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DIGITAL ECONOMY AND INTERNATIONAL DIGITAL INTEGRATION

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ANNOTATION: The aim of the study is to conduct statistical research and assess the level of digitalization of the economy of the European Union and some non-EU countries.

Keywords: European Union, Europe-2020, innovation policy, strategy, digital economy.

INTRODUCTION: Today, almost half of the world's population is connected to the Internet, fifty years since its invention and thirty since the creation of the World Wide Web. Digital technologies have become a ubiquitous phenomenon and a part of everyday life.

Digitalization of the economy is one of the main pillars of the strategy "Europe 2020", which sets the goals of economic growth Of the European Union (approved in May 2015). It includes 16 special initiatives put forward by the Commission in January 2017 and discussed in The European Parliament and the EU Council. The main goal of digitalization is to improve the use of the potential of information and communication technologies to promote innovation, support economic development and stimulate scientific and technological progress in general, and ultimately contribute to the formation of "smart", sustainable and inclusive economic growth in the region [1].

According to the study According to the European Commission, an effectively functioning digital market can make a good contribution to the development of the economy. Using the example of the European Union (EU), digitalization will contribute to the growth of the economic situation in the amount of 415 billion euros per year and will create hundreds of thousands of new jobs. The growth rate of the UK digital economy of 5.4% is noticeably ahead of the GDP growth rate of 2% over the same period, the growth rate in China is as follows: 16.6% to GDP of 6.7% [2].

However, like any dynamic process, digitalization creates certain conditions that require a number of skills from a person for high-quality coordination of interaction, for example, the ability to work with information and communication technologies, to use new opportunities of the digital space for professional and personal needs. In order to see which regions are developing faster, at what speed and how information technologies are spreading in them, it is necessary to find ways to reflect the readiness of the population to transition to a new level of development.

The main methods provided for the analysis included comparison of the average indicators of the member countries EU28 and indicators of leading and lagging non-EU member states (China, Japan, South Korea, USA, etc.). Comparisons were made with 5 measurements developed by DESI:

1. Communications: broadband infrastructure deployment and quality;

2. Digital skills: The skills needed to take advantage of the opportunities offered by the digital society;

3. Citizens' use of the Internet: a variety of activities performed by citizens on the Internet;

4. Integration of business technologies: digitization of business and development of a online sales channel;

5. Digital public services: digitization of public services with the direction of the vector to the government.

www.wordlyknowledge.uz Volume: 2, Issue: 1, 2023

Summing up the study of the features of the development of the digital economy, we can conclude that, in general, throughout the world is developing a trend of rapid spread of modern technologies [8]. According to scientists, every two years the speed of production and use of information services is doubled. This suggests that society in the context of the state and the individual needs to be mobile and ready to adopt new technologies in advance.

What are the main vectors of technology development?

1) Business direction;

2) Digital personal skills;

3) Expansion of communication;

4) Government digital services.

However, the nature and speed of technology perception in different countries is different.

So, some countries are aimed at expanding business technologies. Others specialize in strengthening digital skills. The Internet is entering the post-mobile era, developing and creating new directions of the economy of shared consumption. Program "Internet+" is a tool for the development of the digital economy, which has been actively used in China over the past two years. In consumer areas such as finance, medicine, education, transportation and O2O (from online to offline), this program has already become useful.It has changed the way users interact, introduced new business models and helped to increase the efficiency of these industries through instant information exchange [2].

Digital literacy is the ability to receive digital resources and give them away. With the penetration of new technologies into all spheres of society, the current population is increasingly faced with two requirements: professional competence and knowledge of digital technologies. At the moment, every country is experiencing a shortage of personnel specializing in digital: about 40% of companies say how difficult it is for them to find people who can work with data at the required level. Therefore, the higher the level of digital technology proficiency of an employee, the more competitive he is in the labor market. More and more enterprises and educational institutions use multidimensional learning systems: the ability to integrate digital technologies into the learning system. In many European countries, there are special exams in schools related to information technology [9].

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www.wordlyknowledge.uz Volume: 2, Issue: 1, 2023

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