COMPETITIVE ADVANTAGES OF MODERN BUSINESS ORGANIZATIONS IN THE DIGITAL ECONOMY

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The modern conditions of globalization and the need to develop high-tech industrial production determine the expediency of adopting business units in the modern economy to new business conditions and management technologies, including digitization of all spheres of society and economy. Modern corporate governance is inseparable from the study of the external environment of the company. The expressions of the external environment are no less important for the economic result of the activity than the internal sphere of the company's activities, and the external changes taking place should be taken into account in all decisions taken. The emergence of such a term as the digital economy should be attributed to the significant modern changes in the environment. This phrase sums up all the changes that have taken place, are taking place, and will take place in the economic sphere under the revolutionary influence of information and communication technologies. The digital economy is recognized as a current trend in the development of modern society, economy, industrial production, public administration, trade and services, and the life of citizens.

The formation of a global digital space becomes the next stage of development in the chain of \new industrialization of digitalization\ and is caused by the need to ensure technological leadership of subjects and states based on info-communication and related technologies. These processes are accompanied by the modernization of traditional manufacturing and service industries and the realignment of trade, procurement, and logistics. When adapting the methodology to study the digital economy as a modern external environment, care should be taken that this phenomenon cannot be attributed only as a new factor, albeit global. The digital economy adapts, changes, and creates new things in almost all elements of the external environment. First, the conditions of economic activity are changing (from payment methods and means to the organization of logistics flows), and the methods and methods of activities of economic entities themselves are changing (from the transfer of activities to digital space and the end with the use of fundamentally new technologies, including artificial intelligence), economic factors are changing (related to the creation of new (digital) barriers and the formation of oligopolistic collusion of digital leaders), social factors are changing (this is most clearly manifested in the widespread use of social networks and messengers) change national factors. Given the above, it should be noted that it is necessary to develop new methods of analyzing the external environment.

To adapt the environmental analysis methodology, it is first necessary to identify and classify the properties of \numbers\ at different management levels. Thus, according to the program \Development of Digital economy in Uzbekistan by 2035\, the digital economy is considered \a set of social relations that develop when using electronic technologies, electronic infrastructure, and services, technologies for analyzing large amounts of data and forecasting optimization of Production, distribution, exchange, consumption and raising the level of socio-economic development. Electronic technologies and big information analysis take precedence in identifying factors influencing the emergence of the digital economy [1]. Until the last few years, the only option for the development of information and communication technologies was to increase the capacity of vertically integrated digital companies with practically unlimited opportunities to form integrated databases. And it should also be noted that such an increasing influence is because digital technologies were first perceived as an evolutionary stage in the development of information and communication technologies and only gradually developed into a revolutionary update. It is the revolutionary changes that lead to the fact that the influence of a centralized or distributed database becomes a significant factor in cost estimation.

The practical operation of digital solutions based on distributed databases has become the final proof of value creation. As the analysis shows, Bitcoin, for example, as a means of payment, without actually having any fundamental value, has a value that is closely related to the distributed value, which is underpinned by the possibility of generating speculative returns. Vertical integration, as demonstrated by market capitalization, does not bring new factors of additional value creation in the long run, since the basic principles used by large companies so far have been fully implemented and taken into account in the vicinity of the maximum enterprise value of the past, and digital technologies have either refined them or started to do so enable a process of diversification.

Therefore, from a cost point of view, the digital aspect is functional for technological solutions and, from the point of view of new solutions, does not bring any added value, except that it is translated into cost reduction. [3] This statement can be confirmed by the following examples: analogies, modernization or replacement of one casting technology with a more advanced one, creation of CAD-based drawings, switching from one type of fuel to another, replacement of paper-document flow with electronic ones - similarly valuable what does not fundamentally change the company about factors other than the cost reduction already considered. The last decade, represented by the four leading digital companies, has shown that the solutions used to evaluate their business have proven to be fair and clarification can only come from details and examining previously known factors that do not derive from it The resulting

complexity distracts from tasks but does not bring any new scientific knowledge. For example, the costs for filling Big Data are significantly higher than originally expected.

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Nevertheless, it should also be noted that the companies that made the transition to information and communication and digital technologies focused their main efforts on improving individual business processes, and, accordingly, taking into account the degree of improvement of key business processes turned out to be in the attention of many researchers. Thus, the digital economy, accelerating communication processes, is being introduced into practical life faster than it is possible to identify and systematize the main trends, therefore, at present it is impossible to fully focus on the criterion justification of cost factors, since there is no necessary empirical basis for research for any significant long period of time.

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