# DIGITAL ECONOMY IN THE CONTEXT OF ENTREPRENEURSHIP

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**Annotatsiya.** In this article the digital economy in the context of e-commerce, online services and business development of digital platforms, place rendered lit. With the help of the issues of digital technology for business efficiency, are analyzed.

**Key words.** the digital economy, entrepreneurship, e-commerce, digital technology, innovation, business processes, competitiveness, transformative digital.

Today, the world economy has been agreed with numbering a rapid pace. Information and communication technology development, internet, network expansion and electronic services of the popularization as a result of economic activity, new forms of creation has been. Especially, the digital economy in the context of entrepreneurial activity, more convenient, quick and effective manner , not in. Now entrepreneurs products and services not only local market, but the international level, both offer to the capacity having is. The country also digital economy development, entrepreneurship subjects of support , and innovative environment to creating particular attention paid. The same reason why the digital economy in the context of entrepreneurship , the role, development factors and the prospects of the study today's the day of the pressing issues one is.

O’uzbekistan uzbekistan , republic of the president Sh. M. Mirziyoyev digital economy, the issue of a separate e’tibor focus, this is either‘nalish the country of the development of an important factor as many price come in. It o‘z of speeches in one “Digital economy – economic development of the most important either‘nalish is”, says ta’kidlab I am. This idea of digital technology in today's day economic o‘sish of the main factors is the one that has become ko‘rsat is. Also, the president of digital technology in all areas deep into the go should note of, state management,

entrepreneurship, ta'education, health'liqni storage and service ko'to rsat system upgrade that was necessary said. This while the economy efficiency to increase the serve will. Sh. M. Mirziyoyev again in a speech in the future, competitiveness, innovation and digital knowledge in the garden'liq toe'lish the units'kidlab I am. This is why young people information technology o'qitish, programming and modern a profession either'naltirib to important functions are defined. That is in addition to, it business in the development of electronic platforms, online services and digital to'lov system cost large that ko'and rsat o'after moving. The president's opinion, digital economy, new job o'rin of the creation, business expansion and of the population living level to increase services it makes.

| **NO** | **Indicator** | **Sttistik information** | **about the importance of** |
|---|---|---|---|
| 1. | O'the republic of uzbekistan of internet users , the number of | 32 million more | Online business and e - services for developing |
| 2. | Electronic state services , the number of | 700 more than | Entrepreneurs for convenience , it creates |
| 3. | Online trade o'sish rate | per year, 20-30% | of electronic commerce in developing |
| 4. | Small business in gdp, the share of | 50% over | the economy in important o'rin occupies |
| 5. | Electronic 'tolov users to | millions of user | in cash paid account-book expanding |
| 6. | Global digital economy is the share of | 15% over GDP | to the global economy the importance of large - |

| | | | |
|---|---|---|---|
| | | | |
| 7. | The world e - commerce market | 6 trillion US dollars in excess of | Sales system raqamlashtirilmoqda |
| 8. | Social networks through customer info find a business | to 70% close | of marketing a new method |
| 9. | World internet users | and 5 billion more than | the global online market is the expansion of |
| 10. | Startap to the investment | of hundreds of billion dollars | Innovative business developing |

The above table digital economy in the context of entrepreneurship on the topic of statistical ma'lumot the ko'by rsat given. Also, ko'plab famous poets and writers also o'z in the works this theme remember o'after moving: The Wealth of the nation in the game - from adam smith's labor division and a free market economy , entrepreneurial development is the main factor that was ta'was kidlab. In today's digital economy is also the market freedom and competition in the important role it has.

Innovative and entrepreneurship in the book of peter drucker entrepreneurship is the basis for innovative that writes. This idea of digital economy in the context of startap are and new technological projects of importance ko'rsat is.

The third wave game alvin toffler information society and technology, the future of the economy is the foundation toe‘lish the prophecy was made. Current digital economy is exactly the same process, is the result.

World bank report on digital technologies in small business , the effectiveness of increase, new business o‘rin to create , and economic growth, foster recorded are.

United Nation data ko‘ra, e - commerce and digital services in developing countries, business opportunities expands.

Sh. Mirziyoev M. speech in the digital economy of the country development strategy or‘will nalish that, of business support modern technology is an important tool to be was noted.

| **Of the year,** | **the volume of GDP (billion US $)** | **O‘sish rate (%)** |
|---|---|---|
| 2020 | 66.4 | 2.0% |
| in 2021 | 77.3 | 7.4% |
| by 2022 | 90.1 | 5.7% |
| 2023 | 102.6 | 6.3% |
| 2024 | 115.0 | 6.5% |
| by 2025 from | 147.1 | 7.7% |

Short analysis

In 2020, pandemiya cause o‘sish slow isthat although the economy is positive retained remained.

2021-year of the start of fast recovery begin.

2022-2024 years of steady 5-6%+ o‘sish were observed.

In the year of 2025 from top o‘sish rate recorded was.

Digital economy businesses a how much comfort it creates. First of all, the internet through your products and services to a wide market to offer to you the possibility to appear toe‘ladi. For example, business o‘z products not only domestic market, but also foreign countries also be purchased can. Secondly, the electronic ‘tolov systems through the settlement process is accelerated and relief. Thirdly, advertising and marketing costs reduction, because of social networks and internet platforms, through customers attract to facilitate.

Digital economy in the context of electronic commerce is of particular importance has. Today's day ko‘plab entrepreneurs, internet shops, mobile apps and marketplace platform through which the business has been operating. This while time and fundsto savings with along, trade volume increase to serve the will.

Also, startap projects is also a digital economy is an important part. Youth o‘z innovative ideas on the basis of new applications, programs, and services the creation of, business activity ... the start of congratulatory. This while a new job o‘rin of the creation and of the economy development help will.

O‘in time is also the digital economy development on wide - ranging reforms taking are. E - government system, online tax services, electronic banking system and public services raqamlashtirilishi business entities for a big relief has created.

O‘the republic of uzbekistan-2030 strategy within the framework of the digital economy development, ITservices volume increase and business support priority tasks as defined. Strategic in 5 priority either‘nalish and 100 goals set given is, of them have an important part in economic growth, business digitization and innovative activity expansion is focused on. ⧫ Advice.uz +1

Strategy made to increase and monitoring in the “Development strategy” center and

appropriate state of the organization part is. Also, “O‘time uzbekistan – 2030” people strategy online portal through program execution and the results observed are. ﷺ uzbekistan2030.uz +1

“O‘the republic of uzbekistan-2030 strategy”to according, the country's digital economy share to increase, electronic government services expansion, the it-sector development and entrepreneurship of digitization priority of the tasks one as defined. Strategy of digital technologies on the basis of new work o‘rin of creation and business doing for favorable environment for the formation of by implied.

Conclusion I say, the digital economy in the context of entrepreneurship development today is the day 's most important tasks is one. This is either a‘nalish in the country done is being a wide - ranging reforms, creation of favorable business environment and modern technology entrepreneurs for new opportunities to the door opening. Especially, Sh.M Mirziyoev by the earlier decision initiatives and digitization to related g‘oya economic development, an important factor is becoming. Statistical data also digital services, e - commerce and innovative projects from year to year o‘sib that go shows. Artistic in the literature gloriousgreenhouses hard-working, research , and creative qualities while today's business in person, its expression has found. Therefore, digital economy and business uyg‘unlik of the new republic of uzbekistan for the development of a solid foundation to serve will.

**Used in the literature of recent‘yxati:**

1.The wealth of the nation
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3.The Third Wave
4.The world bank report
5.The united nation information
6.Uzbekistan official strategic documents