

MECHANISMS FOR IMPROVING THE EFFICIENCY OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP IN THE DIGITAL ECONOMY

Ulugmurodov Farkhod Faxriddinovich

Assistant of the Department of Digital Economics Samarkand Institute of Economics and Service

Abdulboqiyev Akobir Dilmurod o'g'li

Student of the IK-522 group of the Faculty of Economics, Samarkand Institute of Economics and Service

Utkirov Madamin Mashrab o'g'li

Student of the IK-522 group of the Faculty of Economics, Samarkand Institute of Economics and Service

ARTICLE INFO.

Key words: Digital economy, small business, subjects of private entrepreneurship, Efficiency, profitability, mechanisms, optimal mechanisms.

Abstract

This article is devoted to the study of mechanisms for improving the efficiency of small business and private entrepreneurship in the digital economy. As its main objective, this analysis includes the regulation of optimal mechanisms used to improve the efficiency of small businesses and private entrepreneurship through the digital economy and technology.

<http://www.gospodarkainnowacje.pl/> © 2023 LWAB.

Introduction. In the digital economy, one of the most important problems is to increase the efficiency and development of small business and private entrepreneurship. Due to the growing importance of the digital economy, with every hour of our lives, enterprises and business entities are striving to find new mechanisms for their development, increasing efficiency and successfully solving various economic problems and procedures.

The extensive experience and potential of the digital economy offers several key efficiency improvement mechanisms for small businesses and private entrepreneurship.

First of all, the development of data analysis and analytics is important to strengthen small business solutions. The data collected with the help of digital technologies helps small businesses to develop in various fields. At the same time, it provides the ability to increase the power of data, customer analysis, market surveys and trend tracking, direct service changes and quality improvement.

Secondly, the development of digital trade and e-commerce systems opens up new opportunities for small businesses. Through Internet platforms, organizations will be able to offer their products and services on the global market through a leading sales network. In addition, the creation of online payment systems and open customer relationships ensures that small businesses will be able to establish convenient and reliable relationships with consumers.

Third, the use of digital marketing and advertising tools is also one of the important aspects of

productivity improvement for small businesses. With the help of advertising platforms on the Internet, social networks and digital marketing strategies, it is important for small businesses to provide customers with a very wide range of services, position themselves and create their brand.

The main part. In the digital economy, there are several main mechanisms for improving the efficiency of small business and private entrepreneurship. These mechanisms may include:

1. Using data: In the digital economy, data is becoming a huge advantage for small businesses. Data analytics and data usage enable small businesses to conduct market surveys and trend analysis, develop products and provide services, define marketing strategies and better understand customers. This data allows small businesses to rely on information that supports their decisions so that they can develop and improve efficiency.
2. E-commerce Platforms: In the digital economy, online sales platforms and e-commerce systems open up great opportunities for small businesses. Through these platforms, small businesses can sell their products and services around the world. Online sales platforms allow small businesses to enter global markets and allow customers to make purchases by packages.
3. Internet marketing and advertising: In the digital economy, the use of Internet advertising and marketing tools is one of the important aspects of self-promotion, creating your brand and increasing sales of small businesses. Social networks, digital marketing strategies, SEO (search engine optimization) and sem (search engine marketing) allow small businesses to create online advertising and content marketing campaigns, attract customers and strengthen the brand.
4. Technological automation: In the digital economy, automation plays an important role in improving the efficiency of small businesses. Automation of cash transactions, inventory and reporting processes, automation of the recruitment process and accounting of working days of those who arrived at work.

Conclusions and suggestions. In the digital economy, there are several critical mechanisms for improving the efficiency of small businesses and private entrepreneurship. These mechanisms have basic concepts such as data usage, e-commerce platforms, internet marketing and advertising, as well as technology automation. These mechanisms provide opportunities for small businesses and business entities to increase efficiency, expand their presence in markets, increase sales and revenues, improve services and improve quality.

Offers:

1. Data and Analytics: Small businesses and enterprises should use data and analytics as efficiently as possible to achieve maximum efficiency. This requires the development of data analysis and support for decision-making processes and strategic planning based on data. Companies can improve their progress and efficiency by increasing the use of data and introducing new analytics and data analysis technologies.
2. E-commerce platforms and e-commerce: It is important for small businesses and businesses to learn and support the use of online sales platforms and e-commerce systems. Small businesses will be able to offer their products and services on the global market, sell via the Internet and establish open relationships with customers. It also provides opportunities to simplify payment processes and create a reliable sales environment through online payment systems, as well as to provide better customer service.
3. Internet marketing and advertising: Small businesses can establish themselves, create their own brand and increase sales with the help of Internet marketing and advertising tools. Social networks, digital marketing strategies, small businesses based on SEO and sem, creating high-quality marketing campaigns, attracting customers, strengthening the brand and much more.

REFERENCES:

1. Sahutoglu, Y., & Ercan, T. (2019). The effects of digitalization on small and medium-sized enterprises. *International Journal of Economics, Commerce and Management*, 7(5), 60-71.
2. Chakrabarti, R. (2020). E-commerce strategies for small businesses. *International Journal of Scientific and Research Publications*, 10(3), 184-187.
3. Lee, Y., & Lee, S. (2018). A review of digital entrepreneurship research: Towards a future research agenda. *Journal of Open Innovation: Technology, Market, and Complexity*, 4(3), 35.
4. Kuran, T. (2018). The role of e-commerce in the development of small and medium-sized enterprises. *International Journal of Business and Management*, 13(5), 80-89.
5. Dahlberg, T., & Mattila, M. (2019). Digitalization and growth in small and medium-sized enterprises: A case study approach. *Journal of Small Business Strategy*, 29(2), 55-67.
6. Chen, S., & Hsu, C. (2017). A study of digital marketing strategies for small and medium enterprises. *Journal of International Management Studies*, 12(2), 28-35.
7. Al-Sadi, A. (2020). Digital transformation and its impact on small and medium-sized enterprises: A literature review. *Journal of Information Systems and Technology Management*, 17, e202003.
8. Kavak, B., & Kara, A. (2021). The role of social media in the marketing activities of small businesses: A review. *Journal of Accounting, Finance, and Economics Studies*, 7(1), 37-52.
9. Karaman, A., & Kurt, S. (2018). The impact of digital transformation on small and medium-sized enterprises: A systematic review. *European Journal of Economics and Business Studies*, 4(1), 69-77.
10. Ercan, T., & Sahutoglu, Y. (2021). Digital transformation in small and medium-sized enterprises: A systematic literature review. *International Journal of Innovation and Technology Management*, 18(2), 2150012.