



The Peerian Journal

Open Access | Peer Reviewed

Volume 20, July, 2023.

ISSN (E): 2788-0303

Website: www.peerianjournal.com

Email: editor@peerianjournal.com

Increase The Share of Digital Economy in GDP and Develop This Sector

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Annotation: Humanity has been swept by a wave of serious global changes. This stage is distinguished by the breakthrough development of digital technologies, the revolution in the information space, and the acceleration of the globalization of the economy. Information has acquired the status of a key resource in social and economic processes. The penetration of digital technologies into life is one of the characteristic features of the future world. This is due to progress in the fields of microelectronics and telecommunications, IT technologies. The transition to digitalization is today one of the key priorities for the development of our state

Keywords: GDP, digital economy, development strategy, digital segment of the economy, new technological order, digitalization

The periodization of human history is a field of endless discussions. However, the scientific community identifies the following main stages of its development: agrarian, industrial, post-industrial (innovative) and modern - digital. At each stage, not only technology and resources changed, but also institutions, culture, and political systems. There is no strict correspondence between these components, but some distinctive features can be distinguished for them.

The information presented in allows you to trace the evolutionary trends of the concept of "economy". One can see how many approaches to its understanding have developed. What kind of economy, from the point of view of its theoretical analysis, was not discussed in the economic literature: pre-industrial, agrarian, market, transitive, industrial, innovative, neo-industrial, etc. In our case, we will talk about a fundamentally new economic institution, the hype around which has played out in the past two years - the digital economy.

Note that if we consider the economy as a high-rise tower, consisting of such floors as agrarian, industrial pre-capitalist, industrial capitalist and the service economy floor, then the digital economy in it is a superstructure. Moreover, the digital economy is a new floor in the tower of classical economics. It confidently rests on all previous floors. In turn, we emphasize that the technologies of the digital economy will rapidly and inevitably penetrate into all spheres and areas of traditional management. The result of such a capture will be an increase in labor productivity; this will help to reduce costs, which will eventually affect the changes on the lower floors of the building.

The digital economy will put an end to the dominance of office clerks and other non-material workers and mark the emergence of a new social stratum. The key factor in digital transformation in the activities of market entities is the development of digital culture. It is fair to note that a single term has not yet developed. Thus, along with the concept "digital economy" is often used "electronic



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economy", "application economy", "new technological order of the world", economics", etc. It is important to emphasize that the European part of the scientific community is increasingly using the term "digital economy". In turn, the American one is inclined to a more technological name - "API economy".

Thus, it is fair to believe that today the very concept of "digital economy" has not yet been finally approved. Anything can be included in this concept, including such areas as high-tech production, software, computer technology, as well as many other modern things, including the provision of electronic services and various Internet services along with Internet messengers.

Russian economist V. Katasonov believes that the Russian excitement around the topic "digital economy" is quite a common "companionship".

The "digital economy" was invented not in Russia, but in the USA. Not only economic futurists, but also American special services had a hand in this project.

However, it seems that the digital economy is a global trend that sets a new paradigm for Russia's development. The transition to digitalization is today one of the key priorities for the development of our state. As experts rightly emphasize, the competitiveness of the country in the strategic future, and specifically, we are talking about a new technological order, will directly determine the level of digitalization. The digital economy is here the so-called oil of the future.

Today in the world there is no common understanding of such a phenomenon as the digital economy, but there are many definitions. Decree of the President of the Russian Federation No. 203 dated May 9, 2017 "On the Strategy for the Development of the Information Society in the Russian Federation for 2017-2030" also contains the official state definition of this phenomenon: the digital economy is an economic activity in which digital data is a key factor in production, the processing of large volumes and the use of the analysis results of which, compared with traditional forms of management, can significantly increase the efficiency of various types of production, technologies, equipment, storage, sale, delivery of goods and services.

The formation of a digital economy is a serious issue of national security and independence. The latter was announced by V. Putin during a meeting of the Council for Strategic Development. According to the President, the development of the digital economy can be compared with the construction of railways in the 19th century. or electrification in the 20th century. The digital economy is not a separate industry, in fact, it is the basis that allows you to create qualitatively new models of business, trade, logistics, production, changes the format of education, healthcare, public administration, communications between people, and therefore sets a new paradigm for the development of the state, economy and the whole society, according to the head of state⁵. Of course, it is worth agreeing with the President's opinion that there is no international regulation in this area, but one must understand that the main problem of the digital economy is the question of where it begins and where it ends.

There are many technologies (cognitive, cloud, Internet of things, big data, etc.) that will have a strong impact on our lives in the near future. In this study, we will limit ourselves to a brief review of only one of them - cognitive technologies. Among the most significant trends, the scale of influence of which is now difficult to imagine, is the development of cognitive technologies. Cognitive technologies are information technologies specially focused on the development of human intellectual abilities. Cognitive technologies develop the imagination and associative thinking of a



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person. If we understand the economy as the process of creating, distributing, exchanging and consuming goods and services, then all the technologies that we dealt with earlier affected only the first 2-3 links in the chain. Cognitive technologies will penetrate, intervene and cause significant changes at all stages, including in the process of consumption. Today, the role of the main growth factor is taken over by highly intelligent cognitive technologies.

Along with the goals, target indicators for the development of the digital economy have been defined:

- the share of e-commerce in GDP (at least 5%);
- the share of the digital economy in GDP (at least 20%);
- share of people employed in the high-tech digital segment of the economy;
- the total volume of capitalization of companies related to the digital technology sector;
- the share of exports of digital goods and services, as well as the export of traditional goods and services through digital channels in total exports.

The underlying reason for the expansion of the digital segment of the economy is the growth of the transaction sector, which in developed countries accounts for over 70% of national GDP. This sector includes: public administration, consulting and information services, finance, wholesale and retail trade, as well as the provision of various communal, personal and social services. The greater the degree of diversification and dynamics of the economy, the greater the amount of unique data circulates inside and outside the country, and, accordingly, the more information traffic is generated within national economies. Therefore, the digital economy functions most effectively in markets with a large number of participants and a high level of penetration of ICT services. First of all, this applies to Internet-dependent industries (transport, trade, logistics, etc.), in which the share of the discussed segment is approximately 10% of GDP, more than 4% of employment, and these indicators have a clear upward trend.

In terms of technology, the digital economy is defined by four trends: mobile technologies, business intelligence, cloud computing and social media; globally, social networks such as Facebook, YouTube, Twitter, LinkedIn, Instagram, etc. This means that when forming a national segment, it is important to use their capabilities.

It is expected that in 2018-2020. the industrial phase of global economic growth will end, and its further development will be carried out under the increasing influence of cognitive factors and industries based on the principles of lean production, additive, nano- and biotechnologies. Accordingly, the volume of information required for the development and adoption of management decisions will increase; the structure of production management for the production of goods and services is being reformatted; there will be changes in the system of interaction between the population and business with government agencies.

The main factors for the phase transition to a positive trajectory of social and economic development are the following:

- implementation of the e-government concept;
- the embodiment of the idea of a “digital city”, which is due to the complex informatization of transport, housing and communal services, etc.;
- mass appearance on the market of goods of a new technological generation (for example, the production of unmanned vehicles, etc.);
- increased use of 3D printers;



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- the embodiment of the idea of building a smart and extremely environmentally friendly house, which will require a large amount of new finishing and building materials;
- an increase in demand for innovative pharmaceuticals related to body rejuvenation;
- the spread of various kinds of alternative and free forms of employment, including outsourcing (accounting services, programming, creative activity, etc.);
- the creation of numerous professional networks that will allow potential employers to place orders.

These factors are associated with cost reduction in production and management through the use of digital economy platforms, which can be considered as a combination of goods and electronic services. First of all, we are talking about such platforms as ordering services, sharing resources, selecting counterparties, e-commerce, payments, etc According to various estimates, the digital economy brings huge changes for more than 50% of different industries. This is due to the fact that information technologies and platforms are fundamentally changing business models, increasing their efficiency through the elimination of intermediaries and optimization. As the World Bank experts found out, an increase in the number of high-speed Internet users by 10% can increase the annual GDP growth from 0.4% to 1.4% .

The recognition of the importance of the role of the digital economy is the annual increase in its share in the GDP of states by almost 20%, in developed countries this figure averages 7%. In 2010, the Boston Consulting Group estimated the size of digitalization at \$2.3 trillion for a group of 20 countries, or about 4.1% of their GDP. With continued growth rates, in 10-15 years the share of such an economy in world GDP will reach, according to various forecasts, 30-40%.

In developing countries, the ICT sector accounts for about 1% of the workforce, it directly creates a relatively small number of jobs, but the number of people employed in other sectors, the development of which is promoted by high technologies (4.9 jobs per 1 in the field of ICT), will increase.

Firstly, it is ensuring the information and economic security of the state as a whole, as well as business and the individual in particular; protection of personal data and privacy of Russian citizens in the digital space.

Secondly, the domestic digital economy must meet the criteria of social orientation, strive in every possible way to promote the creation of new opportunities to improve the lives of all social groups of the population.

And finally, thirdly, the development of the digital economy of Russia should ensure the realization of the potential of the new economic order for national welfare with the full participation of the state in building a new global economic ecosystem.

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