

«Prospects for the development of entrepreneurship in the conditions of the digital economy»

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Annotation: In this article, opinions were expressed about the prospects for the development of entrepreneurship in the conditions of the digital economy.

Keywords: digital economy, entrepreneurship, small business, government technology, intensive.

The concept of digital economy has been clarified by the American scientist Nicholas Negroponte from the University of Massachusetts in 1995-th year, at a time not far from relatively. The scientist mentioned what changes can take place in the transition from the old economy to the new economy, following the intensive development of information and communication technologies. The digital economy is the conduct of economic activity, the main factor in the production and provision of services is the data in the form of figures, and with the help of processing a large amount of information and analysis of the result of this processing, the introduction of more effective solutions from the previous system in the delivery of various types of production. By the way, in other words, the digital economy is an activity that is associated with the development of digital computer technologies in the areas of provision of online services, implementation of electronic amulets, internet trade, kraudfanding and other types. Basically, e-commerce, internet banking, electronic tulips, internet advertising and, at the same time, internet games are seen as the main element of the development of the digital economy. The development and implementation of Information Technology evaziga in our daily lives is becoming very convenient. Let's say we want to eat, but we do not want to cook it, we can order the food we want online through the internet, home food delivery service, not manners. Or we need to transfer money to a friend, there is no need to go to the atelab to the bank or financial institutions, we can transfer money through a mobile bank. We can implement many similar types of services online, through a smartphone or computer. Of course, the development of information and communication technologies, the introduction of modern technologies into our lives can give everyone a lot of positive opportunities in their lives. Following the development of digital technologies, a person can quickly use the necessary service for him, save a lot of money by buying himself the necessary products cheaper through the internet. For example, the purchase of any book in electronic form can cost you much cheaper to buy, the appearance of which the same book is published. Or, if not, an ordinary consumer can become an entrepreneur himself, without leaving his home, engaged in online trading.

Other advantages of the development of the digital economy can be as follows:

- Increase in the productivity of labor in production;
- Growing competitiveness of companies;
- Reduction of costs in production;
- Creation of new jobs;
- The emergence of new modern professions;
- Overcoming poverty and catching up with social inequality.

These are the few advantages of a digital economy or holos. The development of the digital economy has a positive impact on our daily lives, gives the ordinary user a lot of additional opportunities and, if left out, can provide the growth and development of the market. The risks that the digital economy can come up with

The risk of cyber attacks, circulations related to the protection of personal data;»digital slavery» (the use of data from millions of people to manage their later self-retention); many industries and professions can

disappear after the increase in unemployment, the development of information technologies and its introduction. Countries of the developed world in the digital economy

«Digital» countries today are considered Norway, Sweden and Swedensariya. The number of developed countries in the digital economy includes the United States, Great Britain, Denmark, Finland, Singapore, South Korea and Hong Kong.

The fact that the competitiveness of the national economy is also due to the high share of small scale business in the indicators that reflect the processes of economic activity and its results is beyond doubt. The fact that the opportunity to create new jobs on account of low cost, the ability to occupy market segments where a large business can not enter, especially in the service sector and the adoption of non-large local resource bases, is a very favorable organizational form, shows that the importance of developing a small business can not be overestimated. For this reason, the issue of rapid development of small business is closely connected with the issues of localization of product production, development of the service sector and also with the development of the country's export potential. As a result of studying the world experience, it became clear that in developed countries of the digital economy, the state(government) in the digital economy defines the rules of the market «game» for all participants in the game, and the bunda as the most important task of the state is to create the same, equal and possible conditions for participants in the game.

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