

Improving the Management Mechanism by Developing Activities in Uzbekistan on the Basis of Digital Platforms

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ABSTRACT

The article presents a theoretical and methodological analysis of the effectiveness of the network in the activities of the participants of the digital network of the implementation of the organizational and economic mechanism of the business model based on the system of digital technologies and networks (digital platform) of the activities of small businesses and private entrepreneurship was carried out.

Introduction

Modern changes in the development of socio-economic systems at the present time occur under the influence of globalization of economic relations and processes on a global scale. Globalization develops in the interconnection of not only economic, but also political systems of individual countries, which is based on the spread of competitive factors outside the territories of individual states or areas of human activity.

The growing growth of national economies and the expansion of relations between individual enterprises also require high – tech digital platforms, which are considered a quality new technical base that carries out the process of interaction between many users-consumers and suppliers of various products, services and information. Technically, digital platforms include digital devices, software products, and information services[1].

At today's stage of development, as a result of the digitization of the economy, the process of manufacturing products in small business and private enterprise enterprises and systems has created trends in servicing on the basis of digital platforms, and with this the process of producing products or services is becoming the appearance of a link in the provision of services.

Currently, when modeling business processes in small business and private enterprises operating

in sectors and sectors of the national economy, separate parts of digital systems are used (web pages, electronic trading platforms, systems for automatically receiving information-autodesques, etc.). With the introduction of systems based on digital platforms, the direction of extensive development of small business and private enterprise enterprises changes to the direction of intensive development in a short time.

Business models used today in economic relations can be divided into the following types:

- business model " product creation – - is associated with the creation of material products and is formed from business entities that create all material goods and service sectors that ensure the movement of created products and services (2/3 of existing business entities belong to it);
- business model" creation of services " is a business model used in the activities of banking, insurance, consulting, engineering and other service enterprises, which develops the level of services created in parallel with the hiring of qualified specialists and their professional competencies, and 1/4 of existing enterprises in the world operate on the basis of this business model;
- business model" technology creation " – a business model used in the activities of subjects supplying software products, nano and biotechnology, engaged in the creation of low-cost intangible products, intellectual resources and technologies that provide its protection (used near 10% of existing enterprises);

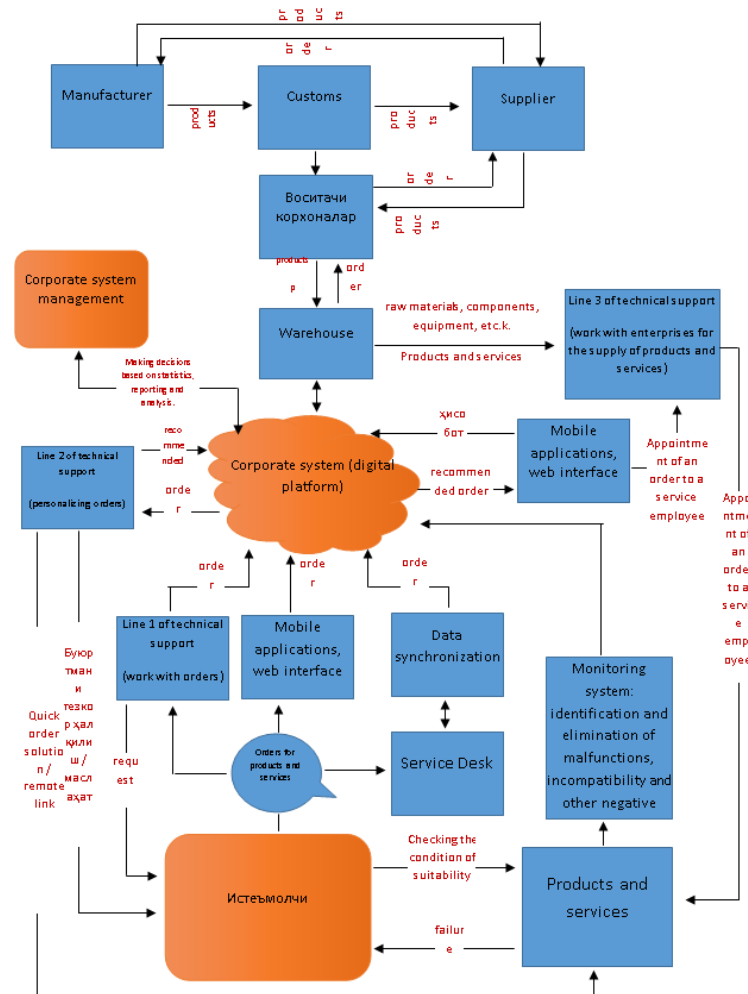


Figure 1. Organizational and economic mechanism of a business model based on a digital platform that delivers services to customers¹

¹ Developed by the author.

- business model" creation of Network Communications " – a business model on the basis of digital platforms that form network communications that facilitate the relationship between them, minimize transaction costs on the basis of the cooperation of operating enterprises based on the above-mentioned business models (used in less than 1% of existing enterprises) [2].

The proposed organizational economic mechanism is created on the basis of a single digital platform (corporate system) consisting of 3 levels of technical support lines, organizing general activities by ensuring the proportionality of the capacity of small business and private entrepreneurial enterprises creating products and services within the system to the volume of orders provided by consumers(fig.1)

The 1st technical support line of the digital platform organizes the process within the framework of receiving orders from consumers on request, carries out delivery activities for processing to the digital platform based on direct customer communication, receiving information about orders based on an automated service system, as well as an appeal to mobile applications and the web interface, synchronizing the received data.

Information processed by Line 2 of technical support is simultaneously transmitted to the digital platform, and by the corporate system this information is provided to Line 3 of technical support through mobile applications and the web interface, logistics systems connected to the platform that provides the movement of products.

The main task of Line 3 of technical support is to ensure the processes of delivering the processed information on orders to the consumer of products and products of the same quality specified in the order by providing contacts in the range from enterprises producing products (services)to reaching the consumer.

The most fundamental link in the proposed organizational and economic mechanism is considered to be the digital platform that forms the center of the corporate system, and the digital platform combines all network participants in processes of logical consistency, through which it performs the functions of implementing remote agreements, organizing processes within the framework of transactions from enterprises producing products and services to reaching [3].

As a conclusion, it can be said that the organizational and economic system of the model on the basis of a digital platform operating in the form of a digital integrator, together with the supply chain digital management (SCM), which also includes the system of digital management of resources (ERP), allows the system to simultaneously carry out the processes of organization.

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