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MAIN ASPECTS OF DEVELOPMENT OF INFORMATION SYSTEMS AND DIGITAL PLATFORMS

Annotation: Nowadays, technology is developing very rapidly. Information and digital technologies, which are developing day by day, never cease to amaze people. All developing industries are currently using modern technologies, such as artificial intelligence tools, the Internet of things and much more.

This article discusses the main aspects of the development of information systems and digital platforms.

Key words: information systems, digital platforms, artificial intelligence, evolution, infrastructure, economics.

Introduction. Sharing the structure of the IT infrastructure through the development of informatization and digitalization is increasingly being carried out with the aim of expanding innovation. Digital platforms (DPs) are becoming strange interaction mechanisms. Many small and medium-sized enterprises are emerging that develop innovation platforms and act as intermediaries in various market segments and sectors of these innovations. The digitalization of global economic activity makes the requirement for the joint use of information resources and information infrastructure by market entities one of the main conditions for the development of innovative activity.

The purpose of this article was to identify factors influencing the transition of business entities to the use of information technologies, and on this basis to formulate an evolutionary classification of information technologies. In the modern economy, the driving force is business entities that actively create and develop the digital economy, IT infrastructure and information resources. Based on the literature studied, we examined the evolutionary classification of processors used during the transition to the introduction of innovations. At the first stage of using IT, processor-based software and hardware solutions were developed. The second stage is characterized by the need to process and analyze incoming information in order for the business entity to make optimal management decisions. During the transition to the third stage, a full-fledged digital market infrastructure is formed on the basis of ecosystems, allowing the introduction of innovative business models and management of innovative activities based on the results of big data processing.

According to the World Bank report, in Table 1 we can see a list of countries that use digitized platforms in the top 10 different industries for 2022.

Table 1 presents the main rating indicators, including:

“Core Government Systems” - Core Government Systems Index, CGSI;

Provision of public services” – Public Service Delivery Index, PSDI;

“Public Engagement” – Digital Citizen Engagement Index, DCEI;

“Institutional support” – GovTech Enablers Index, GTEI.

In today's digital world at large, creating and developing digital platforms has become a necessity for businesses to remain competitive and meet changing customer needs. Digital platforms are online ecosystems that bring together various users, including businesses, customers and partners, to exchange data, services and products. These platforms have revolutionized the way we interact with the world, and their importance continues to grow with the increasing digitalization of business.

Table 1

Top-10 GTMI ranking

Место	Экономика	GTMI	CGSI	PSDI	DCEI	GTEI
1.	Южная Корея	0,991	0,990	0,998	0,994	0,984
2.	Бразилия	0,975	0,980	0,969	0,970	0,981
3.	Саудовская Аравия	0,971	0,963	0,979	0,966	0,977
4.	ОАЭ	0,961	0,922	0,989	0,976	0,956
5.	Эстония	0,956	0,910	1,000	0,998	0,916
6.	Франция	0,945	0,923	0,957	0,950	0,952
7.	Индия	0,940	0,935	0,966	0,955	0,904
8.	Литва	0,918	0,822	0,961	0,950	0,940
9.	Монголия	0,907	0,934	0,864	0,883	0,946
10.	Россия	0,897	0,881	0,960	0,828	0,919

Advantages of digital platforms. Digital platforms have many benefits not only for businesses but for the entire industry, including increased efficiency, scalability and revenue. They provide a central link for connecting businesses with clients and partners, allowing them to optimize their activities and improve customer service. Additionally, digital platforms provide companies with valuable information about their customers, helping them make informed decisions about their products and services. The creation of digital platforms also becomes important of course. The process of creating a digital platform includes defining the goal, identifying the target audience and choosing a technology package. The key to creating a successful digital platform is understanding the needs of your target audience and developing a platform that meets those needs. Challenges in building a digital platform include defining the right technology stack, developing a user-friendly interface, and ensuring the platform is scalable and secure.

Digital platforms are used in various industries such as healthcare, finance and retail. Successful digital platforms in these areas provide users with valuable information and services and enable companies to create new relationships with their

customers. For example, digital platforms in the healthcare sector provide patients with remote access to medical advice and services, while digital platforms in the financial sector provide users with financial advice and financial management tools.

In today's information age, the use of digital platforms in all fields is bringing these fields to a level of maturity. This process is already used in the economic sphere. Artificial intelligence and digital platforms ensure the security of a safe economy and other areas, but we cannot say that they are completely safe. User-friendly platforms are also important for business development.

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