

### THE ROLE OF THE DIGITAL ECOOMY IN THE GLOBAL ECONOMY IN THE ERA OF WORLD GLOBALIZATION

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**Annotation:** The digital economy, which is based on new development concepts and driven by emerging technologies, relies on the application of information networks and platforms, renews factors and resources, and aims at high-quality and sustainable development as an important cornerstone for building a modern economic system. Digitalization affects most of the production processes and activities in the economy. In a period of rapid development of the digital economy, its significance is manifested in deep integration with economic and social industries, promoting digital transformation and constantly introducing new technologies, new models and new industry processes. This leads to the transformation and modernization of society, industry and enterprises, contributing to sustainable economic development based on innovation models. This paper discusses the importance of the digital economy in the modern economic system, which is expressed in an increase in production efficiency, the creation of new jobs, and a synergistic effect in various industries.

**Key words:** globalization, economy, transformation, resource, development, industry

#### **Introduction**

Globalization now converges with digitalization is the idea that emerges from current This is because globalization can be measured in large part by trade in goods and erorder financing and by the enormous flows of data and information that are transmitted every minute, ideas and innovations circulate around the world. Otherwise, companies should rethink what it means to be global as these vast digital networks connect everything, in any place and in any space. Such research quantifies the economic impact of this change and suggests five critical areas along with challenges such as: the new bit trade, open platforms, virtual goods and "digital packaging" or the grounding of digital dialogue.

Digitalization has become an objective pattern of modern economic development. Digitalization affects most production processes and activities in the economy. Inventor R. Kurzweil and Professor V. Vinge determine that today the world is at the point of "technical singularity" — at a moment when technological progress cannot be stopped or reversed, which will inevitably transform the global economic space [1]. Already now, integration processes are becoming so complex and showing exponential growth that they are often incomprehensible, the characteristics of globalization processes are changing under the influence of the digital economy. So, in their scientific research, Professor Efremov V.S. and Vladimirova I.G. define this period of development of the world economy as "technologization" [2]. At the same time, studies do not provide enough analysis of the impact of the economy digitalization processes on economic growth and the level of social welfare, especially since the acceleration of such processes has not led to the rapid development of individual countries and the world economy as a whole. Digital globalization now has a more tangible impact on economic growth than trade in goods [3]. The growing value of data and digital intelligence is reflected in their high market capitalization, and their growing role has far-reaching implications for all economic activity. The digital

economy is becoming an integral part of global economic processes, being the engine of growth and development of companies. With the acceleration of the development of industry 4.0, the world has entered the digital economy era led by a new generation of information and communication technologies. The digital economy has broken down barriers in the implementation of communications between market participants, ensured the development of the domestic and international economy in the post-epidemic era. In a period of rapid development of the digital economy, its importance is manifested in deep integration with economic and social industries, promoting digital transformation and constantly introducing new technologies, new models and new industry processes. This leads to the transformation and modernization of society, industry and enterprises, contributing to sustainable economic development based on innovation models. In addition, as a result of the economic and industrial restructuring, these innovations are causing a new round of technological revolution.

### Materials and methods

The purpose of this study is to analyze the importance of the digital economy in the modern economic system of Russia and the world, to identify directions for its further development and formation. The theoretical and methodological basis of the study was the scientific works of domestic and foreign researchers studying the application of modern information technologies in the process of making managerial decisions. During the study, methods of general scientific analysis and comparison, tabular and graphical techniques for visualizing the calculations, methods of induction and deduction were used in the formation of the conclusions of the study.

More and more recent research claims that digital globalization is a new form of globalization and that it would bring relevant changes to the way business is conducted. Digital globalization is increasing global economic, financial and social connections through digital platforms as data and information grow. More than a year after the Covid-19 pandemic, this research considers that it has caused a shock to the global economy, which is proving to be perhaps faster and more severe than the global financial crisis of 2008. If the Covid-19 pandemic is a challenge for digital globalization and the digital transformation of economies, economic research believes that the current crisis could push towards deglobalization. There is more and more discussion about the challenge that the crisis caused by the coronavirus pandemic poses to globalization and the digital transformation of economies.

On the other hand, we are in agreement with those researches carried out before the COVID-19 pandemic, which considered that education is the link between a constantly changing technological field and the forces of the globalization market. This research examines how the effects of education manifest in relation to the practices that underlie the socio-economic and politico-ideological conditions of teaching and learning. It is considered that the requirements of the corporate agendas that support the technological competence necessary for a new careerism have transformed the educational objectives and the ethical-political dimension of knowledge is recognized, which a technological rendering of education diminishes. (Trifonas, 2017). There is also research that believes that growing globalization and the growth of world markets through higher exports have threatened the economic growth of developed economies that import more than exports, following the example of the United States. Thus, different countries have come to practice economic nationalism in different ways, based on their emerging priorities in social, political and economic contexts. There is currently a recent increase in economic nationalism in both developed and developing economies. It is argued that many Asian companies have become globally competitive through the use of globalization and economic nationalism. As a result, many Western nations, including the United States, are beginning to use nationalist economic policies to promote their own industries and make them more competitive globally. In short, the economic openness of a country affects its economic nationalism (Chernyshenko et al, 2020), Both globalization and

digitalization considerably influence labor and the labor market. Some research reveals the changing problems of the work safety model under the influence of globalization. Their focus is on changes in the labor market due to different technologies. of employment, interpenetration and use of labor, as opposed to the usual interpretation of the impact of globalization processes. Research finds that globalization processes can.

Recent studies show that worldwide, countries are rethinking the conditions of employment in globalization. In fact, the disruptive effects of globalization on millions of workers in the advanced economy have long been recognized. However, research recommends that new trade policies be based on a clear understanding of how globalization is evolving because this new form of digital globalization is more knowledge-intensive than capital or labor. In essence, this requires broadband connections rather than conveyor belts. The COVID-19 pandemic has made lifelong learning faster from slogan to reality. These studies recommend that mid-career retraining be made available not only to those who have lost their jobs due to foreign competition, but also to those facing disruptions in the ongoing process of automation and training programs to it can transmit new skills in a few months, not years, and can be complemented by programs that support workers' incomes during retraining and help them move to more productive work. It is clear that most advanced economies, including the US, have not adequately responded to the needs of communities and individuals left behind by globalization, so addressing these needs has now become of paramount importance (Tyson & Lund, 2017).

Mils (2003) considers that in a diverse global economy, gender ideologies can support flexible ways of controlling and disciplining work due to their ability to naturalize arbitrary and constructed statements about whose work is worth more (or less) and what Body types are best suited for certain tasks. However, the researcher notes that global transformations in production, mobility and livelihoods have specific effects on the lives of gender subjects, creating tensions and conflicts, as well as new possibilities. Thus, the resulting struggles involve men and women, workers and employers, communities and states in contests that can sometimes reproduce existing power relations; however, they can also lead to new, potentially transformative forms of action and identity (Mills, 2003) Three years later. Freeman wonders what impact a doubling of the global workforce could have on workers. His answer is unequivocal: wages would fall, unemployment would rise. His research continued with the assumption that if the nation's capital stock doubled at the same time, labor demand would increase proportionately and workers would maintain their economic position. However, if the global workforce is to be doubled, these workers will need more social support to advance in the economy than in previous years. His conclusion is that in 2006 the world entered a long and epoch-making transition to a single global economy and a labor market. He assumed that there would be many things to meet in the new economic world, but also many things to fear, and countries must develop new creative economic policies to ensure that workers do well in this transition and that the next few decades do not repeat the experience of the last twenty or thirty years in which almost all productivity gains have reached the pockets of a small class of the population (Freeman, 2007)

### **Globalization of products and services**

In 2008, Sandhu presented in his dissertation the conclusion that the globalization of production would involve two processes: the globalization of production and the globalization of services. He considered that the reduction of the cost of transport and the development of communication satellites and other information and communication technologies) would have given rise to further fragmentation of production, which would have led to the transnationalization of production, so that the goods produced are well transnationalized. Thus, those goods are not products of a specific national state, but consider them as global products. The second process of globalization, that of services, would have begun in the

1980s. The 1980s are considered to be a decade between two recessions that would have squeezed companies profit margins, at least in the United Economic and social globalization. A recent study found that many developing countries have tried to accelerate their economic growth, following outward-looking policies aimed at integration into the world economy. If most investigations related to economic growth have approached this topic from the perspective of physical capital, human capital, natural resources and technological knowledge. this study focused on globalization and its impact on economic growth. The aim of this study was to investigate whether economic, social and political globalization had an impact on economic growth.

Currently, researchers find that globalization and decentralization are probably the most important sources of transformation of the nation-state in recent decades. They believe that power has migrated from central governments upwards, with the creation of international organizations and economic integration, but also downwards, with the global transfer of decision-making powers to regional and local governments. He also considered that these two processes took place simultaneously even though the study of the literature has not yet provided a clear presentation of how they are linked. In their attempt to shed light on the relationship between the two, considered to be one of the most important processes in world politics in the last four decades, they conclude that states have become increasingly integrated into global markets, and have allowed power to either migrate, to international organizations, or simply be limited by international economic dynamics, with many countries shifting power down and increasing the fiscal authority of regional governments. Their research suggests that globalization and decentralization are more than two simultaneous processes taking place in the same period, being two positively correlated dynamic processes (Jurado and León, 2021),

### Conclusion

The digitalization of globalization is imminent (Burlacu et al., 2021), if it has not already happened as a result of more than a year of global measures based mainly on employment and online school to maintain social distance as a basic measure in combating the Covid-19 pandemic (Balu et al., 2021). Its economic impact could be measured both in monetary units and in the volume of trade or labor (Radulescu et al., 2021). Its social or life impact can also be easily understood both in the short and long term (Sarbu et al., 2021). Replacing direct communication with distance communication that drastically limits emotional transmission may be factors that shape these horizons. However, more in-depth research is needed to differentiate between what is considered beneficial and what could be harmful, today or in the future. The proliferation of technologies was possible due to scientific progress but perhaps also to the enthusiasm with which these advances were received. Meanwhile, digitalization has become so complex but also uniform at the same time, from cloud computing, smartphones, massive data, digital mining, cryptocurrencies or artificial intelligence that it is possible to meet all this in one place and everywhere. Concerns about the digitalization of globalization remain today on the front page of researchers around the world.

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