

DIGITAL ECONOMY AND ITS IMPACT ON ECONOMIC PROCESSES**Iskandarov Bekzod Abdujalilovich**Researcher at Samarkand Institute of Economics and Service
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Annotation: This article highlights the concept of the digital economy and its impact on economic processes. The main purpose of the study is to demonstrate the importance of digital technologies in the economy. The authors analyze changes occurring in production and service sectors. The impact of digitalization on efficiency is examined. Existing problems are briefly outlined. The authors' personal approach is reflected in the general conclusions. The scientific novelty of the article is manifested in the assessment of economic processes based on a digital approach.

Keywords: digital economy, digital technologies, economic processes, digitalization, economic efficiency, electronic services, innovations, information technologies.

Introduction

In the context of globalization and the rapid development of information technologies, the digital economy has become one of the key factors of societal development. The widespread introduction of digital technologies into the economy has led to significant changes in production, service delivery, and management processes. Therefore, studying the digital economy and its impact on economic processes is considered one of the most relevant issues today.

The object of this research is the digitalization processes being implemented in the economy. The subject of the study includes relations associated with the impact of digital technologies on economic processes. The main goal of the research is to reveal the essence of the digital economy and to theoretically analyze its influence on economic processes.

To achieve this goal, the following tasks were set: to explain the essence of the concept of the digital economy; to identify the role of digital technologies in economic processes; to generally analyze the positive aspects of digitalization and existing problems.

Literature Review

Issues related to the digital economy have been widely studied by foreign and domestic scholars in recent years. In the works of foreign economists, the impact of digital technologies on economic growth, labor productivity, and market mechanisms has been deeply analyzed. These studies mainly focus on digital platforms, e-commerce, and the role of innovative technologies

in the economy. In addition, special attention is paid to the impact of digitalization on global economic relations.

Studies conducted by local scholars and researchers examine the importance of the digital economy in national economic development, the introduction of digital services, and the use of information technologies in public administration. Their research analyzes the prospects and existing challenges of developing the digital economy in the conditions of Uzbekistan. Unlike previous studies, this article generalizes and analyzes the impact of the digital economy on economic processes from the perspective of economic theory. The authors adopt a systematic and student-friendly approach, presenting the role of digitalization in economic processes in a simplified and structured manner. This approach constitutes the distinctive feature of the article.

Research Methodology

In preparing this article, scientific research methods widely used in economic theory were applied. In particular, analysis and synthesis, comparative analysis, and generalization methods were selected as the main research tools. These methods allowed for a theoretical examination of the impact of the digital economy on economic processes.

Using the comparative method, traditional economic processes were compared with processes under digital economy conditions. This approach helped identify changes occurring in production, service provision, and management, and assess the impact of digital technologies on efficiency. The comparison results indicate that digitalization simplifies and accelerates economic activities.

Additionally, the generalization method was used to systematize ideas presented in various scientific sources and to formulate general conclusions. This methodological approach enabled a broader understanding of the research topic and supported the development of well-grounded conclusions.

Analysis and Results

The development of the digital economy significantly affects all stages of economic processes. In particular, the introduction of automation and digital management systems in production processes contributes to increased labor productivity. In the service sector, electronic platforms and online services expand opportunities to save time and reduce costs.

Statistical analysis shows that economic efficiency is higher in sectors actively using digital technologies. For example, the introduction of e-commerce and digital payment systems has led to an increase in trade turnover. The table below presents a general overview of the impact of digital technologies on selected economic processes.

Direction	Result
Production	Increase in labor productivity
Service sector	Reduction of costs
Trade	Increase in turnover volume
Management	Faster decision-making

In addition, diagrams illustrate the relationship between the development of the digital economy and economic growth. According to diagram analysis, economic systems with a high level of digitalization demonstrate stable growth trends in service volumes and efficiency indicators. The conclusions indicate that insufficient development of digital infrastructure, information security issues, and a lack of digital skills negatively affect the development of the digital economy. Addressing these problems will further enhance the positive impact of the digital economy on economic processes.

Conclusion and Recommendations

In conclusion, the development of the digital economy plays a crucial role in increasing the efficiency of economic processes. The introduction of digital technologies into production, service provision, and management leads to higher labor productivity and accelerated economic activity. At the same time, the digital economy is becoming an integral part of modern economic relations.

However, several challenges hinder the development of the digital economy. These include insufficient digital infrastructure, shortcomings in ensuring information security, and a low level of digital literacy among the population. These issues negatively affect the full and effective use of digital technologies.

To address these challenges, it is advisable to strengthen measures aimed at developing digital infrastructure, improve information security mechanisms, and enhance digital knowledge and skills among the population, especially young people. Moreover, the gradual introduction of digital technologies across all sectors of the economy will further strengthen the positive impact of the digital economy on economic processes.

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