



IMPROVING THE MECHANISM OF PREPARING FUTURE MANAGERS FOR ECONOMIC ACTIVITY IN THE CONDITIONS OF DIGITALIZATION

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Abstract:

This article discusses the improvement of the mechanism of preparation of future managers for economic activity in the conditions of digitization and the production of competitive personnel that meets all requirements.

Keywords: economy, education, digitization, manager, management, leader, mechanism, digital economy, mass media, internet.

Today's rapid digitization process has created a "new economy". This market segment, which is underexplored and growing every day, provides manufacturers with optimal methods of organizing effective marketing campaigns in business, obtaining maximum profit at minimum cost, and successfully selling goods and services. Quality service and comfort is provided to consumers, buyers and clients. These opportunities are wider than ordering lunch on the Internet, calling a taxi through a mobile application, sending money to a distant relative, and include cross-border business cooperation, e-commerce space, remote office, etc.

Digital economy is an economic activity based on digital technologies, connected with e-business, e-commerce, producing and providing digital goods and services. In this case, payments for economic services and goods are made through electronic money. The concept of the digital economy is based on the transition from atom to bit, that is, from the smallest chemical particle to an electronic unit. Olimjon Umarov, the First Deputy Minister of Information Technologies and Communications Development of the Republic of Uzbekistan, said that the digital economy is not a separate type of activity, but the active use of information technologies in business, industrial facilities, and services. If material goods are considered the main resource in the ordinary economy, in the digital economy it is information and data that can be processed and transmitted.

The digital economy makes it possible to increase the efficiency of large-scale industrial facilities, increase production, ensure transparency of activity, and reduce product costs.





Turning to international practice, today the digital economy is not limited to the field of e-commerce and services, but to every aspect of life, in particular, health, science and education, construction, energy, agriculture and water management, transport, geology, cadastre, archive, Internet banking and other areas are rapidly entering and giving high results in each of them. The government's provision of electronic services and electronic products for its citizens is a key part of the digital economy. Broad development of this sector in our country will end the scourge of corruption.

The development and implementation of the "Digital Uzbekistan-2030" program in Uzbekistan, first of all, the formation of thorough and perfect organizational and legal mechanisms, in addition, ensuring the harmonious cooperation of state bodies and business entities on the introduction of innovative ideas, technologies and developments, all spheres and covering production and service provision in networks with digital technologies, cultivating intellectually capable personnel with deep knowledge of modern knowledge, thereby serving to create an environment of "informed society" in the country.

All systems are being digitized in Uzbekistan. Especially in the quarantine regime introduced due to the coronavirus, the demand for online goods and services has increased, and the range of digital functions has expanded in all areas. Today, it is possible to make payments without leaving home, get distance education without any problems, use the world's largest libraries and even work. Compared to the traditional type, digital services have a number of advantages, such as the absence of paperwork, formalities, and time savings. For example, if you receive government services digitally, you will receive a discount of 10 percent of the fixed fee.

All this is a sign of the active transition to the digital economy in our country. Another factor in the development of the digital economy is the provision of cyber security. In quarantine conditions, there have been cases of distribution of viruses that crash software systems on the global network under the label of instructions for avoiding the coronavirus. Financial fraudsters have used fake online stores, websites, social media accounts and email addresses to trick unsuspecting people by promising online sales and delivery of drugs abroad and asking for advance bank transfers. This once again confirms the need to ensure information security.

The concepts of digitization and cyber security always go hand in hand. Because along with the digitization of all systems and processes, it is important to ensure their technically perfect and error-free operation and safety. The more attention is paid to the development of the digital economy in our country, the more urgent it is to ensure cyber security. Uzbekistan is strengthening its position in the global cyber security





index. In 2017, our country took 93rd place in this rating, and in 2018 it rose to 52nd place.

Cyber security is a form of information security and is a different concept than high spirituality that serves to sort out information. It refers to more technical processes, for the average user, it means setting up reliable and strong passwords in mail, social networks, payment systems, and protecting his personal computer and smartphone from viruses. In a broader sense, cyber security is a set of measures aimed at protecting networks, mobile applications and devices. This means maintaining the confidentiality of data, protecting their integrity, and the full operation of this or that site, application, or program. The interest of young people in acquiring modern professions is also high. They are given the opportunity to participate in several courses at the same time. The training schedule is flexible. It only takes two weeks to master the first step. But although there is little time to prepare the lessons, it can be completed in 3 months. The second stage begins after the completion of the first stage, i.e. after passing tests evaluating practical knowledge. If the participant cannot finish it in 10-12 weeks, he can master it in 3 months. Thus, a total of 6 months will be given from the first day of registration on the site to complete the full content of the course. Participants will receive two types of participant and graduate certificates.

The conclusion emphasizes the importance of preparing future managers for economic activities in the context of digitalization, and can suggest ways to improve the existing mechanism to achieve better results. In conclusion, the research methodology for improving the mechanism of preparation of future managers for economic activity in the conditions of digitization is mixed methods, sampling from different groups, data collection from primary and secondary sources, data analysis using statistical and qualitative methods, must contain specific information.

So, digitization of state structures and transition to electronic document circulation. Under the conditions of state power and management bodies employees of modern digital creation of conditions for professional training in the field of technology use at the same time, the methodology of their qualification assessment is of particular importance. It should be noted that improving the skills of civil servants is based on the potential of ICT generalization of activity by changing administrative processes based on usage to develop their powers to increase their effectiveness and efficiency may not be included. As the main reasons for this the following can be shown: — the objective was necessary in the conditions of the transition to the "electronic government" system state-approved methods of disclosing the structure and level of powers, lack of practice in their application;— necessary improvement of qualifications and powers of civil servants, There is a special program based on the





assessment of changes according to the level that it is not; – sufficient level of a single information resource related to training lack of formation (legal documents, methodological, analytical and various training manuals, as well as specialization of educational institutions) are among them.

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