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THE DEVELOPMENT OF ENTREPRENEURSHIP IN THE CONTEXT OF THE DIGITAL ECONOMY: THEORETICAL APPROACH IN THE CONDITIONS OF UZBEKISTAN

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Abstract: in the article the development of entrepreneurship in the context of the digital economy the economy of uzbekistan in the example of theoretical and methodological bases will be covered. Transformasiya technological modernization is not the only digital business, but also business models, market relations, financial services, consumer relations, competitive environment, and the mechanisms of public administration as a fundamental change commercial institusional process is analyzed. Uzbekistan "**Digital Uzbekistan — 2030**"strategy of the economy, social sector and the main task of digital development of public administration system as this if you define new opportunities for business entities along with the occurrence of new risks also wreak. According to national statistics from the year 2025 in January–September, the small business share of gdp, percent 51,5 entities in the digital economy the importance of this sector will increase further. In the article the development of digital business and e-commerce services fintex, digital marketing, platform business models, artificial intelligence, cloud technology and digital skills is based on the theoretical aspects of the role. Also, digital infrastructure, cybersecurity, access to finance, digital literacy, and the systematic analysis of problems like regional inequality.

Keywords: digital economy, entrepreneurship, small business, e-commerce, fintex, transformasiya digital platform economy.

Access

The traditional factors of economic growth in the xxi century — labor, capital and natural resources as a factor of digital data to a number of new strategic, technological infrastructure and innovative business models have been added. The content of business activity in the conditions of digital economy is also changing: no longer are the subjects of business of the manufacturer or service provider not only goods, but information on online platforms, digital payments, electronic constant communication with customers to create value through digital sales channels and has become an economic contributor.

The development of the digital economy raised the level of state policy in uzbekistan. "**Digital Uzbekistan — 2030**"strategy of the economy, the social sector and in public administration refers to the development of dynamic digital system. This electronic public services to business entities for the use of the online trading arena to funding the use of digital tools, the opportunity to reduce marketing costs and expand into new markets.

The relevance of this issue is that of small business and private entrepreneurship play an important role in the economy of uzbekistan. According to the national statistics committee, from the year 2025 in January–September, the share of small business entities in

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the structure 51,5 percent of the gdp, agriculture, forestry and fisheries, agriculture's share in 96,9%, construction should be between 77.6% 45,1% and 26,4 in the industry and services in the field of percent. These figures are mainly in the business sector in the provision of employment and economic stability of the country shows that the role of high.

In this context, the development of entrepreneurship in the context of the digital economy is not just a technical upgrade, but the economic institutions and market infrastructure, competition policy, financial and human capital innovasiyalar associated with a complex scientific problem.

The theoretical significance of the digital economy and entrepreneurship

The digital economy — the information and communication technologies, information flow, digital platforms, electronic payments, artificial intelligence and automated systems on the basis of management is the process of creating economic value. The traditional economy was mainly the value of material resources, through production capacity and physical infrastructure is created in the digital economy information, instant communication, the algorithm becomes the main competitive advantage of incumbent network effects and innovation services.

Entrepreneurship theory y. Shumpeter business "new combinations", which was interpreted as the subjects of the implementation of innovation. Because of this idea in the context of the digital economy, further strengthening the business of digital technology to create a new product of service to modify the method allows to establish direct contact with the consumer and reduce the costs of market access.

Digital technology will reduce costs while tranzaktsion Institusional from the standpoint of economy. For example, electronic contracts, online banking services, electronic account-faktura of digital business and public services onlaynlashuvi the time of identification, resource mablag'va will reduce administrative spending. Therefore, to improve the business environment of the digital economy in institusional efficiency factor, appears.

The basics of digital entrepreneurship for economic development in uzbekistan

Digital transformasiyasi depends on several key factors of entrepreneurship in uzbekistan. ***First of all***, the population has increased the level of use of the internet. According to datareportal, from the beginning of the year if 32,7 million internet users in uzbekistan in the year 2025, the internet coverage was 89 percent. This e-commerce, digital marketing, online education, distance means the form of services and products for the consumer market, the trend of large fintex.

Secondly, the state of the digital economy is becoming a particular track at the statistics in that area. Committee on national statistics in the digital economy the knowledge economy, e-commerce, ict sector and e-commerce created in the gross value added of information has been announced. This business without the formation of the digital economy and policy reviews based on the information allows.

Thirdly, the export of it services digital network are becoming a new source of investment and business growth. According to oecd analysis, 2003-2024 years involved in the digital sector of uzbekistan in greenfield foreign direct investment reached us $ 3.4 billion at the size of the network, however, the digital still constitute a relatively small share of total foreign investment network investment network structure. Also, if the investment has been mainly directed to telecommunications and digital services digital network, artificial intelligence, fintex r&d and high value added, such as the full potential of untapped areas.

This situation in uzbekistan for the development of bilateral generate digital business task: on the one hand, the expansion of available digital infrastructure, digital services, while

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on the second hand trading or simple online payment system from the level of innovation, it is necessary to bring the level of goods and products with higher added value.

Options for the development of entrepreneurship in the context of the digital economy

The digital economy creates new opportunities for a number of business entities.

First of all, **e-commerce** reduces geographical restrictions for micro and small business. Located in the territory of traditional trade of business in the market often be limited to, e-commerce and other regions of the country through which it can be released to the foreign market. This is especially crafts, food products, clothing, education services, consulting and it services are important.

Secondly, **digital marketing** business will allow a deeper study of customer needs. Social networks, search engines, content marketing and customer information through the analysis of small businesses to compete with larger companies gets. Asimmetriya establish direct communication with the consumer and reduces the information in this market.

Thirdly, **fintex services** funding expands the capabilities of the business. Mobile banking, online lending, digital payments, financial services and electronic wallet of the scoring system facilitates the accessing of the business. By 2025 the report of the world bank country economic memorandum from uzbekistan in the small and medium business reforms that would improve access to finance and alternative funding to the banking sector was stressed the necessity of expanding opportunities.

Fourth, **the platform business model** of business will become a rapidly growing ecosystem. For example, online marketpleyslar, platform cab, delivery services and online education platform frilans to prepare for the small business services, digital allows access to the infrastructure through the market. The key here is caused by the effects of the economic network effects: the number of participants in the platform, how many, if so also increases its economic value.

Fifth, **data analysis, artificial intelligence and** allows the scientific basis of business decisions. For example, demand the drafting of the forecast, the management of warehouse stocks, customers segmentasiyasi, price setting, risk assessment and optimization of ai tools in marketing strategy is important. In 2024 artificial intelligence technologies in uzbekistan aimed at creating conditions for the introduction to the economy of this area was decided that the strategic importance of the legal and organizational shows.

The main problems and restrictions

Of the digital economy created a great chance for business, although a number of systemic problems in the conditions of uzbekistan remains.

First of all, **the digital infrastructure of the regional imbalance of** the limitations is important. The internet in major cities, logistics, electronic payment and digital services are developing rapidly, some in remote areas, are not enough opportunities for this. This will hinder the development of entrepreneurship in the areas of digital incisions at the same pace.

Secondly, **digital literacy training, and personnel** problems. To buy, digital technology or the internet connection itself is not enough; business, optimize business processes, reduce costs, and expand customer base to use to create a competitive advantage should take. OECD digital network digital skills development to increase the effectiveness of investment in uzbekistan also, vocational and higher education of the high-tech sector was stressed the importance of adapting to the needs of.

Thirdly, **data protection, cybersecurity and** digital confidence is a factor of entrepreneurship. Analysis of the united nations development program in uzbekistan "**Digital Uzbekistan — 2030**"strategy have achieved success through certain though, cybersecurity, and digital cooperation with the private sector being stored in areas of problem management is observed.

Fourth, **access to financial resources** are also relevant to the issue of the digital business. Startap and small businesses in many cases the mortgage collateral, credit history, business plan, quality and transparency of financial reporting problems with the encounter. Digital scoring, kraudfanding, fintex venchur microfinance funding and solutions to this problem can be softened.

Fifth, **competition and regulation platform over** the issue of muhimlashadi further in the future. Although the market does not allow access to digital business platform, big data platform, the commission and the small business may be able to power an algorithm to look through than the market. Therefore, competition policy in the digital economy, issues of fair use and consumer information plays an important role.

Directions of development of uzbekistan in the conditions of digital entrepreneurship

The following priorities for effective business development in the context of the digital economy in uzbekistan is important.

First of all, **digital transformasiya to strengthen programs for small businesses** it is necessary. This business to e-commerce, online accounting, cr systems, digital marketing, e-payments and the organization of practical training courses on cybersecurity to be worthwhile.

Secondly, **the regional center for entrepreneurship of digital**development should be. Advice dog such business centers, e-commerce development, online advertising, digital services platform and the funding of export display.

Thirdly, **fintex adapt to their needs and banking services small business** should. Digital lending, financial scoring, electronic payment systems, financial reporting and increases the activity of the business online.

Fourth, **the development of the digital export** is important. DOG services, online education, design, programming, business consulting, outsourcing and digital can be turned into high value added exports to uzbekistan directions. According to oecd data, and digital services digital network telecommunications collected in uzbekistan still more investment in r&d and innovation in high-tech areas, while the launch was full of potential.

Fifth, **a culture of cybersecurity to increase** the digitization of business should be an integral prerequisite. Electronic payments, customer data, sales channels and digital contracts online is secure if confidence in the digital economy will decrease.

Summary

The digital economy is of strategic importance for the development of entrepreneurship in the context of uzbekistan. The business sector because of the country's gdp and employment, service sector, trade, construction and plays an important role in the export activities. Digital technologies increase the efficiency of this sector, market access, reduce costs, and facilitate the use of innovative business models allows the formation of financial services.

However, digital business development is not limited only to the expansion of the coverage of the internet. This process digital skills, financial innovasiyalar, cybersecurity, competition policy, e-government services requires the combination of data protection and regional infrastructure development. Entrepreneurship can be a new growth point for uzbekistan in the conditions of digital economy, digital technology does not tie up with the real needs of small business and public policy, the form of cooperation between the private sector and the education system effective institusional.

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Can you say on this basis, the digital economy is not a tool of technical modernization of entrepreneurship in uzbekistan, but new economic thinking is the new competitive environment and new institusional the stage of development.

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