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DIGITAL ECONOMY AND ITS IMPACT ON THE MANAGEMENT OF FOOD INDUSTRY ENTERPRISES

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Abstract

The article considers the digital economy as the main factor in the further development of the country's economic sectors, in particular the food industry. Methods for the effective use and establishment of elements of the digital economy in the organization of the activities of enterprises of the food industry have been studied.

<http://www.gospodarkainnowacje.pl/> © 2026 LWAB.**Introduction**

It is relevant to increase the digital economy and its role in the development of the food industry in the Republic of Uzbekistan, in particular, to improve the programs of the digital economy in this industry, to consider it on the example of various foreign countries, and to study rational methods of further development of the digital economy in the food industry.

According to the issues we are considering, the Republic of Uzbekistan's "digital Uzbekistan" dated October 5, 2020 — 2030" on measures to approve the strategy and its effective implementation "PF6079 decree, PQ4699" on measures for the broad introduction of digital economy and e-government", pq4321 "on measures for the further improvement of the infrastructure of the digital economy and the" e-government" system "a number of tasks presented in pq4321" will show how relevant the analysis has been carried out in this article for the economy of our country, as well as for the activities of food industry enterprises.

Digitalization of the economy in Uzbekistan is considered a strategic issue, and new information and communication technologies are developing in Uzbekistan day by day. These digital technologies are widely used in the management of food industries, in the production process of masulot. The choice of this research topic was influenced by the relevant issues mentioned above. Food is closely related to the acute problem that contributes to the improvement of the management of industrial enterprises.

Analysis and results

In the Republic of Uzbekistan, the growth rate of food production by region was analyzed in 2022. The highest growth rate in the production industry in the cross-section of the regions is 132.8%, while the

Khwarazm region corresponds to the contribution of Syrdarya region and Tashkent cities. Next to it are the city of Samarkand(121.8%) and the Andijan region(118.6%). The lowest growth rate of production industry falls on Navoi, Surkhandarya and Fergana regions.

The digital economy has no effect on our gross domestic product either directly or indirectly. But unlike developed countries, the share of the digital economy in the gross domestic product of our country remains stable at around 2%.

In 2020, the first year of implementation of the digital Uzbekistan-2030 program, investments in the field of information and communications increased significantly: during the year, +115.9 percent, that is, 4128.2 billion rubles. At the same time, according to the preliminary data of 2021, investments of 5747.4 billion were attracted for ICT and software. But compared to investments in total capital, very little investment in the digital economy is attracted in our country; 1.9% in 2019, 3.6% in 2020, 2.3% in 2021.

The results of this analysis show that during the period 2012-2022, the growth rate of the production industry in our country has increased in its composition, despite the fact that in recent years it has decreased.

The form of the enterprise, which is considered the central subject of the proposed Cluster for enterprises of the food industry, will consist of the form of a company or a joint venture, depending on the contribution of the founders, consisting of representatives of the local public administration body, private entrepreneurs and consumer representatives. The participation of all three partners in the development of acceptable decisions ensures that the interests of all entities in the process of creating, distributing and consuming a product, which is the result of the activities carried out, are taken into account.

A special aspect of the "cluster of enterprises of the food industry based on public private partnership " from other food clusters is that during its operation the enterprise obeys market laws and significantly reduces the problem of seasonality in the production of food products and its impact on the price mechanism.

On the basis of the decision of the president of the Republic of Uzbekistan on March 20, 2019 PQ-4246 "on measures for the further development of horticulture and greenhouse economy in the Republic of Uzbekistan", the construction of the necessary network greenhouse and storage facilities in this process will be relatively expensive for the enterprise financially, and to build these tools, the enterprise will need It is in this process that the public-private provides part of the financial resources necessary to finance the process through a partnership mechanism .

In other words, the participation of the state in the three main processes of the cluster of food industry enterprises based on the mechanism of Public-Private Partnership is important:

1. Participation in the establishment of wholesale and retail prices, taking into account consumer income and production costs in the purchase of food products.
2. The state participates in the form of a private partnership in the process of introducing financial resources for the process of creating the necessary enterprise, greenhouse, refrigerator building-structure and other systems by the food production enterprise, which is considered the main link of the cluster.
3. Participation in the process of developing quality standards and standards that determine the quality of food products produced and supplied to consumers, as well as monitoring its observance.

The decision of the Cabinet of Ministers of the Republic of Uzbekistan dated January 20, 2022, No. 37 "on the further support of food producers in the Republic" defines the following:

It is envisaged to cover 50% of the costs associated with the creation of the infrastructure of the newly established promising projects for the production of food, but not more than Rs 100 crore per project.

Based on the intended goals, the following can be included in the main composition of the entities that make up the " cluster of enterprises of the food industry based on public private partnership:

1. Agriculture is the main supply system for raw materials for the enterprise.
2. Storage system-reduces the character of seasonality, resulting in an increase in the efficiency of the cluster, and establishing high-quality and large-scale storage of agricultural products reduces the impact of seasonality on activities,

resulting in an increase in the efficiency and regularity of the cluster.

3. Economic entities-provide entrepreneurs engaged in practical activities at the enterprise of the food industry.
4. Greenhouses are the main supplier of raw materials for the winter season of the food industry enterprise.
5. The main raw materials are supplied to the food industry enterprise through livestock and horticulture.
6. Delivery systems combine the agricultural, livestock, horticultural and basic raw material storage systems that make up the food industry cluster.

The Food Industry Enterprise, which is based on the principle of Public-Private Partnership, which forms the basis of this cluster, produces food products taking into account the natural-geographical location of the settlement, the number of consumers, income, solvency, the size of all consumers and a number of other factors.

In the activities of the food industry, it is necessary to properly organize activities between the enterprise, suppliers and suppliers of raw materials within the cluster, and to know the population faction and establish constant communication with them. During the implementation of the research work, the establishment of the “cluster of enterprises of the food industry” and its positive aspects and the effectiveness of the activities of enterprises were cited, relying on clear foundations. This was proposed as a recommendation for food industry enterprises to use in practical activities while ensuring and controlling the relationship in the cluster system to be organized in accordance with the activities of national enterprises.

As an important factor in achieving the state of sustainable development of food industry enterprises, it is important to correctly select and apply a mechanism that meets the requirements set by consumers, investors, the state and, in general, the world community.

In order to ensure the sustainable development of the enterprise, the proposed mechanism is achieved with the improvement of the current quality level for the sustainable development of these enterprises, as well as a comprehensive increase in the main production activities.

The development of a management plan based on a number of measures, in particular, digital technologies, which are important in achieving sustainable development of the enterprise. This does not increase the chances that enterprises of this industrial sector will develop and achieve progress. Scientific justification of ways to optimize the production plan, develop organizational measures aimed at raising the quality potential of manufactured products, sell manufactured products in local markets and the world market, develop mechanisms that ensure competitive advantage between enterprises, reduce the cost of products based on world experiences, taking into account such important factors as risk minimization based on the correct assessment of the level of internal and external risk, which is of an extreme nature, increases the level of accuracy of the implementation of the developed strategies of enterprises for development.

Conclusions and suggestions

The following conclusions can be made based on the factors affecting the mechanism of management of the activities of food industry enterprises in our country, in particular, the introduction of a system based on digital technologies, as well as research on their specifics:

- Taking into account that the need for food has always been high, this need will continue to increase, it is necessary to further develop the activities of the subjects of implementation in this area;
- State assistance to small industrial enterprises of industrial production in agriculture, which is a source of raw materials of food enterprises, as well as the creation of additional benefits for them;
- Updating and improving the system of production potential, knowledge and professional development of enterprises in the food industry.
- During the study, the formation of relations between the enterprise, suppliers and the agrarian sphere within the cluster, as well as the organization of the “cluster of enterprises of the food industry” developed for use in practice in order to ensure the correct organization of these relations on the basis of a digital technological system, the results achieved as a result, as well.

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