production, distribution and consumption of goods.

Thus, the result of the integral digital-economic revolution is the transition from a pre-electronic economy with its industrial type of production and management to a digital economy, and even more broadly, a digital society. Self-organizing cells of digital society are virtual network communities, which are unique attractors for attracting subjects of supply and demand.

At the same time, the conceptual understanding of the phenomenon of the digital economy leaves much to be desired, and existing interpretations vary quite widely. In this regard, there is a need for a methodological and conceptual understanding of the characteristics and aspects of digitalization of the economy, and even more broadly, virtualization and digitalization of various spheres of society.

If it is necessary to develop theoretical and conceptual foundations for projects for the development of the digital economy, its segments and structures, one should first of all have more or less clear ideas regarding their nature, mechanisms of functioning, their systemic relationships, etc. When such ideas exist, they are explicated and generalized in concepts, conceptual approaches, are embodied in innovative projects and developments. In the Decree of the President of the Republic of Uzbekistan "On measures to develop the digital economy and the sphere of crypto-assets turnover in the Republic of Uzbekistan", special attention is paid to the development of basic concepts (emphasized by me - Sh.K.) in the field of blockchain technology and the principles of its functioning [6].

We have to admit, however, that with regard to the theoretical and methodological understanding of the problems of the digital economy and its explication, there is a wide range of approaches and interpretations.

Take, for example, the very concept of the digital economy. More than a quarter of a century has passed since it became the subject of scientific research. But, even taking into account the pluralism of opinions, there is still no more or less satisfactory, from the point of view of the norms of scientific rationality, definition of the concept of the digital economy.

Some researchers believe that the digital economy is a virtual environment that complements our reality. Here, as you can see, there is no indication of the specific difference between the digital economy and other existing realities and phenomena. For example, the global network web - the Internet is also a virtual environment that complements our reality, but it is qualitatively different from the reality which is the digital economy. In addition, the digital economy includes in its structure, as a component, a material and technical component in the form of digital logistics tools and the flow of goods or their models through various types of communications. This means that the digital economy is a hybrid system that integrates, in the language of virtualistics, constant (material and technical) and virtual realities. Along with this, some researchers believe that the most characteristic feature of the digital economy is its virtuality, manifested in the form of "digital twins" (13, 20).

There are attempts to characterize the digital economy based on the information approach. According to B. Panshin, the digital economy is an integral part of the information (digital)



environment [10]. Here, firstly, the concepts of information and digital are identified, since they are qualitatively different phenomena, and, secondly, rather on the contrary, the information environment is a virtual part of the digital economy. And the latter, in turn, integrates the constant (material production, personnel, technology, etc.) and virtual (digital models of goods and services) components of economic reality.

Often they try to define the essence of the digital economy through the concept of activity, in other words, to present it as a type or field of activity [7]. In my opinion, the digital economy is not just a type of activity for creating something (say, virtual goods), but is a system-functional object that has relative independence from the collective subject (participants and figures of this economy) with specific characteristics inherent only to it functioning and development.

It goes without saying that such a complex, multi-system and multi-level object cannot exist without the activity, creative activity of the creators of the innovative economy, subjects of economic relations. But this is already the activity of subjects within the non-classical economy, its segments and divisions.

One more argument can be made in favor of the idea of the systemic nature of the digital economy. Thus, it is believed that the main elements of this economy are e-commerce, Internet banking, electronic payments, Internet advertising, online services, as well as the market for Internet games, computer programs, etc. The listed components precisely represent the structural element of the system, which is the digital economy.

### Discussion

The technological basis for the development of the digital economy is the digitalization of the main structures and segments of the national economic economy. Digitalization itself is the widespread introduction of digital technologies into various spheres of life: industry, economics, education, culture, services, services and entertainment, etc. As a result, the results and efficiency of economic, managerial and technological activities in society have sharply increased.

The World Bank report on the state of the digital economy, "Digital Dividends," made back in 2016, highlights the benefits of digitalization:

- growth in labor productivity;
- increasing the competitiveness of companies;
- reduction of production costs;
- creation of new jobs;
- increasing the degree of satisfaction of human needs;
- overcoming poverty and social inequality.

However, in order for the digital economy to become a reality, it is necessary to solve a number of problems:

- low level of digital literacy of the population;
- lack of IT infrastructure;
- shortage of IT specialists;
- "traditional" consciousness, focused on working with material rather than digital objects;
- the need for a radical restructuring of business models and management paradigms

[11].

Great progress in the field of digitalization of the economy has been achieved in the Republic of Uzbekistan. Thus, data from the State Statistics Committee indicates that the gross added value created in the service sector - "information and communications" has doubled in recent years from 4.4 to 8.8 trillion soums, and the volume of services provided in the type of economic activity "information and communications" increased by 2 times from 6.3 to 12.9 trillion soums [12]. This kind of gratifying facts still awaits their theoretical and conceptual generalization and interpretation.

### Conclusions

The economic sphere of modern society will be complemented by a new reality - the digital economy. This reality, in a certain sense, is a consequence, the result of the digital-economic revolution.

The digital economy as a new economic reality immediately attracted the attention of scientists and specialists in various fields of knowledge. However, as a critical analysis of some proposed approaches and explanations shows, their methodological thinking was not ready to adequately comprehend and interpret this new economic reality. This causes the existing discrepancies, including contradictory interpretations of the meaning of the concept of the digital economy.

In this regard, a number of methodological recommendations are proposed:

1. Consideration of the conceptual aspects of the cognitive trend of explications of the digital economy confirms the relevance and need to increase the level of culture of methodological thinking.
2. The theoretical and methodological approach to the study of the most important problems of modern science and social practice obliges us to analyze and identify the mechanism of its functioning and development in each phenomenon, to separate the main from the secondary, to reveal the fundamental trends that characterize national and transnational models of digital economies.
3. Another methodological generalization concerns the issue of increasing the semantic adequacy of explicit concepts and constructs. In the meantime, there is a great variety and discrepancy in the interpretation of the concepts of "virtualization", "digitalization", "digital economy", etc.
4. Studying the problems of the digital economy through the prism of the principles and requirements of scientific methodology will undoubtedly increase the value and practical effectiveness of the currently being developed creative projects and models of the new economy of the 21st century.

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