



DIGITAL ECONOMY: A NEW REALITY OF SUSTAINABLE DEVELOPMENT
IN A PANDEMIC.

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Annotation. *The COVID-19 pandemic has made significant changes in the lives of millions of people around the world and in economic relations. Temporary stoppages of production, logistics and commercial processes were observed. Many companies temporarily transferred their employees to remote work mode, some of them began to think about such changes in the long term. In the first half of 2020, Internet usage in the world increased by 50-70%.*

In conditions of quarantine restrictions, automation and digitalization of business is a key factor in minimizing production losses. Thus, companies that have carried out business transformation are now able to provide an acceptable level of production and maintain a position in the market. As a result, despite the high level of popularity of the digitalization trend in business, the demand and relevance of effective measures for digital transformation is increasing.

The article is devoted to the key trends in the development of the digital economy in the context of a pandemic. Within the framework of the article, the principle of digital transformation of the economy and industry is revealed, with a focus on the elements of digitalization of individual business processes. Also in the framework of the work, the advantages of automation and digitalization of key industrial processes in production in the context of a pandemic are presented. The key task of the article is to determine a set of effective measures for the formation of roadmaps and strategies for the digital transformation of business.

Keywords: *Digitalization, automation, business processes, pandemic, fuel and energy complex, oil and gas industry.*

Today, the digital economy is not just an actual economic trend, but a completely new logic for organizing business processes in any industry. The task of digitalization as a structural process of economic transformation is to completely rethink the business model of production and the organization of the enterprise company. Many people mistakenly believe that the introduction of digital technologies is the digital transformation of business, but it is just a business transformation tool.

The principle of digital transformation

Despite the relevance and popularity of digitalization, the main mistake in the transformation of an enterprise/ company is the substitution of the concepts of "digitalization" and "modernization of equipment/ re-equipment of an industrial facility".

The key goal of this transformation is to create a high-quality, efficient digital asset, where costs and expenses are minimized and the business process model is optimized as



much as possible. Modernization of equipment, for example, the introduction of 3D design systems (CAD - computer—aided design) into production. The current generation is not digitalization in its entirety, but represents only part of the enterprise transformation algorithm.

Digitalization of any enterprise, including the oil and gas complex, consists in a deep analysis of business processes, production chain, logistics and environmental factors to determine the strategy and roadmap of digital transformation measures. The modern "digital Revolution" or "Fourth Industrial Revolution" of the economy is similar to similar transformations of industrial production in the past. Accordingly, the approach to literate modernization of any enterprise or technological chain of any large company is implemented in the following stages:

- assessment of the company's digital maturity/conducting a survey of digital architecture;
- formation of a list of measures to optimize the digital architecture of the company;
- automation and digitalization of business processes;
- analysis and optimization of the existing business process model.

Digitalization of operational activities

The implementation of the task of digitalization of industrial processes is based on a certain algorithm of actions. The first stage is a comprehensive audit of the current organization of business processes and industrial production. At this stage, an assessment of the digital maturity of the enterprise is carried out, including an assessment of matrices and business process rendering schemes, including the depth of such models.

The second stage is to ensure full automation of the entire production chain. The key result of the second stage - automation and integration of all production elements into a single system, including process tracing. After automation with the introduction of event logs and tracing, a comprehensive verification of the current business process model for reliability is carried out. In this case, it is important to assess how the current matrix of business processes corresponds to the actual flow of production processes.

Digitalization of operational activities consists in the creation of "digital factories" or intelligent production. The advantage of "digital factories" It consists in ensuring accurate decisions in real time with the possibility of cross-functional interaction at all stages of production, while maintaining the quality and reliability of products.

To create a "digital factory" or a "digital environment" of any production, it is necessary to carry out a number of step-by-step interrelated activities:

- digitization of the main business processes;
- automation;
- implementation of systems for big data analysis.

Among the main technological directions of digitalization of the operating the digitization of the main business processes and the creation of a single digital information space, that is the unification of the processes of design, pre-production, procurement of materials and equipment and after-sales service on a single digital platform, is still in the



first place. Another important area is predictive analytics and simulators that allow you to anticipate possible situations in advance. Predictive analytics involves analyzing large amounts of information about the production process at industrial facilities in order to identify hidden patterns. Thus, the creation of a "digital factory" is based on the introduction of the following elements into production :

- digitalization of business processes;
- modularity;
- unified digital space;
- automation;
- standardization;
- Big data analysis;
- introduction of industrial process simulators

An integrated approach to industrial production allows you to systematize and simplify the business processes of the enterprise, introduce a transparent control and monitoring system, which allows you to adjust existing algorithms and production plans in real time, which ultimately allows you to create a high-quality "digital asset".

The digital economy in a pandemic

In the conditions of quarantine measures implemented in most countries of the world, the suspension of a large number of enterprises, the prohibition of physical contact employees at the facilities the importance of the digital economy is increasing. With a high level of digitalization of production, the processes are carried out automatically with remote control of the dispatch center. Companies that have already carried out digital transformation have suffered the least financial and technological losses, as they were able to ensure the continuity of production, despite the requirements for self-isolation for employees. The pandemic has caused a variety of experiments. It has changed the way of life of millions of people, their daily communications, working hours and ways of movement. Remote work has become the norm. The volume of online purchases has increased dramatically. Various services such as consultations, sports, education, etc. have moved to the online sphere. The countries in which the digital sector was more developed were more prepared for the challenges of the pandemic and were able to bring many sectors of their economy online in a short time. Even if after graduation, after the pandemic, life will return to its usual format, these new trends will not go unnoticed and will affect the further development of the world.

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