

CHANGES IN THE INTERNATIONAL BUSINESS ENVIRONMENT IN THE DIGITAL AGE

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Annotation: This article analyzes how the international business environment is changing in the digital age. It also highlights new trends in international business, changing consumer demands and expectations, and the requirements placed on companies to maintain competitiveness in the digital economy.

Keywords: artificial intelligence, global environment, business, digital technologies, Big data, business environment, global competition.

At the current stage of our country's development, the process of globalization of the national economy into the world economy is becoming an objective necessity. Integration processes between countries and the international division of labor are deepening, investments are growing rapidly, and the world is turning into a "global system". Transnational companies play an important role in implementing these processes. International companies make strategic decisions for the mutual benefit of international diversification of production forces, that is, for the internal and external environment. The global competitive environment encourages companies in countries to develop strategies for organizing and managing their participation in international business.

Doing business on a global scale is fundamentally different from organizing the management of companies in the domestic environment of the country.¹ When conducting international business, it is necessary to take into account a deep study of the political, social, economic and cultural values existing in the countries. Therefore, international managers are required to create a corporate environment that can respond to the processes taking place in the conditions of international competition and to formulate clear strategies for the entry of their organization into the international market.

The more internationalized the business of any country, the more open it becomes to a global, that is, business service that is completely independent of national affiliation and is focused only on the economic efficiency of a diverse package of services.

There are a number of mandatory conditions that international business imposes on every firm seeking to enter it, one of the most important of which is to take into account the factor of business culture, that is, the sum of the requirements and restrictions that the culture of this country imposes on all firms doing business in it (or with it). This problem becomes more acute the more the cultures of the country from which the firm comes and the country in which it operates differ. The additional benefit (or loss) of the cultural factor depends, of course, on the organization, situational factors, etc.

¹ Nazarova G.G., Salikhova N.M., Mukhamedjanova G.A., Akhmedov I.A., Ismailova N.S. International Management. / edited by prof. A. Sh. Bekmurodov (textbook). – T.: TDIU, 2011. p. 191.

The global nature of international business is a very important aspect that defines it today²: It encompasses (and is encompassed by) the global structure of business information exchange, the World System, the entire World financial market, the global structure of technological innovation, etc. Globalization itself harmoniously combines the five characteristics mentioned above (openness and generality; gradualism of development; technological globalization; financing; divergent-convergent interactions of the national and international). The final comparative analysis conducted within its framework now allows us to sufficiently clearly define and constructively consider the category of “international business management”.

International business management is a specific type of management, the main goals of which are the formation, development and use of competitive advantages of firms due to the opportunities for doing business in different countries, as well as the appropriate use of the economic, social, demographic, cultural and other characteristics of these countries.

The course of business as an activity depends on many factors and conditions both within the enterprise and outside it. The market environment surrounding any firm has a significant impact on its competitiveness, stability and security.

Any organization receives resources from the external environment, uses them in its business processes (internal environment) as endogenous factors of production of products that are stored and supplied to the external environment. At the current stage of economic development, each organization operating in the market must manage its competitive advantages. The competitiveness of an organization can be ensured not only by high product quality or reasonable price, but also by effective management of the processes taking place in the organization. The relevance of studying the business environment is that corporate business processes begin and end in the economic space, of which the company itself is an integral part. In this regard, there is a need to study the essence of the organization's business environment. When interpreting the concept of "business environment", many authors (Bayard O. Wheeler, Arthur M. Weimer, Barry M. Richman, Melvin Copen, A. Busigin, O. Dashkevich, V. F. Presnyakov) rely on this term and define it as the conditions under which an economic entity operates.³

This, in turn, is carried out on the basis of digital educational technologies. Today, digital transformation has become one of the main driving forces of the global business environment. Technological progress, innovations such as artificial intelligence, big data (Big Data), cloud technologies and blockchain are changing traditional business models. Companies are rethinking their strategies to remain competitive and adapt to market demands.

The modern world is increasingly using digital technologies, including augmented reality. Digital technologies include data processing and storage systems, algorithms and platforms for automating company activities.

The Internet and other digital technologies are increasingly penetrating business. Companies are investing in the development of new technologies. At the end of 2016, Amazon opened the world's first cashierless store. In 2018, the second such store was opened. This trend is expanding, and now in academic circles there is increasing talk about changing existing

² N.Q. Yo'ldoshev, Z.J. Adilova, M.G. Umarkhodjaeva, N.R. Kadirkhodjaeva. International Management. Textbook - T.: LESSON PRESS, 2018. - 227 pages.

³ Jake, Kate Persy. Бизнес-среда предприятия: понятие, элементы [Электронный ресурс] / Kate Persy Jake. – Режим доступа: <https://jkpersyblog.com/biznes-sreda-kompanii-ponyatie-i-factory>. – Дата доступа: 17.03.2017.

processes in the organization, removing people from the provision, accounting and control processes. Given the changes taking place in individual business processes, digital transformation also affects the business model. The first companies operating in a completely virtual space are emerging. Their business model is associated with statistical data and work with customers through special software. For example, Airbnb⁴, Uber⁵ companies do not have their own physical resources, they are only developers who provide a virtual platform for the implementation of their own or partner proposals.

The growing trend of digital transformation is not just another puppet, but a working system that requires attention. For example, in March 2019, Apple announced its entertainment service Apple TV +. Key figures in the global media industry, such as Oprah Winfrey and Steven Spielberg, have already agreed to cooperate with this service. This is a significant event in the field of entertainment content, which will take the competition between similar services to a new level. In the future, Disney and Amazon will introduce their own streaming services.

More and more companies are discovering technologies and innovations. Some of them are ignored, while others are moving in the direction of change, combining old and new approaches. Perhaps the main achievement of digitalization is not the introduction of new work standards and new data processing systems, but the ability to understand and quickly respond to changes, to solve creative tasks.

Digital transformation continues to shape the face of modern business, presenting companies with new opportunities and challenges. In 2024, we will encounter a number of promising trends that will determine the dynamics of the industry. Let's look at the main areas that will have a significant impact on business and IT.

Expanded use of artificial intelligence (AI) The use of artificial intelligence in business processes is expected to continue to grow in 2024. AI not only automates tasks, but also actively participates in strategic decision-making. Machine learning is used to analyze large volumes of data, which helps companies identify trends, predict consumer preferences and optimize production processes.

Cloud technologies: flexibility and scalability. Cloud solutions play a key role in digital transformation and provide companies with flexibility, scalability and high availability. In 2024, more enterprises are expected to switch to cloud services for data storage, application deployment and security.

The growing role of data and analytics. In the information society, data is becoming a gold mine for businesses. Data analytics focuses not only on collecting and storing, but also on extracting valuable information. Business processes are optimized based on analytical insights, which helps in making more accurate decisions.

Cybersecurity: A constant concern As the volume of digital data increases, attention to cybersecurity issues is also increasing. In 2024, companies will actively implement advanced technologies to protect themselves from cyber threats while ensuring the reliability and confidentiality of their data.

Ecosystem Integration and Collaboration Digital transformation involves deeper integration and strategic partnerships with external ecosystems. Together, this creates opportunities for innovation, resource sharing, and increased competitiveness.

⁴ Корпорация Airbnb [Электронный ресурс] Режим доступа: www.Airbnb.com

⁵ Компания Uber [Электронный ресурс] Режим доступа: www.uber.com

In short, the digital age is fundamentally changing the international business environment. As a result of technological advances, traditional business models are changing, and companies are forced to adapt to digital transformation. Global markets are now evolving with the help of innovations such as artificial intelligence, big data, cloud technologies, and blockchain.

One of the main trends in international business is that companies are offering their services and products through digital platforms. E-commerce, online payment systems, and remote work opportunities are expanding. At the same time, consumer demands and expectations are changing: personalized services, fast processing, and secure transactions are becoming a priority.

However, digital transformation also poses a number of challenges for international business. Cyber threats, data privacy and cybersecurity issues are increasing. Rapid technological development also requires companies to constantly innovate and develop new strategies.

In the future, the digital economy will develop further, and the digital integration of global business will increase. To maintain a competitive advantage, companies must invest in technologies, adapt to new markets and offer services that meet the needs of consumers. Therefore, companies that adapt to changes in the international business environment and effectively use digital transformation will succeed in the global market.

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