



THE IMPORTANCE OF MODERN TECHNOLOGIES IN BUSINESS DEVELOPMENT

Professor PhD, Docent:

Khusanova Gulchekhra Sayfullayevna

Nordic International University

ORCID: 0000-0007-5271-4943

gulchexra2000@gmail.com

Student :

Abdusalomova Madinabonu Murodovna

Nordic International University

mabdusalomova91@gmail.com

Abstract. *This article covers the importance and role of modern technologies in the development of modern business. The article provides information about the history of the development of information technologies, their impact on business processes. Information systems necessary for business in the process of digital transformation, their role in automating various functions in the enterprise and improving management efficiency were also discussed. It also discusses the emergence of new business models such as e-commerce and virtual markets and their impact on global competition, and further examines the growing importance of information as a strategic resource influencing organizational structure, management decisions and competitive advantage. The article shows the strategic importance of information technologies for modern business activities and includes opinions and recommendations on the use of these technologies in organizations.*

Key words: *management, virtual economy, information systems, modernization, marketing, manufacturing company, mathematical operations, infrastructure, industry.*

Аннотация. *В данной статье рассматривается значение и роль современных технологий в развитии современного бизнеса. В статье представлена информация об истории развития информационных технологий, их влиянии на бизнес-процессы. Также обсуждались информационные системы, необходимые бизнесу в процессе цифровой трансформации, их роль в автоматизации различных функций на*

предприятия и повышении эффективности управления. В ней также обсуждается возникновение новых бизнес-моделей, таких как электронная коммерция и виртуальные рынки, и их влияние на глобальную конкуренцию и далее рассматривается растущая важность информации как стратегического ресурса, влияющего на организационную структуру, управленческие решения и конкурентное преимущество. В статье показано стратегическое значение информационных технологий для современной деловой деятельности и приводятся мнения и рекомендации по использованию этих технологий в организациях

Ключевые слова: менеджмент, виртуальная экономика, информационные системы, модернизация, маркетинг, производственное предприятие, математические операции, инфраструктура, промышленность

Annotatsiya. Ushbu maqolada zamonaviy texnologiyalarining zamonaviy biznesni rivojlantirishdagi ahamiyati va roli keng yoritilgan. Maqolada axborot texnologiyalarining rivojlanish tarixi, ularning, biznes jarayonlariga ta'siri haqida ma'lumotlar berilgan. Shuningdek, raqamli transformatsiya jarayonida biznes uchun zarur bo'lgan axborot tizimlari, ularning korxonadagi turli funksiyalarni avtomatlashtirish va boshqaruv samaradorligini oshirishdagi o'rni muhokama qilingan. Bundan tashqari, elektron tijorat va virtual bozorlar kabi yangi biznes modellarining paydo bo'lishi va ularning global raqobatga ta'sirini muhokama qiladi va axborotning tashkiliy tuzilma, boshqaruv qarorlari va raqobatdosh ustunlikka ta'sir etuvchi strategik resurs sifatidagi ahamiyatini o'rganadi. Maqola zamonaviy biznes faoliyati uchun axborot texnologiyalarining strategik ahamiyatini ko'rsatib, tashkilotlarda bu texnologiyalarning qo'llanishi bo'yicha fikr va ta'vsiyalarni o'z ichiga oladi.

Kalitli so'zlar : boshqaruv, virtual iqtisodiyot, axborot tizimlari, modernizatsiya, marketing, ishlab chiqarish kompaniyasi, matematik operatsiyalar, infratuzilma, sanoat.

Introduction.

The purpose of the study is to find out which information technologies help modern business to develop and how they contribute to its development, as well as why it is important now not only to "understand the numbers", but also to at least know the basics of information search and analysis. The information business is a relatively new area of entrepreneurial activity in the form of the largest multidisciplinary complex with existing infrastructure. On the one hand, the information business is part of the infrastructure of the entire business system along with exchanges, banks, audit firms, etc. In Western countries, the information business originated in the 60s, in the 70s it was formed as an independent industry, and in the 80s it turned into the largest multidisciplinary complex with infrastructure. Due to its complexity and high cost, information technology was used only in research centers and large industrial companies. But as information technologies became cheaper and improved, they penetrated into various industries and made it possible to increase and improve the efficiency of the latter. As a result of the development of information technologies, new needs of society have arisen and formed.

Literature review.

Peter's Business Class, [2002] digitally accessible textbook helps to gain a deeper understanding of business and the boundaries of business.

In addition, Rohit Talwar's [2015] The Future of Business book explores how the complex interplay between social, economic, and political shifts, disruptive ideas, bold strategies, and breakthroughs in science and technology is transforming the commercial world.

Organizational structures are less hierarchical and more collaborative. And today's networked offices are full of technological distractions that would have been unimaginable to the 21st-century manager [2001-2002]

Research methodology.

Job studies, theoretical analysis, company studies, an empirical study methods were used.

Analysis and discussions of results.

The world of work has changed dramatically over the past decade. Information technology and requirements for a 21st century companies are more global and employee groups more diverse than ever before. Organizational structures are less hierarchical and more collaborative. And today's networked offices are full of technological distractions that would have been unimaginable to the 20th-century manager.

No business is complete without a computer these days, and it doesn't matter how big the business is. In addition to standard computer functions such as text editing and performing mathematical operations, computers in business help managers make optimal decisions. A one-button business computer capable of systematizing and analyzing information can be used to make economic forecasts of a company, growth rates and growth, or to develop waste-free production methods.

Any typical company has a central computer - a large computer in large companies and a mini-computer in small computers that supports personal computers at every workplace. If the workstations are connected to each other via a data network, colleagues can exchange any information and new ideas almost instantly. In monetary matters-in addition to fast and accurate balance sheets, computers help firms with financial planning, analysis and forecasting. They generate capital flow reports every minute, which allows them to make the most of the company's assets. In information technology departments, most companies consist of a certain number of departments. For example, a manufacturing company may consist of a management, marketing, and production department. The company's computers ensure the successful operation of each department and the communication between them. For employees, computers greatly facilitate the work of human resources department administrators. The machines automate the processing of insurance claims and payroll records. As well as personnel records,

his professionalism, and testing of new employees. In marketing, using various business programs, the marketing department can develop and predict a new marketing strategy. In manufacturing the manufacturing sector, computers are used for quality control, inventory, production planning, and price analysis.

Electronic publications are the basis of electronic marketing. Companies can place their advertising materials on Internet servers. In the current conditions of the global market, reliable and timely information will be necessary for most companies to obtain optimal competitive advantages. For example, a company can create a virtual marketplace where it will sell its products. At the same time, no one can claim this market, and therefore it can be accessed by billions of Internet users 24 hours a day. Such products are more expensive than their physical counterparts, but may have the benefits of using multimedia, and can also be adapted to the specifications of a particular registered user. In addition, you can place and fulfill various orders using the Internet. The most frequently mentioned advantages of e-marketing include its global scale, very high efficiency (compared to other marketing tools), as well as the ability to provide new services based on the use of Internet technologies.

The emergence and development of new business models. First of all, it is the creation of a virtual economy. Various forms of e-commerce and commerce (online commerce, business-to-business, etc.) are manifestations of such an economy. A lot has been written and said about this, and this is the beginning of a new virtual era. It looks like this is really going to be a new type of economy. Many see him as a real, impending force leading to wealth and economic prosperity. It is believed that the virtual industry will become one of the main sources of prosperity and factors in the development of the American economy in the next 10 years. Maybe that's really the case. However, in Western Europe, e-business, that is, Internet business, is developing at the same pace. This active development of a virtual economy based on information technology means that investments in these technologies are very

effective. They are often even more effective than investments in the banking sector¹.
Changing forms of competition.

Previously, competition was mainly competition in terms of price and quality, in the new conditions -competition in terms of the speed of change of business models and products. Such competition often destroys old industry structures: The speed of business model change turns out to be more important than the development of new products. In this regard, technology becomes the main driving force and determines business development. This allows even small companies to become major players in the international market. This is a huge incentive for small and medium-sized companies to introduce technology and innovate. The problem is that the dependence of such companies on the right technology is huge. The most important conditions for their survival are the availability of the necessary infrastructure based on information technology and the Internet, and the ability of managers to use this infrastructure. In addition, as the rate of change increases, the need for up-to-date, timely management information increases. This situation leads to an increased role of the information system in the organization, and also requires that the information system be the most modern. New stages of globalization and internationalization. In the process of business globalization, the company's divisions are spreading all over the world, where they acquire components, technologies, and new products. The processes of globalization and internationalization are related to the search for ways to improve the efficiency of companies. The same processes force companies to use information technology more widely to support management. In many areas, the relevance of planning has decreased to 3-5 months. Please note that in strategic management, we previously considered planning horizons up to 5 years. Now this field should reflect all the changes that are taking place and adjust their speed with proper flexibility. Division

¹ 1. Information technologies in business / edited by V. A. Gerasimov.: Peter. Business class, 2002. 1120 p.

of labor at the level of management functions outside the company: transfer of management functions from one company to several other companies. Companies strive to develop in the chain of other organizations.

Similar processes occur at the technological and production levels. Organizations have moved on to creating networks and technological chains. They combine so that each company can perform its activities at a high professional level and provide contractors with operations that can be performed faster, more efficiently and cheaper. Otherwise, the boundaries of companies are bloated and blurred, and it is unclear who is the supplier, who is the competitor, who is the customer. The boundaries between industries are blurred, and it is not clear how these industries will develop in industries and technologies in the future. Convergence and hybridization of various technologies and knowledge. Now companies do not need to specialize in one narrow area, but to develop in several technological areas. As a result, the complexity, complexity of technology and production has increased, and management has become more complicated²

Changing the role of information. Information has become a strategic resource that provides a competitive advantage. According to modern concepts, information systems play an increasingly important role in achieving the company's strategic goals. This leads to new requirements for information systems and their functions. Information systems are no longer a tool that provides data processing for departments and end users within a company. Now they have to create data-driven products and services that give the company a competitive edge in the market. There is a transition from paper media to interactive networks. The fight for access to information by computer networks has already been won. The next generation of people will treat networks as freely as we treat books and phones. Now the use of computer networks leads to a rapid change in the methods and techniques of trade

² Information technologies in business / edited by V. A. Gerasimov.: Peter. Business class, 2002. 1120 p.

in goods and services, management methods and job creation. Currently, it is difficult to fully assess the development of these technologies^[4] Modern information technologies are being developed and created. Therefore, both managers and managers must understand the basic concepts and methods of using information technology and make important decisions on their use. The responsibility of a manager in this field of technology lies in the availability of individual techniques for working in the information environment and the ability to make the right strategic decisions for the development of information systems of organizations. To increase work efficiency and improve the quality of management, you must be able to manage and improve your business through the proper use of information. Many successful organizations do this with the help of automated information technologies.^[3]

The influence of information systems on the organization (changing the structure of the organization under the influence of the information system, a different distribution of power in the organization, the formation of a different policy and culture there, formalization, employment, changing the nature of work, the emergence of the need for education, etc.). Influence on the information system of the organization (the role of the information system in the organizational structure, possession of information, who and how it manages the information system, how the information system influences decisions, etc.).^[5] Information systems are becoming more expensive and dictate their own special conditions to business rules, which leads to new problems that need to be solved in order to maximize the potential benefits of information technology. All these trends manifest themselves in various processes and forms. Sometimes, when we are in a business environment, they are very difficult to understand when we work in a company. When viewed from the side, they are a little easier to identify. Therefore, consulting and research projects are important. In addition, these trends lead to the formation of the need for education. And not discretely, but continuously, throughout life.

Modern business cannot exist without information technology, and the scale of this business does not matter at all.

Every new businessman should carefully study his field of activity, as well as the use of certain information technologies.

The paper shows how information technology can be used in business. The main components of business and information technology, as well as their interaction, are shown.

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