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**Abstract**

Nowadays, techniques and technologies are developing more and more. In this article, the digitization of the economy and its sectors and the introduction and effectiveness of new techniques and technologies.

**Keywords:** Economy, digital economy, digitization, digital technologies.

**Introduction**

Today, techniques and technologies are developing so much that there are no areas that have not been penetrated, walls that have not been occupied. Of course, it also entered the field of economics, and we discovered a new economy. We call this economy the digital economy. The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, with the help of processing large amounts of information and analyzing the results of this processing. is to implement more effective solutions than the previous system in production, service, technologies, devices, storage, product delivery. In other words, the digital economy is an activity connected with the development of digital computer technologies in the provision of online services, electronic payments, internet sales, crowdfunding and other types of industries.

The concept of digital economy was defined relatively recently, in 1995 by Nicholas Negroponte, an American scientist from the University of Massachusetts. The scientist mentioned what changes may occur during the transition from the old economy to the new economy following the intensive development of information and communication technologies.

Recently, the concept of "digital economy" has been used a lot. Indeed, in many developed countries, the digital economy has significantly influenced their development factors. The digital economy plays an important role in the life of society.

So this article will be about the digital economy. We will try to find answers to such important questions as "What is the digital economy?", "Tasks and goals of the digital economy", "Obstacles in the development of the digital economy in Uzbekistan".

Before covering this topic, let's look at a situation that can happen in our daily life. Imagine that you came home from work on Friday, you are in the company of your family members, and you suddenly have the idea to travel by car to the Samarkand region and the city of Samarkand on Saturday and Sunday. But you don't have your own car. Then you entered the websites or mobile applications of car rental companies through your computer or smartphone, entered your name, driver's license number and ordered a family car for 6 people for two days. Now you need to choose the direction of travel. Where to go, which museum, historical monuments to visit. Then



you enter the sites or mobile applications of agencies providing travel services, enter the number of your family members, and choose a tourist destination that is interesting for you and your family members. Then on Saturday morning you will have a 6-seater car in front of your house, tickets to museums and historical sites on your smartphone, and a pre-booked place to stay at a hotel. You organized a two-day family trip by car without going anywhere or calling anyone. Then you went to Samarkand. After being there for two days, you feel a little tired when you come home on Sunday, and you have to go to work on Monday. Then you take your smartphone, buy tickets for Afro-Siob high-speed trains for yourself and your family members, go to the station and go home, the car will be left at the station. E-commerce, Internet banking, electronic payments, Internet advertising and, at the same time, Internet games are seen as the main elements of the development of the digital economy.

Due to the development and application of information technologies, many conveniences are appearing in our daily life. Let's say we want to eat, but we don't want to prepare it, it's not a problem, we can order the food we want online through the Internet home delivery service. Or we need to transfer money to our friend, there is no need to go to the bank or financial institutions, we can transfer money through mobile banking. We can provide many of these services online, via smartphone or computer.

Advantages of the digital economy - Of course, the development of information and communication technologies, the application of modern technologies to our lives can provide many positive opportunities in the life of every person. Following the development of digital technologies, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply through the Internet. For example, buying a book in electronic form It may cost you much less to buy the same book in printed form. Otherwise, an ordinary consumer can become an entrepreneur himself, engage in online sales without leaving his home.

- increasing labor productivity in production;
- increasing the competitiveness of companies;
- reduction of production costs;
- creation of new jobs;
- emergence of new modern professions;
- overcoming poverty and social inequality.

As a result of studying the life-world experience of the state in the digital economy, it became clear that in countries with a developed digital economy, in the digital economy, the state (government) determines the rules of the market "game" for all participants of the game, and the most important role of the state in this is creating the same, equal rights and opportunities for the participants of the game. That is, whether it is a large company or a small business in the market, they are equal. They are given the same opportunities. It ensures that government regulations are followed and ultimately the average consumer receives a quality, up-to-date service or product. Therefore, for the development of the digital economy, the state should create equal conditions for everyone, market rules, laws, and contracts should be transparent as much as possible, and laws should be based on market demand (that is, it should be able to determine development trends in the market in advance and adopt the necessary regulatory documents). It is necessary to provide freedom for the participants of the game.

Digital economy in Uzbekistan, like the countries of the world, the digital economy is developing in Uzbekistan. After the application of information technologies in our daily life, many



opportunities are created for ordinary people. Nowadays, we can order many food products and meals without leaving home and have them delivered to our home.

But it should be noted that the digital economy in Uzbekistan is developing several times slower than the potential of Uzbekistan. That is, there is a chance the necessary resources are available but development is very slow. As a reason for this, several obstacles to the development of the digital economy in Uzbekistan can be pointed out:

- 1) monopoly in many areas;
- 2) low internet speed and poor quality;
- 3) that legislation in the field of information technologies is behind the times;
- 4) extremely low level of computer literacy among citizens;

If the above-mentioned problems are solved gradually, systematically, based on world experience, Uzbekistan can easily become one of the countries with a developed digital economy. we can see. But we need to realize that we need to digitize it in order to develop it. That is, if we digitize it, we will achieve maximum efficiency. This means that we achieve maximum profit while minimizing costs.

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