

OF INFORMATION AND COMMUNICATION TECHNOLOGIES ROLE AND DUTIES IN THE DIGITAL ECONOMY

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Annotation: Digital technologies are increasingly entering all areas of everyday life. everything from communication and purchasing goods to manufacturing and government activities is moving to a virtual environment and all these are signs of a great future. digital transformation is covering the whole world, and Uzbekistan is no exception to global trends.

Keywords: modern technology, internet and e-economy, e-business, e-commerce, digital economy, optimization.

In our country, 2020 was declared the "Year of Science and Digital Economy" and the development of the concept of the national strategy "Digital Uzbekistan - 2030" began, its draft was presented to the public for discussion. The labor markets and business relationships we experience in the near future are also facing significant changes. New information communities are being formed, worldviews are expanding, and above all, favorable social conditions are being created for the young generation, which manifests its ambitions and contributes its knowledge to the foundation of our future.

There are many definitions of the new technological order in the economy, the most widely accepted being the "digital economy" (web economy, Internet and e-economy): economic activity based on digital technologies related to e-business and commerce. In the digital economy, payments for services and goods are often made using electronic money, and this is a clear example of this process. The digital economy is based on the widespread use of information and communication technologies (ICT), which play an important role in various aspects of the modern technological and business world. In this article, we examine the role and functions of ICT in the digital economy.

1. Communication and communication: ICT enables real-time instantaneous transmission of information and communication. They allow people to communicate with each other regardless of distance, exchange information in any format - text, voice, video, etc. Thus, ICT contributes to the development of global communications and the creation of international network communities.

2. E-commerce: ICT plays an important role in the development of e-commerce or online trading. They allow companies to sell goods and services online, accept payments, manage orders and ensure delivery. E-commerce opens access to global markets and improves business efficiency.

3. Digitization of processes: ICT enables automation and optimization of various business processes. They help to improve the management of production, logistics, finance and other aspects of enterprise activity. Digitization of processes also helps to reduce costs and increase efficiency.

4. Big Data and Analytics: ICT provides a wealth of data and information that can be analyzed and used to make business decisions. Big data and analytics enable companies to understand market needs, predict trends, improve processes and increase competitiveness. ICT also helps in creating tools for data visualization and performance monitoring.

5. Innovation and development: ICT is a platform for creating and developing new technologies and innovations. They support research and development in artificial intelligence, robotics, virtual reality and many other areas. ICT helps to create new business models and expand the boundaries of possibilities.

Thus, information and communication technologies occupy a central place in the digital economy. They provide effective communication, development of e-commerce, digitization of processes, data analysis, innovation and development of new technologies. They help companies stay competitive and people get new opportunities to learn, work and play.

The digital economy is developing rapidly. According to economists, in the near future, all participants in this sector can receive significant "digital dividends". Among them, the issues of reducing the unemployment rate and reducing the cost of production are discussed. Over the years, the classical view of the economy has been revised, and models of well-established relationships and procedures have been developed. However, the rapid development of information and communication technologies has radically changed the forms of communication and penetrated into all spheres of life. Thanks to the rapid development of the document, it is now possible to effectively carry out all necessary business operations and exchange documents impersonally and with high efficiency. And it's already happening cheaper and faster.

In addition, in modern society, the term "information society" is often used - this is the type of society in which information and knowledge are the most valuable assets. The driving force behind economic development today is not innovators, but the resources they use. Digital technology, in turn, gives them a higher level of value.

It reduces overall economic costs by comparing and disseminating large amounts of information. In addition, the rate of economic growth is increasing

several times. In addition, as a valuable commodity, information and communication technologies serve as a tool for high-level management decision-making. The use of information and communication technologies in everyday life helps to speed up and simplify many daily tasks (paying utilities, providing banking services to individuals, booking chips on the Internet, etc.).

Information and communication technologies (ICT) play a key role in the digital economy, ensuring continuous operation of information systems and connections between people, devices and organizations. Some roles and functions of ICT in the digital economy:

1. Data processing: ICT enables the collection, storage, processing and analysis of large amounts of data. It helps companies make better data-driven decisions and improve decision-making processes.

2. Communication: ICT provides effective communication channels between people and organizations, including email, instant messaging, video conferencing, and social media. It improves communication, collaboration and information sharing between different parties.

3. Electronic commerce: ICT enables electronic commerce, the buying and selling of goods and services over the Internet. It helps to develop online commerce and create new business models, including online stores, classifieds, and digital platforms.

4. Automation and optimization of processes: ICT enables the automation and optimization of business processes, which increases the efficiency and productivity of organizations. For example, the use of ICT can simplify inventory management, production processes and customer service management.

5. Innovation: ICT plays an important role in stimulating innovation and developing new products and services. They enable the creation and implementation of new technologies that change the way industries work and interact, such as artificial intelligence, blockchain, the Internet of Things, and cloud computing.

6. Improve access to information and education: ICT enables a wider range of people to access information and education. They provide opportunities for online education, distance learning and access to information through the Internet. This serves to increase the level of education and develop human capital.

In general, ICT is the basis of the digital economy, providing the necessary tools and solutions for various industries and fields of activity. They improve efficiency, cooperation, innovation and information availability, contributing to the development of the economy and society as a whole.

- In this regard, it should be noted that currently the potential for future development of information and communication technologies is

significantly increasing based on:

- transition to the knowledge economy, which is one of the main factors in the development of the digital economy;
- development of electronic state and socially important services for the population;
- cooperation of innovative business entities with universities, laboratories, technology parks, business incubators, which allows the emergence of radically new types of products and services;
- development of electronic business and formation of new legislation and technological mechanisms for electronic transactions;
- cost optimization in the development of information technology infrastructure models.

The organizational and economic factor of strengthening the role of information and communication technologies in ensuring the effective functioning of the state management system is currently one of the main conditions for the development of the digital economy in the country. In this case, it is necessary to pay special attention to the IT outsourcing market, the widespread use of mobile devices and software, and the development of an advanced cloud infrastructure that is used to solve complex analytical tasks.

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