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IMPROVING THE EXPORT CAPACITY OF ENTERPRISES THROUGH DIGITAL TECHNOLOGIES

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Annotation: Ensuring digitization and management of all stages of enterprise supply through introduction of modern information technologies in enterprises operating in industrial sector, and systematic implementation of work to integrate installed software products with technological re-equipment programs of these enterprises; achieving transparency of financial and economic activities through the introduction of modern software products and advanced information and communication systems in exporting enterprises to prevent production of products (works, services) in accordance with the world standards and production interruptions, reduce production costs and maximize profits achieving the introduction of innovative digital management systems and Fintech (financial technology) software products;increase export potential by establishing mechanisms for interaction with customers (clients) in a transparent, virtual, B2B form remotely (online platforms) in order to improve customer service and increase sales in export operations; improving the system of support for reception of management data, including through introduction of real-time business analysis system and enterprise resource management system (ERP) in large businesses with a large share of the country's export potential.

Keywords: Web technologies, "digital export", "smart enterprise", "cloud technology", "blockchain", "industry 4.0", "export platform with digital analog", "Big Date" technologies and electronic and digital resources.

Introduction

The issues of digitalization of the economy were first promoted as a topic of discussion in the mid-1990s, the first definitions were given, and these definitions recognized it as a means of bringing enterprises and consumers together in the virtual world[1]. By the end of the 90s, the analysis mainly focused on ways to increase economic efficiency in enterprises through the use of the Internet in the economy. It was precisely the scope of the influence of

[1]Barefoot K, Curtis D, Jolliffe W, Nicholson J.R., oath Omohundro R (2018). Definition oath measuring the digital economy. Working paper. Office of Economic Analysis, United States Department of Commerce, Washington, DC. Available at: https://www.bea.gov/system/files/papers/WP2018-4.pdf.

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the Internet resource in the process of digitalization of the economy that was widely assessed and discussions began on its hidden potential[2]. An analysis of the profit indicators achieved in economic processes as a result of increasing the speed of the Internet was also carried out, and the importance of this factor was noted. Much attention began to be paid to the development of this area. The issue of digitalization of the economy has become a serious issue at the state level and has become a topic of discussion. As a result, the groundwork was laid for conducting scientific research in this area[3].

A number of works are being carried out in our country in this regard, in particular, the Resolution of the President of the Republic of Uzbekistan dated April 28, 2020 No. PQ-4699 on measures for the widespread introduction of the digital economy and e-government, which stipulates the implementation of measures in the following areas in order to further increase the competitiveness of the republic's economy through the widespread introduction of modern information technologies into economic sectors and the public administration system and the expansion of telecommunications networks:

By 2023, with the aim of doubling the share of the digital economy in the country's GDP, including the introduction of a complex of information systems in production management, the widespread use of software products in financial and economic reporting, as well as the acceleration of these processes through the automation of technological processes;

In 2021-2026, to fully modernize the country's digital infrastructure and ensure access to modern telecommunications services in all regions, including connecting all schools and preschool educational organizations, healthcare institutions, as well as villages and neighborhoods to high-speed Internet networks and improving the quality of communication services;

Widespread introduction of digital technologies at all stages of the education system and increasing the level of digital knowledge necessary for the modern economy, improving educational infrastructure, as well as opening digital knowledge training centers in all regions of the republic by 2022 as part of the implementation of the "Five Initiatives" project;

Developing the e-government system through the creation and integration of state information systems and resources, unification of information in state databases, as well as optimization and regulation of procedures for providing public services, with a view to increasing the share of electronic public services to 60 percent by 2022;

Methods and analysis

[2]UNCTAD (2017a). Information Economy Report 2017: Digitalization, Trade and Development. (United Nations publication, Sales No. Sales No. E.17.II.D.8, New York and Geneva).

[3] UNCTAD (2018a). Technology and Innovation Report 2018: Harnessing the Frontier Technologies for Development (United Nations publication, Sales No.E.18.II.D.3. New York and Geneva).

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To develop "digital entrepreneurship" through the production of software products and the creation of technological platforms, to triple the volume of services in this area by 2023 and bring their exports to $100 million.

The rapid transition to a digital economy is not only a way to reduce the cost of products, works and services produced in the national economy, increase efficiency, but also a guarantee of ensuring the economic security of the state. In particular, the President of the Republic of Uzbekistan, Sh. Mirziyoyev, emphasized the relevance of this issue today, saying: "…we need to develop a "National Concept of the Digital Economy", which envisages the renewal of all sectors of the economy based on digital technologies. On this basis, we need to implement the "Digital Uzbekistan-2030" program. The digital economy will allow us to increase GDP by at least 30 percent and sharply reduce corruption. Analyses conducted by reputable international organizations also confirm this. Therefore, the Government is instructed to develop a "roadmap" for the transition to a digital economy within two months. In this regard, it is necessary to pay special attention to ensuring information security," [4]they noted. In addition, the resolution "On measures to further modernize the digital infrastructure for the development of the digital economy" set out the issue [5]of implementing consistent measures to develop the digital economy, gradually introducing electronic document exchange in state bodies and other organizations and electronic commerce systems for providing services to individuals and legal entities, introducing a single information technology platform that ensures integration into a centralized information system by sector, and using modern infrastructure to create conditions for the rapid development of the digital economy. In addition, in this process, the National Agency for Project Management under the President of the Republic of Uzbekistan was designated as the authorized body in the field of implementation and development of the digital economy. In order to develop the digital economy, the Digital Trust Fund for the Development of the Digital Economy was established as a state institution, one of the main tasks of which is to attract and pool investors' funds for the implementation of projects related to the implementation of "blockchain" technologies under the conditions of public-private partnership.

Over the past few years, digital technologies, services, products, techniques and technologies, scientific skills and experiences have become popular and widely disseminated in various sectors of the economy. This process is called the digitalization of the economy, and in the process of digitalization, the supply of new innovative types of digitalized products, works and services to the world market has increased. This situation has served as a decisive factor in the development of new information technologies. The process of digitalization or digital transformation of the economy, covering almost all sectors and industries, has made it possible to dramatically increase productivity and labor efficiency, improve the quality of services provided, dramatically reduce their cost, and achieve wide coverage of the world market. In this process, areas such as robotics, IT, "cloud computing",

[4] Uzbekistan Republic President Sh . Mirziyoev's December 28 , 2018 " Uzbekistan Republic president's Supreme To the meeting Petition ".

[5] Uzbekistan Republic Resolution of President Sh. MIRZIYOEV dated November 21 , 2018 , No. PP-4022 .

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"large-scale databases", and the use of three-dimensional printing have also been rapidly developed.

Today, when digital transformations are being implemented in everyday life, the business environment and public administration, the economy needs deep structural changes and the development of the digital economy. Clearly defining the goals, principles, tasks, directions and mechanisms of cooperation between states in the implementation of export operations, implementing not only digitization strategies developed by one state, but also joint implementation and development of projects play an important role in the digitalization of the economy. Figure 1.1 describes the process of digitization of the economy, and we can see that the main emphasis in this process is on the types of digitization of services, modeling of economic processes, conditions for the development of Internet commerce, all representatives of the commercial industry, and the prerequisites for the development of a new information and telecommunications infrastructure. The number of people employed in global employment in the field of new information technologies amounted to 34 million people in 2010, while this figure increased to 39 million in 2015.

Figure 1.1. Description of the process of digitalization of the economy[6]

The highest share of this was in computer services, at 38 percent. In 2018, exports of digital services amounted to 2.9 trillion US dollars, or 50 percent of global services exports, and from 2005 to 2018, these types of services tripled in size.

The main principles and material support resources of the digitalization of the economy are presented, among which the importance of such resources as human capital, the creation of new business models, and various levels of technological armament is considered important.

[6]Adapted from Bukht and Heeks, 2017; Malecki and Moriset, 2007; and UNCTAD, 2017a. Firms in specific sectors or categories should be included or excluded as digital or IT. about an ongoing debate

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The use of blockchain technology is an important stage in the process of digitalization of the economy. One of the digital technologies can be recognized as a special accounting ledger, consisting of a sequence of blocks and pages, in which transactions are recorded using blocks. This special ledger reflects the serial number and signature of each block. The achievements of blockchain technology are that the information entered into the database can only be changed with the 100% consent of all users logged in to the system. The lack of trust in the infrastructure provider ensures the complete independence of the technology. In addition, any participant involved in Blockchain technology can independently conduct an independent audit on the aspect of interest to him. As a result of the operation of this technology, it will be possible to quickly and cheaply carry out any operation, constantly optimizing transaction costs.

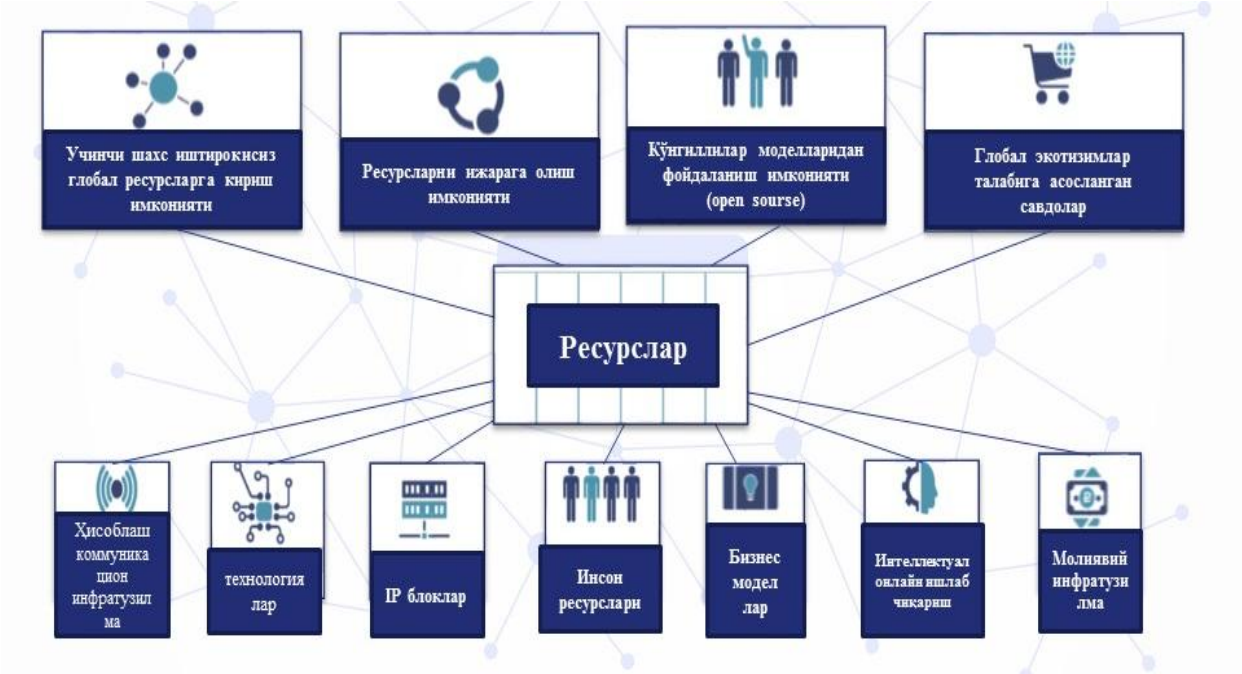

Figure 1.2 . Basic principles and material support resources for the digitalization of the economy[7]

Independently develops, formulates and implements a national policy on the digitization of the republic's economy, communication and informatization, ensuring the stable functioning and security of a single information space, and implementing national measures to develop communication infrastructure, including the digital agenda.

export -import operations and developing Uzbekistan's export potential with digital economy technologies, taking into account the need to harmonize legal regulations within the framework of contracting states, the following important indicators should be taken into account, including:

[7]It was prepared based on the author's research.

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- the national interests of each of the partner countries, their level of economic development, the level of development of national markets, technological characteristics and the state of digital infrastructure;

- specific features of the regulation of economic sectors and industries within the framework of the digital agenda, as well as the specific characteristics of economic sectors;

- obligations of partner countries under international treaties, including obligations assumed in accordance with international treaties concluded with third countries.

The development of Uzbekistan's export potential with digital economy technologies is being implemented in the identified areas of economic cooperation. At the same time, within the framework of the development of initiatives leading to the transition to the digital agenda, proposals are being developed for the implementation of projects in the areas of economic cooperation established by law, as well as in other areas of the economy.

Figure 1.3 . Description of the set of technologically required blocks in the process of increasing export potential through digitalization of the economy[8]

that projects to implement the digital agenda will be implemented in the areas of economic cooperation established by legal norms, as well as in other sectors of the economy, with appropriate amendments made or new international agreements concluded.

To implement these guidelines, it is necessary to ensure the development of coherent, clearly targeted, analytically and factually based legal and regulatory documents and strategies in accordance with the legislation. The implementation of the digital economy agenda should not impede the development, adoption, formulation and implementation of national policies in the field of digitalization of the state economy.

[8]It was prepared based on the author's research.

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An analysis of existing digitalization challenges in developing Uzbekistan's export potential with digital economy technologies showed the need to implement a set of joint actions aimed at the following goals:

development of digital cross-border services, encouraging an increase in the share of services in products manufactured in our country, ensuring a balance in regulating the market of digital services and related goods;

the Republic 's digital assets and digitization of goods and services created in the region;

developing digital trade channels between partner countries and export services that provide digital trade within the framework of cooperation based on digital platforms;

to encourage the export of goods and services from one country to third countries;

the republic and encourage the use of technologies developed in the region;

the joint action of the state and exporting enterprises in the specified areas will enable partner countries to increase the maturity of their digital trade ecosystems, increase mutual trade of goods and services between partner countries and trade with third countries, and increase their competitiveness in global ecosystems. Digital platforms and related services - logistics, financial platforms, big data operators (Bigdata), marketing companies, blockchain, cloud services, social and credit scoring agencies, insurance companies, etc. will be developed.

Table 1.1

Analysis of funds attracted to the digital economy by developed countries[9]

Financial innovative technologies (Fintech) countries involved	Value (in million dollars)	"Virtual reality " (virtual reality , VR)	Value (in million dollars)	Autonomous Management to the system	Value (in million dollars)
China	7,158	China	7,158	USA	582
USA	5,437	USA	5,437	China	367
Great Britain	1,793	Great Britain	1,793	Japan	268
Germany	668	Germany	668	Australia	264
Japan	493	Japan	493	Great Britain	142

[9] http :// ru . newsbts . c o m

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Innovative devices	Value (in million dollars)	Education to technology	Value (in million dollars)	Robotization and drones	Value (in million dollars)
USA	1,724	USA	1,282	USA	728
China	992	China	681	China	227
Germany	170	Japan	217	Japan	129
Canada	130	Great Britain	163	Singapore	96
Great Britain	95	India	145	Canada	59
3D printing	Value (in million dollars)	Big Data	Value (in million dollars)	AI and automated education	Value (in million dollars)
USA	602	USA	6,065	USA	3,782
China	221	Great Britain	1,673	Great Britain	1,222
Germany	182	China	942	China	900
Japan	181	Singapore	651	Japan	473
Russia	181	Russia	554	Australia	329

World community current on the day new innovative technologies state to the management attraction to grow via " electronic " " government " create era starting Because this process state organs from services use efficiency to increase, citizen and state between simple, fast and convenient, cheap communication installation to provide service to do with together this to the day until 3 of them technological revolution during government shape and his/her organizational management system 4- technological revolution, that is artificial intellectual revolution in the future government " intelligent " form government " format to the cycle ground creates.

Methods and analysis

Exactly this situation today's " Digital " on the day Uzbekistan -2030 ” program to life implementation we can necessity day in order Of course. This in process foreign countries management in digitization blockchain from technologies use practice research to grow important importance profession This in experience China and the world did without, of his own financial system activity blockchain from technologies used without is improving. Global digital transformation in the process in the economy export activity with engaged entrepreneurship subjects and citizens for wide extensive problems bringing release possible, including :

digital the economy without development and digital day order within the scope projects state and businessman together done without exaggeration standing , farm driver subjects traditional from processes digital to platforms passing by him/her mastery, digital on

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platforms relationship and connections in the installation difficulties, themselves new from opportunities deprived does;

big labor from resources poor transition and large platform ava technologies mastery big funds and time demand to do, competent personnel shortage as a result economy all in networks and competitors between of imbalances appearance to be ;

labor resources and consumers third of countries digital to the economy and global digital platforms digital ecosystems speed with flexibility;

personal information cross-border exchange under the circumstances protection to do balance save remaining without , data protection to do further reliable institutional to the shape of need increase;

traditional to assets has exporters financial resources limited because of digital to transformations adapt not getting , transformations not passed farm driver subjects and digitized to assets has in enterprises depreciation expenses between of differences coming output;

continuous electricity electricity and high fast internet to the channels connection with related problems bringing release possible. The economy in digitization state above situations according to his/her own economic development strategies and in programs of the economy digital transformation to the problems answer measures working exit according to one row tasks solution to be done Digital transformation to the surface arrival possible was to the problems in response state the economy expansion for additional stability and opportunities of providing integration from the factor possible at the level maximum use necessary It will be regarding of the state digital in the field coordinated of the policy absence the economy role increase through export potential in increasing and digital space in development synergistic to the fruits to achieve obstacle to do possible.

Table 1.2

Description of the digital economy and its impact on the national economy[10]

Goals	Affected areas of activity and their description
Achieving national economic stability and strengthening economic positions at the international level	Ensuring continuous and stable economic growth and creating an optimal economic structure; implementing effective monetary and fiscal policies; ensuring socio-political stability and economic sovereignty; eliminating restrictions on international trade; ensuring the stability of new high-level scientific and technical potential; achieving the development of export-import activities
Ensuring the movement of material and financial resources in the national	Achieving the implementation of an effective public administration system; ensuring the effective distribution of material and spiritual resources; ensuring food security;

[10] Author research based on prepared.

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economy and their effective distribution	ensuring the adequacy of the material and spiritual resource base and diversification of resources
Implementation of state control and monitoring over the effective distribution of material and financial resources	of resources, implementing continuous monitoring, and establishing a process for timely identification of problems and shortcomings
Population well-being increase	National in the economy employment the problem eliminate population social to services was demand satisfy , human capital encouragement , human to capital financial Russians attraction of reaching effective mechanism current to grow problems eliminate to reach achieve.

In general when receiving above situations according to interested digital day order within the scope state by joint initiative and projects done increase farm driver subjects and of citizens also interna, both external in the market opportunities noticeable at the level to expand ground creates.

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