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Technical and Technological Characteristics of The Development of The Digital Economy

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ABSTRACT

The scientific-practical importance of the processes related to the technical and technological features of the development of the digital economy is researched in the article, and the systematic development paths of the development of the digital economy are based on.

KEYWORDS

Digital Economy, Digital Knowledge, Business Processes, Telecommunication Services.

INTRODUCTION

The techno-digital nature of economic relations is the main distinguishing feature of the digital economy. Thus, if the new economy is a legitimate form of the manifestation of the post-industrial economy, the digital economy is one of the evolutionary forms of the manifestation of the new economy. «"Industrial" focuses on the new content of traditional economic rules that manifest themselves in connection and harmony with digital technologies, as well as the emergence of new laws and trends that have no place in the economy.

As the President of our country, Shavkat Mirziyoyev, stated, "In order to achieve development, it is necessary and necessary to acquire digital knowledge and modern information technologies. This gives us the opportunity to take the shortest path to ascension. After all, information technologies are deeply penetrating all areas of the world today. Of course, we know very well that the formation of the digital economy requires the necessary infrastructure, a lot of money and labor resources. However, no matter how difficult it is, if we don't start today, when will we?! Tomorrow will be too late" [1].

Digital economy is not a single type of activity, but means all existing systems of business, industrial facilities, quality education and services. "The digital term means the active use of information technologies in all spheres. If in the ordinary economy material goods are considered the main resource, in the digital economy it will be information and data that can be processed and

transmitted. After their analysis, a solution for proper management will be developed"[2].

Based on the above information, the use of digital technologies in our country is incomparable, and different sources give different definitions.

In particular, according to D.N. Lavrov, "One of the features that can determine whether an information service is information is the presence or absence of interactivity. If both the subscribers are effective in Real-time service, the service is called interactive. Talking on the phone is also an interactive service. A subscriber who only receives data transmitted over the network is not an interactive service. Such services: radio and television services, as well as these types of services are provided by various websites. Here, the user can actively participate in viewing the content of the site by answering survey questions, so it is difficult to determine whether the service is interactive or not»[3].

According to A. N. Berlin, "It is very important for businessmen and entrepreneurs to be able to respond to the changing needs of customers in a timely manner, as the experience of opening telecommunication companies shows. All this is necessary for the establishment of continuous control in the company, opportunities for improving business processes and the quality of services provided. Automation is one of the main advantages of any telecommunications company. Due to this, the efficiency of analysis and collection of key indicators increases»[4].

As M.M. Shakirov and S.V. Kiselyov noted, "the main links of the service chain to meet the needs of customers are the service organization that produces, sells, and supports the service during the period of its existence"[5].

The service consumer additionally interacts with various environmental structures such as consulting, finance, marketing and sales, and other organizations. At the same time, in the service process, consumers and service producers can be the most, various relationships with the service organization in organizational, economic, legal, psychological and other aspects, and then the service producer and affect the competitiveness of the service. This shows that service activity as a specific type of service is an integral part and an important factor in increasing the level of competitiveness of telecommunication services and, therefore, the enterprises that produce them.

In classical economic theory, there are at least three types of classification of the characteristics of goods and services. According to F. Kotler's classification, the product is perceived by the consumer in three dimensions and has the following groups of characteristics:

- a set of unique functional features of a product or service (smartphone specifications, Internet access parameters) installed during the product-development and production process by design;

- a product with a real design - a specific design, manufacturing materials, ergonomics;
- extended product including service, delivery, warranties [6].

The characteristics specified in J. Lamben's classification, in turn, are defined as follows:

- general (functional utility);
- peripheral (related to the main function of the service or product: efficiency, serviceability, convenience, etc.);
- added (not related to the main function, but to expand the possibilities of satisfying consumers: taking into account the price of a used product when buying a new one, etc.) [6].

P. Dixon reviews product features for consumers in the following dimensions:

- key qualities (a set of functional features that are present in all competing products);
- added qualities (characteristics of the characteristics of goods that are superior to the quality of competing goods) [7].

Based on the above considerations, the development of digital technologies is one of the

priorities for most countries. As a rule, they are characterized by a long period of implementation of the "digital development agenda" and continuity of priorities - from the construction of the main information and communication infrastructure to the formation of a coherent policy in this area and support for the introduction of widespread digital technologies is important.

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