

ISSN : 2349-4212

INTERNATIONAL JOURNAL OF

TRENDS IN BUSINESS ADMINISTRATION



Indexed by:



Universal
Impact Factor



IMPACT FACTOR
SEARCH

International journal of trends in business administration **ISSN: 2349-4212**
2023 year Volume 13 issue 1

Universal impact factor 7.828

Founder and Publisher **academic journals PVT LTD**

Published science may 2011 year. Issued Quarterly.

Internet address: <http://academicjournalonline.org/index.php/ijtba>

10/25 Thamotharan Street, Arisipalayam, Salem, India

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**CONCEPTUAL FRAMEWORK FOR ASSESSING THE EFFECTIVENESS
OF PRODUCTS AND SERVICES IN THE CONTEXT OF THE
DEVELOPMENT OF THE DIGITAL ECONOMY**

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Annotation: this article describes the conceptual framework for assessing the effectiveness of products and services in the digital economy and the global trend to improve the quality of products and services by forming new opportunities for business management around the world.

Keywords: digital economy, management, evaluation, concept, business, digital technology, product, service, quality, efficiency.

Introduction

Digital economy is the economy of new business processes, new markets. From the emergence and development of the digital economy on the basis of the widespread introduction of digital technologies, it can be noted that “digital technologies, not only, increase the quality of products and services, reduce overhead costs.” Accordingly, “the management of the state and society, as well as in the social sphere, widely introduced digital technologies to increase productivity, in a word, dramatically improve the marriage of people...”[1] are the top priorities for the development of the digital economy.

Digital economy is an idea it was informed by the World Bank in its 2016 lecture "a lecture on World Development – 2016: Digital Dividends". The World Bank shows such signs of digitization in the country as open data, an e-government system, digital giants such as Yandex and Kaspersky, online booking services, a reduction in the period of registration of property rights by 10 days with the help of Information Technology.

To date, more than 7,000 health care, pre-school muas-sasas and schools are

connected to high-speed internet, while another 12,000 institutions will be connected to fast internet in the next 2 years under this program [1]. An economy based on data, mobility, cloud services and the latest technologies. Four criteria for analyzing the digital economy that are considered to one degree or another by different researchers can be distinguished, Table 1.

Table 1.

Criteria for assessing the effectiveness of Management in the digital economy¹

№	Criteria	Approaches to Criteria
1	This approach related to	The employment sector D.Bell, Ch.Lidbiter and P. Druker's models of the changes observed and the structure of employment are closely related to the works under consideration.
2	A number of concepts	Of spatial digital economy are based on geographical tamo-year. The focus is on data transmission networks that connect different locations, thus potentially affecting the formation of a global economic space.
3	Economic	Information transmission networks are an aspect of modern society that distinguishes it from others. It is an important opportunity in the research of the digital economy to consider what aspect is associated with information transmission networks.
4	many technological	Innova-Sias in the field of information and communication technologies, which remain open to a wide range of technological users, become the basis of the technological concept.

Analysis and results.

The process of digitalization, which is going on rapidly today, gave rise to a “new economy”. Little studied and with a deep vein in the day, this market segment provides manufacturers with a conceptual scheme for developing and evaluating the effectiveness of the digital economy through the optimal methods of organizing

¹ Monografik tadqiqotlar asosida muallif tomonidan ishlab chiqilgan.

effective marketing campaigns in business, making maximum profit at a minimum cost, successfully selling goods and services.

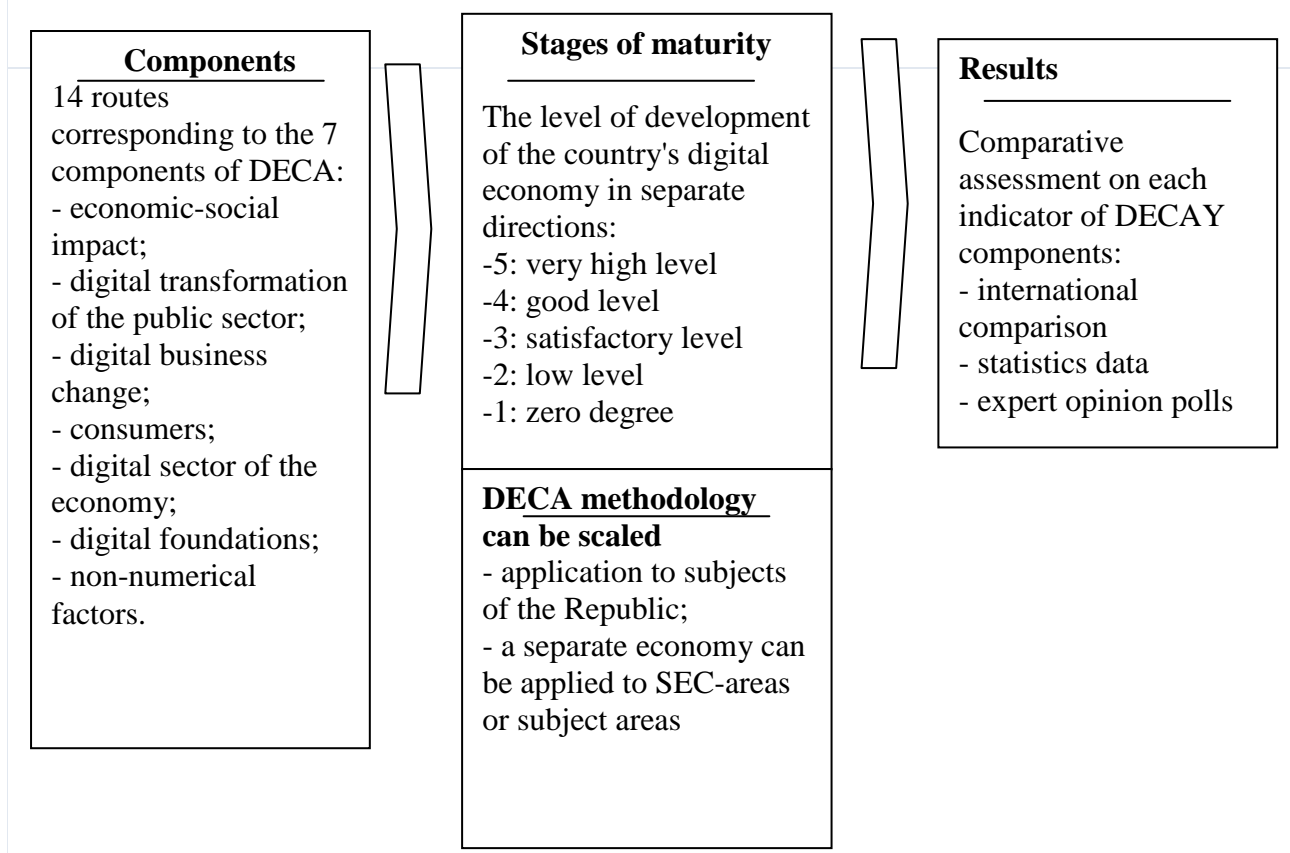


Figure 1. Conceptual scheme for assessing the effectiveness of the digital economy²

A conceptual assessment of the development of the digital economy and its effectiveness will create quality service, convenience to the consumer, buyer and customer. This time is wider than ordering lunch over the Internet during rush hour, calling a taxi through a mobile application, sending money to a loved one far away, and also covers such as cross-border business cooperation, e-commerce space, remote office. In doing so, five global trends shape new opportunities for businesses around the world:

- changes in the placement of forces in the economy. Such a trend will change the composition of players in the market, as well as the investment environment.

According to the forecast, in Asia by 2030 66% of the representatives of the middle class and 59% of the volume of their consumption will be embodied [3].

² Monografik tadqiqotlar asosida muallif tomonidan ishlab chiqilgan.

- demographic changes will increase the growth of the share of the older population and competition for personnel resources, as well as increased attention to the health sector, and the economy of developed countries will require a large number of highly qualified employees.

- urbanization will lead to the growth of current market segments, many COMPAS will expand the geographical participation of large infrastructure projects will appear hamdm the formation of new segments will occur: for example, the development of proposals in the field of "smart cities and towns".

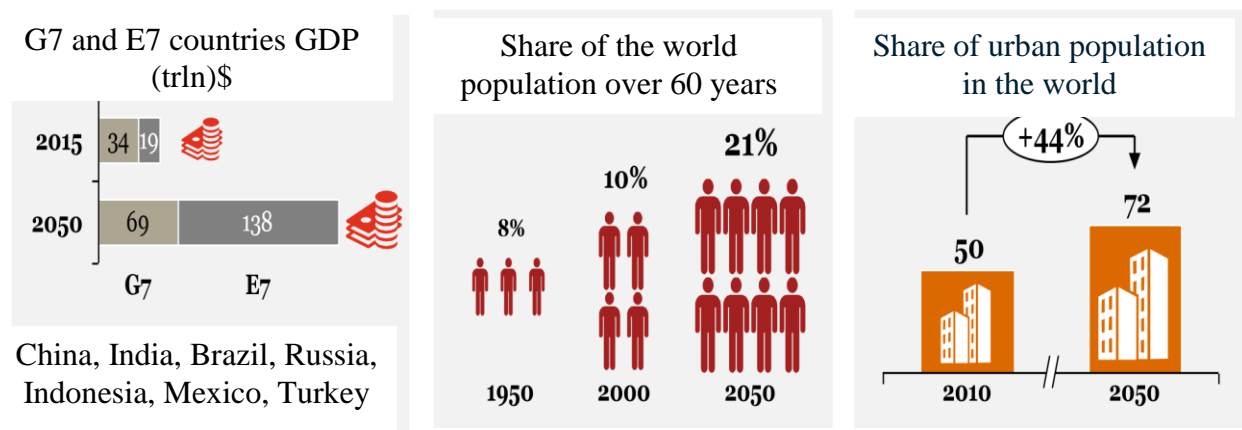


Figure 2. Global trend dynamics of the formation of new opportunities for business management around the world

As aspects that distinguish the digital economy from others in management, the following can be mentioned:

1. Economic activity focuses on digital economy platforms. The digital economy platform is a digital environment with a set of services and functions that provide the needs of consumers and manufacturers and realize the possibility of direct interaction between them. An electronic platform is a type of electronic resource that different companies have access to and can use themselves's Web government for the purpose of interacting with suppliers and/or consumers of real and potential products and services. For example, electronic allows you to have a Web showcase in front of each trading company and conduct a transaction. Among the digital platforms, it is possible to include network, inter-network virtual exchanges, which allow companies

to perform electronic On-Demand transactions, and in doing so, reduce the cost of managing interaction with customers.

2. Personified service models. The development of tex-nologies, such as Big Data, 3D printing, allows the production and provision of services for goods that meet the needs and needs of each particular customer, rather than the average statistical Consumer [2]. Today, BIG DATA is an innovation tool for collecting big data on how to make decisions and increase customer orientation in management in various areas of business activities.

3. The path of the spread and development of the economy of joint use in management leads to three phenomena:

- joint ownership of some kind of goods;
- pay for providing information;
- the fact that the role of the contribution of individual participants is significant.

In the above management, the aspects that distinguish the digital economy from others ensure the implementation of national interests from the point of view of the state

According to BCG, the share of the digital economy in developed countries is 5.5%, and in developing countries – 4.9%. For example, "Economika Runeta 2015-2017gg." according to data, the share of the digital economy in Russia in GDP - 2.4%. According to the results of 2017, the volume of the Runet economy (content and services) amounted to 1,355.38 billion rubles, and the volume of the electronic payments market was 588 billion rubles.

The main reason for expanding the digital segment of the economy is the growth of the transactional sector, which accounts for more than 70% of national GDP in developed countries[6]. The sector includes: public administration, consulting and Information Services, Finance, wholesale and retail, as well as various utilities, personal and services. All of these sectors are currently numbered. Especially in the quarantine regime introduced due to the coronavirus pandemic, the demand for online

goods and services has increased even more, the ranks of digital functions have expanded in all areas. Today it is possible to make payments without leaving home, get distance education without any problems, use large libraries of the world and even work. In this regard, digital services have a number of advantages over the traditional type, such as paperwork, lack of formality, saving time. For example, if you receive public services in digital form, you will be provided with a discount of 10% of the specified fee.

Conclusions and suggestions. To measure the possibilities of the development of the digital economy, ways were recommended to improve the efficiency of products and services through a system of indicators that describe the following areas:

- analysis of other aspects, such as the number and quality of data transmitted across each spatial network in ensuring employment of the population based on complementary criteria in the digital economy, accounting for the growth of economic value in the creation, transmission, processing and storage of information;

- comparative assessment on each indicator of DECA components, international comparison, statistical data, increasing the productivity of expert surveys by scaling up the components, stages of maturity, DECA methodology, based on the conceptual scheme of assessing the readiness of Management in the digital economy;

- global trend development of innovative technologies in the Republic-Miz based on the experience of leading countries in the dynamics of the formation of new opportunities for business management around the world;

- the fact that digital technologies serve as an effective tool in reducing overhead costs by improving the quality of products and services, and at the same time in the loss of one of the most severe vices – the scourge of corruption;

- the widespread introduction of digital technologies serves to create opportunities to pay off for a short time, which can dramatically improve the life of

people, among other things, ensuring the development of state and community management, the social sphere.

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