

## WORLD IN CREATING DIGITAL PLATFORMS USING EXPERIENCE

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### **Abstract**

*Business conditions in the modern world are changing rapidly. These changes affect all existing business models and the process of mutual relations between the main market participants.*

*The existing technological capabilities of interpersonal and business communication, increased requirements for the level of service and the speed of providing in-demand services indicate the need for a radical change in approaches to business organization.*

*Therefore, the use of world experience in the use of digital platforms is an important and one of the main directions of digitalization of the economy.*

*This direction involves the creation of effective communications between subjects, the elimination of temporary, territorial and language barriers, increasing the efficiency and competitiveness of business processes. Such digital platforms will contribute to the expansion of our national market. These issues of digital platforms are reflected in this article.*

### **Keywords**

*digital economy, digitization, digital platform, digital services, enterprises, innovations, online platforms, E-commerce.*

## МИР В СОЗДАНИИ ЦИФРОВЫХ ПЛАТФОРМ ИСПОЛЬЗОВАНИЕ ОПЫТА

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### **Аннотация**

*Условия ведения бизнеса в современном мире быстро меняются. Эти изменения затрагивают все существующие бизнес-модели и процесс взаимоотношений между основными участниками рынка.*

*Существующие технологические возможности межличностного и делового общения, повышенные требования к уровню обслуживания и скорости предоставления востребованных услуг свидетельствуют о необходимости коренного изменения подходов к организации бизнеса.*

*Поэтому обращение к мировому опыту в использовании цифровых платформ является важным и одним из основных направлений цифровизации экономики.*

*Это направление способствует созданию эффективных коммуникаций между субъектами, устранению территориальных и языковых барьеров, повышению эффективности и конкурентоспособности бизнес-процессов.*

*Цифровые платформы будут способствовать расширению национального рынка. Эти вопросы, связанные с цифровыми платформами, получили отражение в данной статье.*

### **Ключевые слова**

*цифровая экономика, оцифровка, цифровая платформа, цифровые услуги, предприятия, инновации, онлайн-платформы, электронная коммерция.*

### **Introduction**

From the beginning of the XXI century, the world's business conditions are changing rapidly, and this the process itself requires digital changes.

These changes are applied to all business models and the main market affects the change in relations between its participants. Inter-Shahs and technological capabilities of business communication to the level of Service and the increase in demand for its speed in business organization shows the need to radically change their approach.

Digital technologies are used by physical Shahs, business entities and it is becoming an important part of the economic, political and cultural life of society.

They are the organization of new production, information and communication improving the level of interpersonal cooperation based on technologies, innovation formation of business models, increase the competitiveness of the national market allows.

Modern digital technologies appeared in the middle of the twentieth century it is appropriate to note that there will be. Software accounts on the first computers over time began to apply. Creating a computer program later technologies have

become widespread. The first development of digital technologies at the stage, the data consists of the sum of continuous information, and Ma'lomot larga in processing, the numbers 0 (zero) and 1 (one) have been exchanged in the signal expression.

Analog technologies are also widely used. Different through them large amounts of data through the continuous flow of amplitude electric rhythms transmission is possible.

Unlike Analog technology, information in digital technology transmitted in the number system, in other words, transmitted information digitised.

The digital platform is one of the most important elements of the digitization process one is the perspective, which includes technological and communication elements considered as a business model.

### **Literature review**

President of the Republic of Uzbekistan PF-6079 of October 5, 2020-the issue is the approval of the Strategy " Digital Uzbekistan - 2030 " and its effective in accordance with the decree "on the net of implementation measures", a number of tasks are defined.

The actions of solving these tasks are active from digital platforms includes usage. Because digital platforms " ... modern becoming the basis of the development of the economy " [1].

Digital platforms provide traditional ways of doing business, including, the balance in the market is changing forces. "Digital platform owners by increasing its influence through price controls, traditional business owners are allowed to fights against " [3].

Nick Srnichek interaction of platforms into two or more groups defines as digital infrastructures that allow transfer. As a result, platforms manifest as intermediaries connecting different users we see what happened. These are buyers, advertisers among users, suppliers of goods and services, manufacturers can enter [14].

The term " platform " is used in various fields - in the construction industry, logistics, finance it is used in the system and others.

All meanings of the term "platform" can be described by the word " strong foundation " [5]. In the literature " digital the term " platform " refers to two or more according to certain rules virtual platform that enables user group interaction defined as [13].

### **Research methodology**

The work includes scientific abstraction, analysis and synthesis, induction and deduction, logic and empirical methods were used.

### **Analysis and results**

Foreign experiences of digital platform research in the article platform enterprises that actively use their solutions, according to market capitalization considered on the example of the largest companies in the world.

Experts insist that the ten largest with a global platform the total market capitalization of their companies is more than \$ 4.8 trillion(1-diagram).

As we see on the example of the Russian Federation, digital platforms, mainly, It became widespread due to the large number of Internet users.

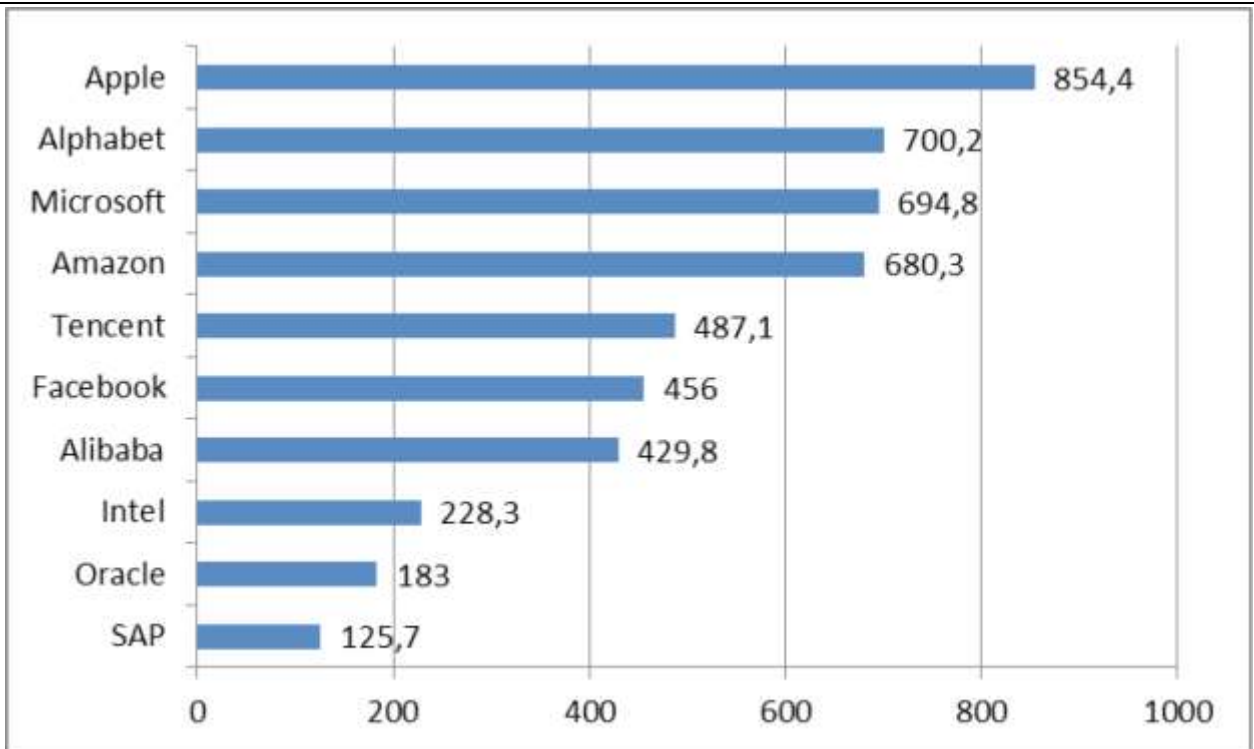
According to the foundation" social thought", a month of Russia the internet audience consisted of 84 million people, 72% of the population makes. Also, the weekly internet audience is 82 million (72 percent), daily the internet audience consisted of 75 million (64 percent) [9].

At the same time using the internet for the purchase of goods the share of the population recorded an increase from 15.3% in 2017 to 29.1% in 2021 was.

Who use the internet to obtain public and municipal services the share of the population grew from 10.7% in 2017 to 42.3% in 2021 [4].

Today, there are a number of transnational in the digital platform market there are companies, between which there is an atmosphere of intense competition.

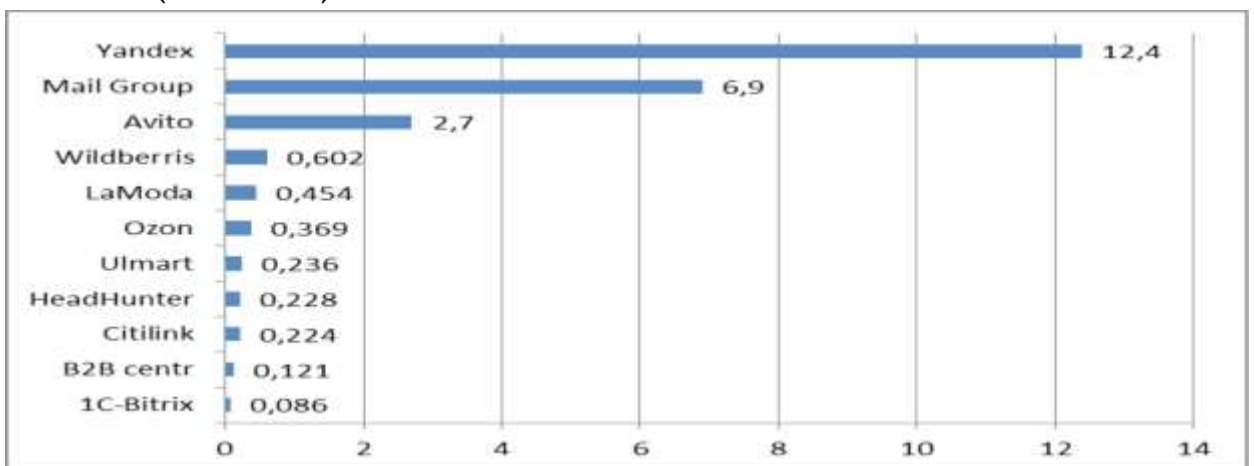
**The market of the world's largest digital platform companies capitalization** (as of April 2022, billion dollars) [9]



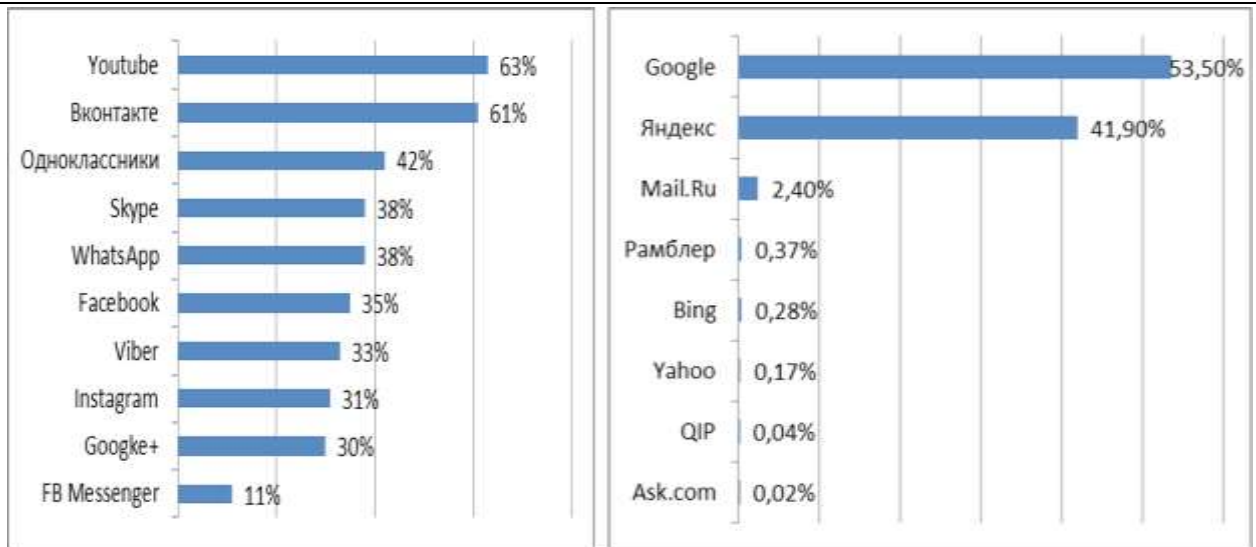
National digital platforms mainly trade goods (ozone, Lamoda ),transport services (Yandex.Taxi), travel services (. tatu.ru), financial services (bank.ru), advertising services (Yandex. Drect, Vkontakte Advertising, My target), web search (Yandex, Mail.ru) and with other types of activity mist.

Diagram 2 below shows the Russian digital platform companies market capitalization is shown [8].

**The market of the largest digital platform companies in Russia capitalization (2021 USD).**



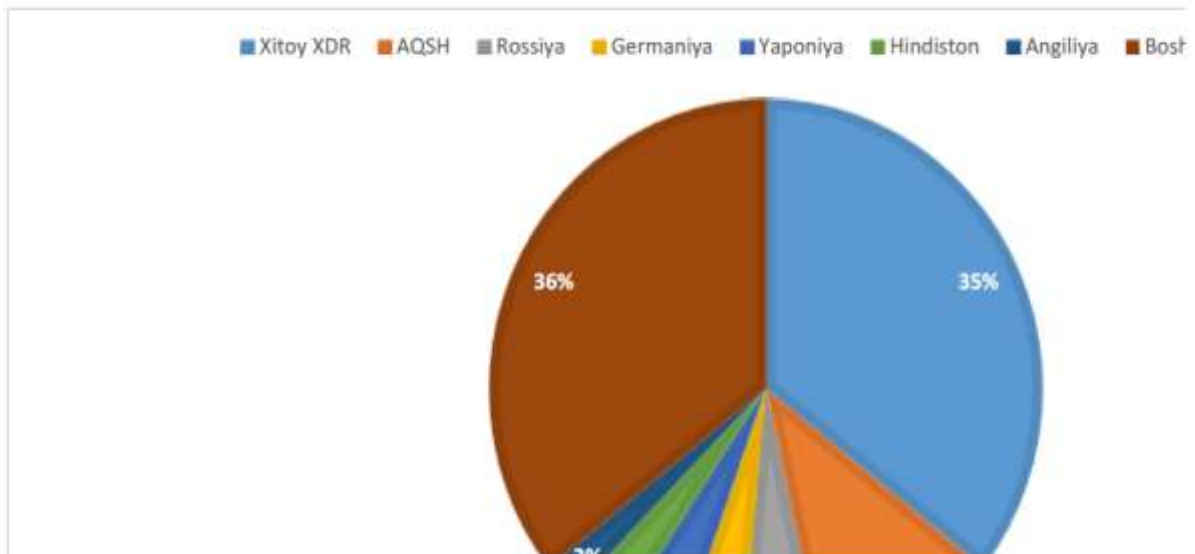
**As an example, social networks are instant messengers and search features of foreign and Russian platforms of their systems in diagram 3.**



The territorial distribution of companies with digital platforms by world is shown in diagram 4.

**Diagram 4.**

**Companies with digital platforms by countries of the world distribution, % [11].**



Some of the companies with digital platforms are in North America and While located in Asia, the share of European companies is very low.

Use of experiences of foreign countries in the Republic of Uzbekistan it is necessary to develop ways and based on this national digital platforms it is necessary to create and apply to the necessary sectors of the economy.

Development of digital platforms the economy of Uzbekistan it should become one of the priorities of digitization.

A number of trends in the development of local platform solutions available:

large-scale digital platforms with a large and stable consumer by expanding the scope of online services is necessary.

At the same time, the current taking up new service markets developing with a leading position at the time high capacity;

the main sectors of the economy, such as industry and agriculture, as well as the social sphere, Construction, Public Administration and public services digital platforms in Uzbekistan to show improvement;

to attract additional resources for the development of platforms and using them, to carry out certain target directions full-fledged and effective use of digital platforms;

introduction of digital platforms for the activities of small and medium-sized enterprises, statistical analysis, accounting to a platform supporting business processes

business of enterprises with the possibility of conducting accounting, personnel, tax accounting provides resources for development and access to information.

## **CONCLUSION**

Based on the results of the study, it should be noted that by the state measures to support the work of the introduction of digital platforms targeted and digital in the production of domestic products the application of platforms allows to increase the efficiency of the national economy gives.

Among the main directions, the following can be distinguished: determination of the nature and relevance of platforms in the digital economy monitoring the development of digital platforms in order;

creating digital platforms using world experience promotion and formation of uniform working rules for participants;

training of specialists in this field in higher education institutions organization;

increasing consumer confidence in the digital platform;

Digital platforms allow you to create new business models, it has many unrealized potential.

The use of digital platforms is a type of activity that a person and other resources carry out during the activation process.

Such platforms provide conditions and opportunities for the emergence of new types of interaction, markets and networks.

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