

IMPROVEMENT OF ORGANIZATIONAL STRUCTURES OF CONSTRUCTION ENTERPRISES IN THE DIGITAL ECONOMY

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Abstract.

The article describes the work being done to improve the organizational structure of construction companies in the digital economy. The most important aspect of the development of the digital economy and at the same time the most complex stage is the ways to simplify the business environment and minimize the cost of communication between people and business with the state.

Keywords:

Electronic money, discount, market segment, digitization, digital functions, economic concept.

Today's rapid digitalization has created a "new economy." This little-studied and deep-rooted market segment provides manufacturers with optimal ways to conduct effective marketing campaigns in their business, maximize profits at minimum cost, and successfully sell goods and services. Quality service, convenience will be created for consumers, buyers and customers. This includes more options than ordering lunch online, calling a taxi via the mobile app, sending money to a distant neighbor during peak hours, cross-border business collaboration, e-commerce, remote office and more. In this case, payments for economic services and goods are made via electronic money. The concept of digital economy is based on the transition from the atom to the bit, that is, from the smallest chemical particle to the electronic unit.

The digital economy allows large industrial facilities to increase work efficiency, increase production, ensure transparency, reduce production costs.

Development and implementation of the Digital Uzbekistan 2030 program in Uzbekistan, first of all, the formation of thorough and perfect organizational and legal mechanisms, as well as ensuring the close cooperation of government agencies and businesses in the introduction of innovative ideas, technologies and developments. Coverage of production and services in the industry with digital technologies, the development of intellectually talented personnel with in-depth knowledge in this area, thereby contributing to the creation of an "information society" environment in the country.

The Resolution of the President of the Republic of Uzbekistan dated April 28, 2020 No PP-4699 **"On measures for the widespread introduction of digital economy and e-government"** states that introduction of a complex of information systems in management, wide use of software products in accounting in financial and economic activities, as well as its rapid formation through the automation of technological processes ".¹

E-commerce, internet banking and other similar modern trends are developing day by day. As a result, automated network services (such as a quality website or mobile app) are replacing business intermediaries in most industries to increase revenue. As a result, business can significantly reduce the prices set for services, and in the macroeconomic direction, individual production and non-employment indicators may increase. Areas such as crowdfunding and crowdsourcing are also among the new economic technologies.

The most active driver of the digital economy is the state. It is a major customer and consumer of the digital economy. China, for example, has spent about \$ 9 billion for these

¹ Resolution of the President of the Republic of Uzbekistan dated April 28, 2020 No PP-4699 "On measures for the widespread introduction of the digital economy and e-government."

purposes. Alibaba, an Internet resource with a market capitalization of more than \$ 210 billion, has proven that these investments are well-directed.

In particular, although Japan has acquired technology, it has lost its leading position in the digital economy due to its inability to create its own manufacturing industries in this area and to maintain a consistently high level of technical development.

South Korea, on the other hand, invests about 1 percent of its national budget in e-government and e-brokerage (for e-commerce activities and public tenders), generating \$ 10-15 billion annually and earning 30-40 times the cost. In particular, this has been achieved through the establishment of call centers in the public and private sectors, the creation of mobile applications and the reengineering of state-owned Internet platforms.

Conclusion.

All systems in Uzbekistan are being digitized. Especially in the quarantine regime introduced due to coronavirus, the demand for online goods and services has further increased, the range of digital features in all areas has expanded. Today it is possible to make payments without leaving home, get distance learning without any problems, use the world's largest libraries and even work. Digital services have a number of advantages over the traditional type, such as paperwork, lack of formality, saving time.

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