

Ways to Increase Innovative Attractiveness in the Digital Economy

Qarajanova Gulnoza Tolliyevna

SamISI, assistant of the "Investment and Innovations" department

Toshmurodov Tolmas Ashraf o'g'li

SamISI, student of "Bank-Financial Services" faculty

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ABSTRACT

This thesis outlined the need for the introduction of global information and communication technologies aimed at the digital economy, including improving the business environment and increasing the investment attractiveness of the country. In this regard, the relationship between the level of development of investment indicators such as information and communication technologies and working conditions in countries of the world has been analyzed as business conduct, investment potential and investment attractiveness.

Introduction. Several factors influence the development of the country's economy. Currently, investments are considered as the basis of economic development. As the volume of investments in the country's economy increases, the economy also develops. One of the main criteria for making an investment decision is the macro-level assessment of the investment environment and the investment attractiveness of the investment object. Investment climate and investment attractiveness are often interpreted as synonyms in economic literature. The first concept is broader. This is the main characteristic of the investment environment in the country, region, economic region, industry. It is recommended to evaluate the investment attractiveness of a specific object or investment project for an investor, taking into account only the rating of the investment environment. The high level of information and communication technologies is not only a factor that helps to attract investments, but also has a direct impact on the macroeconomic indicators of countries. Research presented in this thesis shows that digitization can optimize public spending, positively impact GDP, international trade performance, and reduce unemployment.

The state's information and communication technologies in the field of investment have had a special development within the framework of investment portals. The investment portal is a

means of active communication and information exchange with investors, capable of influencing the initial assessment of investment potential and making decisions on investment cooperation. In recent years, efforts have been made to increase the investment attractiveness of high-quality education through official sites. However, many regional portals still need significant improvement of the information and communication component. General trends in the development of investment processes in the country and its separate regions are analyzed. The main directions for improving the investment environment in the region and the country as a whole have been studied.

As a solution to the problems of modernization, it is proposed to introduce the method of organizing the directory. The implementation of this methodology requires optimization of information flows along the regulatory body, that is, the supply organization - consumer chain. Based on the assessment of information disclosure by water supply companies, the authors determined the need to create a single database for the introduction of the new regulatory method. An integral characteristic of market prospects, profitability and security of investments in its economy is regional investment attractiveness, which is determined by two components: investment potential and the level of investment risks. The combination of investment attractiveness and investment activity in the region reflects its investment environment. A number of experts consider the indicator of investment activity to be the result of attractiveness.

Analysis and results. The analysis of the general trends in the development of investment processes in the country and its separate regions shows that the negative effects on their effective development:

- imperfection of the Legislation and legal support of investments;
- first of all, there is no effective mechanism of direct attraction of foreign investors;
- a significant reduction in demand as a result of the implementation of the deflationary policy and the lack of guarantees of accepting direct investors to manage production, even after they purchase a block of shares in enterprises;
- business entities do not pay enough attention to attracting the innovation factor;
- insufficient development of an effective system of guarantees and return of investments, protecting them from commercial and political risks;
- an extreme increase in tax restrictions, which objectively directs a significant part of the profits of enterprises that are not used for the development of production and technical improvement;
- insufficient level of development of investment and stock markets;
- weak use of the country's internal capabilities in attracting financial resources, primarily exported 199rogres and public funds;
- the imperfect structure of the demand for financial resources, the excessively high share of the need for credit funds, despite the low level of their repayment;
- Lack of regular marketing research of regional markets for goods and services. The most important directions for improving the investment environment in the country and its regions include the need for:
 - from a rational combination of the demand volume and ratio of loans and investments, it allows to gradually increase the share of the latter in the total amount necessary to attract financial resources to the production sector of the economy, to form a regional demand for financial resources based on its restructuring;
 - taking measures to attract direct investments in enterprises with low market capitalization,

especially in the development of production;

- development and adoption of federal and regional legislation that is consistently applied in court practice and strictly implemented at the administrative-economic level, in particular, to ensure the protection of the rights of investors and shareholders;
- development of infrastructure of the country's investment market and constituent objects of the Federation;
- establishment of a fully functioning stock market;
- reducing the tax burden on business entities in the production sector of the economy;
- Marketing analysis of opportunities to enter the world and domestic trade markets.

Conclusion. Increasing innovation attractiveness in the digital economy is of particular importance. Innovation provides wide opportunities for further development of economic activity through new ideas, technologies, methods and systems. It helps to strengthen cooperation, entrepreneurship and development of the future economy aimed at increasing innovative attractiveness. Increasing innovative attractiveness in the digital economy allows for further development of economic activity by adopting innovations, organizing them and implementing innovations. In order to ensure access to world markets for high-tech products, it is very important to solve the problem of rapid development of the scientific and technical potential accumulated by local enterprises. This is one of the strategic directions aimed at encouraging entrepreneurship, independence and innovation.

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