

DEVELOPMENT OF ENTREPRENEURSHIP IN THE DIGITAL ECONOMY PROSPECTS

Jonqobulov Asadbek

Karshi Institute of Engineering and Economics

3rd year student of Faculty of Economics

Abstract:

The article proposes conceptual approaches to the development of "digital entrepreneurship" aimed at finding solutions to the urgent issues facing our Republic today, the directions of its application in medicine, as well as the study of foreign experience and new directions of using it for our Republic. is dedicated to giving suggestions and recommendations.

Key words: digital economy, digital entrepreneurship, innovation, virtual environment, digital technologies

Digital economy is a new system that implements political-economic, scientific-social, cultural and educational relations with the use of digital technologies, and "digital entrepreneurship" is of special importance in the conditions of the digital economy. Today, entrepreneurship is also developing in the field of medicine. A number of government decisions have been adopted in this regard. Including the Decree of the President of the Republic of Uzbekistan dated 17.05.2022 No. PF-136 "On measures to strengthen financial support and incentives for employees of medical institutions"⁵, besides the President's decision dated 11.04. The Decree of 2022 "On measures to create additional facilities for the activities of the private sector in medicine and to support the employees of the sector" was adopted.

The following was determined by it:

- for doctors who are other foreign citizens who do not belong to the category of highly qualified and qualified specialists, the fee for issuing a certificate granting the right to work in the territory of the Republic of Uzbekistan is reduced by 6 times, and is collected in the amount of 5 times of the base calculation amount;
- Certificate entitling foreign specialists who come to the Republic of Uzbekistan for a short period of time (up to one month), including performing diagnostic and treatment procedures, experience exchange programs, conducting master classes and giving lectures, improving the skills of employees, to work in the territory of the Republic of Uzbekistan not required to obtain;
- The tourist (hotel) fee levied by medical institutions on foreign citizens and stateless persons who do not have a permanent place of residence in the territory of the Republic of Uzbekistan will be canceled;

- the requirement for certification of tourist services for medical facilities (excluding sanatoriums and boarding houses) will be cancelled. In this case, the registration of visitors by treatment facilities is carried out electronically through a special automated program.

The main tasks of the digital economy:

- creation of digital business and entrepreneurship;
- paying special attention to providing enterprises with investments that help sustainable development;
- provision of qualified personnel carrying out innovative activities.

The digital economy is of particular importance in the development of small business and private entrepreneurship.

At this point, it is necessary to emphasize that the main characteristics of small business and private entrepreneurship are as follows;

ability to ensure technological and management flexibility.

With the Law "On Amendments and Additions to the Tax Code of the Republic of Uzbekistan" adopted on December 29, 2021, a number of tax incentives were introduced for private medical institutions.

In particular, according to amendments and additions made to Clauses 11 and 14 of Part 1 of Article 243 of the Tax Code:

Medical institutions were exempted from the turnover tax on the realization of medical services (except cosmetology services).

It can be observed that the rules of conducting business are also changing in the current age of digital economy. In the conditions of the traditional economy, buyers are satisfied with whatever goods or services are offered by the manufacturer, but in the conditions of the digital economy, the consumer expresses his wishes and offers to the market. Digital transformation forces the businessman to improve his business to connect with the modern market. As a result of cost reduction in the digital economy, the cost of rendered services becomes cheaper and creates new ways of earning income.

In the period of the current action strategy for the socio-economic development of the Republic of Uzbekistan for 2017-2021, the labor market policy is implemented on the basis of the methods and forms of state regulation and the development of new forms of economic management. The state employment service is a component of the implementation of the state policy on the labor market, and determines the main directions and tasks of its implementation. The state employment service is aimed at achieving positive social and economic results in the labor market. On the one hand, this will create conditions for the allocation of allocations to the State Employment Fund according to the employment norm for many newly employed people, and on the other hand, the number of unemployment benefit recipients will decrease and conditions will be created for active directions. This, in turn, increases the quality indicators for their employment. The Law of the Republic of Uzbekistan "On Providing

Employment to the Population", Presidential Decrees, Cabinet of Ministers' Decisions and a number of regulatory legal documents have been adopted to ensure the employment of the population and the effective use of labor force. positive changes are taking place in the field. However, despite this, a number of scientific and practical problems regarding attracting labor resources to useful work, establishing new jobs, effective use of labor force at the regional level are still relevant. is understood to be. According to Article 2 of the Law of the Republic of Uzbekistan "On Providing Employment to the Population", employment is related to meeting the personal and social needs of citizens, which does not conflict with the legislation. , is an activity that brings them a salary (labor income).

"In 2020, there are 1,335,300 people in need of job creation and employment. The number of employed people is 388,531. According to preliminary data, the permanent population of our republic was 34,036,800 people as of April 1, 2020, and it increased by 131,600 people or 0.4% in 2020. Among them, the number of urban population is 17183.7 thousand people, rural population is 16853.1 thousand people, i.e. urban population is 50.5% and rural population is 49.5% of the total population. Based on the program, Samarkand region created 45,114 new jobs out of 39,952, or 12.9% growth. In the current conditions of social and economic development related to the implementation of economic reforms in our country, the priority task is to develop and implement the goals and objectives of the employment policy of the population, which is in accordance with the conditions of economic development. The employment of the population includes various forms and directions of labor activities related to ensuring the quality of modern life, creating conditions for the development of human capital and ensuring the transition of the division of labor to a relatively high level. takes It is impossible to ensure social stability, advance further through economic reforms, and ensure a modern labor market without ensuring reasonable employment of the population. Taking into account the specific aspects of our national economy, it is important to develop targeted programs on the basis of stimulating the active directions of employment. It means that the acceleration of the process should be closely related to the reform of the structural changes in the economy and the general strategy of the development of labor resources. The state policy of providing employment to the population in the regions is manifested in the development and implementation of national and regional employment programs based on the labor market conjuncture and its development prospects.

As a result of the reforms implemented in our Republic in this field, it is important to develop new forms of economic management in the implementation of effective state policy in the labor market. The emergence of new forms of economic management is carried out in accordance with the processes of economic diversification and modernization of developing industries. The necessary conditions for the growth of self-employment correspond to the conditions for the effective growth of a free market economy. In practice, the very existence of self-employment depends on the private sector, therefore, political and economic conditions

that support the growth of the private sector also contribute to the development of self-employment. One of the tasks of the second stage of economic reforms was to involve the population more in small and private business, to form a layer of entrepreneurs and owners in the country, and thereby to ensure the employment of the population. In order to ensure the employment of the population, the development of the labor market is intended to implement the following tasks; increasing the implementation of measures aimed at increasing the demand for labor force and decreasing its supply; creation of a powerful and rapidly developing system in the employment service and its infrastructure; formation of reasonable employment of the population; reduce unemployment to an acceptable level; increasing the qualifications, competitiveness, social protection and export of unemployed local employees, creating effective organizational, economic and legal mechanisms for regulating employment and unemployment in the labor market, etc.

During the development of the employment service over the years, laws, requirements and socio-economic conditions are changing, accordingly, detailed and precise adjustments are being made to the changes in the areas of activity. However, the formation and development of the organizational structure of the state employment service remains almost unchanged for many years. Analysis of the state of employment of the population in the Republic of Uzbekistan today, analysis of the state of employment of the workforce based on the application of observation methods (observation by questionnaire, monographic observation) in the study of the creation of new jobs in enterprises, forecasting of the activity of small business and private entrepreneurship it is important to study issues such as population assessment as the main factor of employment.

Development of economic sectors of the Republic of Uzbekistan, including entrepreneurship, in an innovative way is one of the most urgent tasks set by the President of the Republic of Uzbekistan Sh. Mirziyoyev. The development of entrepreneurship is an important condition for improving the well-being of citizens of our country, reducing poverty, and achieving economic development.

Today, the growth of population income in the developed countries of the world is primarily due to the correct organization of innovative processes in entrepreneurship and the constant improvement of "digital entrepreneurship".

One of the important tasks facing our Republic in the context of the formation of the digital economy is to expand the production of products and the provision of services that are competitive in the world market.

One of the main tasks today is to reduce prices and expand the production of competitive, exportable quality products in the world market by ensuring healthy competition among entrepreneurs. Studying the international experience, it is necessary to open a wider path for the private sector to monopoly areas, to develop "digital entrepreneurship" and thereby create a competitive environment.

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