

## GOING DIGITAL AND ITS EFFECTS ON INTERNATIONAL BUSINESS

Suyunova Yulduzhon Akbarovna,  
Student, Navoi State University of Mining and  
Technologies Uzbekistan, Navoi

A B S T R A C T	K E Y W O R D S
The article is devoted to the problems of adapting strategic management tools to the rapidly changing external environment caused by the rapid development of the digital economy and its impact on international business. In this article, the main trends of changing the digital business environment at the macro and micro level, the issues of increasing the efficiency of using the internal potential of the company, the specific features of the competitive struggle based on the active use of information and communication technologies are covered.	digital economy, production, international business, innovation, information, macro and micro level

It is impossible to imagine the modern world without information technologies, which have changed and facilitated various industries, opening up new market opportunities. The emergence of new digital infrastructures, the development of computer technologies, and digital communications creates new opportunities in the field of information technologies, applies them to the socio-political and economic life of society, and forms a new system of the international economy. is digital. The digital economy is based on the production of electronic products and services by high-tech business structures and the implementation of these products through electronic commerce.

The digital economy is an activity in which the main factors of production are information presented in digital form and their processing and use in large volumes, which allows for an increase in various types of production, technologies, equipment, efficiency, quality, and productivity. storage, sale, delivery, and consumption of goods and services.

Laws in economic relations and foreign cooperation are the subject of the digital economy. Relations are formed in the process of production, exchange, distribution, and consumption of scientific and technical information through digital information technologies, and the development of these processes is subject to economic laws.

The relevance of the article is related to the technological changes that create new features both in the global economic system and in the economy of individual markets and enterprises. Digital technologies have revolutionized business. The new digital economy is based on fundamentally different rules than the traditional economy. Economic entities are forced to work in a constantly changing environment, and development in such conditions means the constant adaptation of business to the dynamically changing environment at the strategic and tactical levels.

The purpose of the article is to determine the impact of digital information technologies on business and to propose ways for the company to respond to the problems of the digital economy.

The digital economy has a major impact on manufacturing, commerce, transportation and financial services, education, healthcare, media, and more. Technologies empower people and organizations in different ways, create and spread ideas, and develop and grow. introduction and implementation of innovations in commercial activities.

The development of the information digital economy is inextricably linked with the development of the information market. The information market can be described as a system of economic, legal, and organizational relations for the purchase and sale of intellectual labor products on a commercial basis. With the growth of informatization and digitization of society, the information industry began to dominate the economy, production is becoming more and more innovative and intensive. The number of people employed in the field of information and communication technologies is increasing year by year. In recent decades, the main factor stimulating the informatization of society is the growth of the availability of hardware and software and the development of network technologies. The rapid development of the information market was significantly influenced by the rapid growth of business in the development of software products.

The information market uses special methods of competition of structures that perform non-universal functions of developing innovative technologies for the production, storage, processing, and transmission of information in order to optimize the business processes of organizations.

At the microeconomic level, information and communication technologies (ICT) allow enterprises to optimize business processes. At the macroeconomic level, the impact of ICT explains the need to choose new directions for the development of the economy of countries and regions that take into account the trends in the world economy, including its use. The digital economy is able to overcome a number of limitations inherent in the traditional economy. Digital products can be copied and used by an unlimited number of people, and they do not lose their consumer characteristics, and often improve as these characteristics are shared and shared. In this case, material products cannot be used by more than one person at the same time and are subject to wear and tear during operation. Internet stores allow for avoiding limitations in areas and, therefore, in the width of the assortment, which is characteristic of conventional trading platforms.

The development of the digital economy has led to the emergence of a new type of competition - hyper-competition. The systemic elements of hyper-competition are multi-level and multi-dimensional, new knowledge, controllability, dynamism, flexibility, mobility, innovation, efficiency, etc., which determine the globalization advantages of world leaders and technologically advanced multinational companies.

As the influence of data on company management increases, further scrutiny of the ways in which it is used is required. Nowadays, it is increasingly difficult to solve organizational and management problems of companies, to establish business processes. The digital economy has made a number of important changes in the activities of companies:

1. the emergence of an information production factor that has become an important resource;
2. An increase in production costs due to the fact that information as a commodity and factor has a price;
3. Reducing transaction costs through the use of ICT;
4. Increasing the importance of the human factor in the introduction of ICT-based production;

5. Reducing the importance of the uncertainty factor by actively using the information resource.

In the traditional economy, the main role in the relationship between the producer and the buyer was played by the producer, because he was concerned with the formation of product ideas. The buyer made a choice from the list of benefits already produced and offered by the manufacturer. In the digital economy, the modern customer has the opportunity to be a participant in the process of creating new consumer value, and generating ideas for new products and services.

The transition to closer interaction with the consumer can be described as a logical step for manufacturing enterprises to change the business environment. Manufacturing companies began to cooperate more and more with the consumer (creating product design, manufacturing products according to individual orders, developing new product functionality, etc.). The concept of "open innovation" developed by G. Chesbrough is also related to the changes caused by the digital economy. Open innovation can be observed in the process of actively involving consumer businesses in the process of creating innovations, in which companies use not only internal ideas (ideas of employees), but also external ones (ideas of consumers). Knowledge is a strategically important asset in the digital economy. They play a key role in the sustainable economic development of companies in various industries. In this regard, it is appropriate to form new approaches to developing a business development strategy based on modern tools and methods of integrating corporate knowledge into the company's management system. Knowledge management, as one of the most important activities in the management system, should be directed to the formation of intellectual values, and the development of organizational, consumer, and human capital of enterprises. Intensive use of intellectual assets provides opportunities for the formation of internal and external competencies, which together form the system of the company's main competencies. The development of the digital economy has a significant impact on the internal and external business environment. There are fundamental changes in the field of information and communication technologies, which are reflected in various directions of the company's activity. The Internet allows even new and small companies to sell their products worldwide. Companies can be established and developed quickly with relatively small capital investments.

Information technology helps to reduce costs, significantly increase labor productivity and productivity in almost all sectors of the economy. In the digital economy, the position of companies in the market is becoming more complicated, risk and uncertainty are increasing in making strategic decisions. This situation is associated with unstable conditions due to dynamic changes at the technological level, increased competition, and the influence of the state on the economy. The technological changes inherent in the digital economy create new market rules of business for producers and buyers. In the digital economic environment, companies must constantly seek new competitive strategies and improve their competitive performance. In order to survive and develop in the new environment, companies need to improve their skills in the field of digital information technologies.

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