

questions (WhatsApp, Telegram) are replacing traditional approach. Cutting-edge approach with usage of the Internet gives executives the ability to monitor, and possibly affect on a minute-by-minute basis, the company's ability to get a consistent product to customers as fast as possible.

Today, organizations that are effecting change and pursuing innovation are smashing silos and creating smaller, more nimble teams. These teams are able to pursue initiatives without encountering constant barriers. [2].

Smartphones, laptops and computers with the Internet are becoming main trading platform. Modern person can purchase new clothes, book tickets, take courses and work without going outside. Online trading platforms are easy to use and successful.

### References

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2. <https://www.americanpressinstitute.org/publications/reports/strategy-studies/culture-and-structure-for-innovation/>

### Role of the digital economy in increasing the efficiency of financial resources of enterprises

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The digital economy in a broad sense is a set of relations developing in the processes of production, distribution, exchange and consumption, based on online technologies and aimed at meeting the needs for the benefits of life, which, in turn, involves the formation of new ways and methods of management and requires effective tools state regulation

The share of the digital economy in Uzbekistan's GDP as of January 2020 is 2.2%. At the same time, the average optimal indicator is considered to be 7-8%, for example, in Great Britain it is 12.4%, South Korea - 8%, China - 6.9%, India - 5.6%, at the same time in Russia - 2, 8%, Kazakhstan - 3.9%. In accordance with the draft Concept for the Development of the Electronic Government System of the Republic of Uzbekistan, it is planned to increase the share of ICT services in GDP to 5.0% by 2025, and to 10% by 2030.

Currently, the development of the digital economy takes place in around the world and in all spheres of society due to innovative growth and transformation of processes as a result of the emergence of new technologies.

The role of the impact of digitalization on the modern economy is obvious. At the same time, it is not always easy to highlight the specific impact of digitalization on certain business processes, to assess the specific effectiveness of such impact.

The potential of digitalization in the activities of economic entities is very, very significant: companies widely use modern software, being able to automate not only settlements with counterparties and the budget, but also automate

The performance of companies in any area depends on the financial resources available to companies and the efficiency of their use. In this regard, the competent organization of planning, distribution and use of financial resources is a prerequisite for the successful functioning of any company.

In the context of the development of market relations, the importance of financial resources is increasing, allowing them to form and increase the production potential of companies, as well as to carry out current financial and economic activities. The financial well-being of the company, the results of its activities are directly dependent on the ratio of its own and borrowed sources of financing, how optimal the structure of assets is, how efficiently financial resources are transformed into fixed and circulating funds.

The efficiency of using the company's financial resources is determined by the asset turnover and profitability indicators. Therefore, the efficiency of the use of financial resources can be increased by reducing the turnover period and increasing profitability as a result of reducing costs and increasing revenue.

An important aspect of increasing the efficiency of using financial resources is a competent and effective approach to managing the liquidity of an enterprise.

Among the most important mechanisms for increasing the efficiency of the use of working capital, a huge role belongs to the inventory management policy.

The digital economy toolkit allows companies to plan the procurement of goods and materials at a qualitatively new level, intelligently use warehouse facilities, quickly deliver goods, raw materials and materials, introduce rigid production systems and, importantly, improve forecasting of demand for goods. Competently selected and verified approaches in these areas allow companies to significantly increase the turnover of working capital and their return.

Speaking about the efficiency of using financial resources, one should not forget about the efficiency of profit distribution, since the conditions for the development of an enterprise depend on this.

Thus, increasing the efficiency of using the company's financial resources in the digital economy remains one of the most important factors in ensuring the solvency, creditworthiness and financial stability of companies.

The digitalization of the economy presupposes the penetration of information technologies both into production itself and into business processes, therefore, the management of companies should improve their competence in the field of financial resource management, as well as in the application of the new tools of the digital economy

In such conditions, companies need on an ongoing basis to introduce into practice the regular economic analysis of the company's activities, to form their own information and analytical base, on the basis of which it would be possible to generate a report characterizing the efficiency of the use of financial resources as of a specific date and allowing it to be used for adoption strategic and tactical decisions.

Assessing the situation, the following measures can be proposed for the development of the digital economy in the management of financial resources of enterprises, and thereby increase the level of its efficiency:

- development of an effective policy for managing big financial data, including the development of tools and mechanisms to prevent violation of the principle of confidentiality of personal data;
- the use of modern e-commerce platforms to increase the transport and logistics potential of the enterprise, which contributes to an increase in the circulation of goods;
- to direct financial resources for the development and implementation of effective mechanisms, for the acquisition of modern equipment and software for companies that seek to obtain positive economic results.

The optimal structure of the company's assets allows for more efficient use of all the resources available to the company.

The effective use of financial resources and capital of the company in general should be understood as the ratio between the results achieved in the course of the company's financial and economic activities and the costs incurred by the company. Before deciding to improve the efficiency of the use of financial resources, it is necessary to analyze and evaluate the resources themselves, to assess their composition, structure, dynamics over a certain period of time. This will allow making any conclusions, analyzing the sources of funding.

As a result, we can say that the proposed measures for using the digital economy to improve the efficiency of financial resources of enterprises contribute to the expansion of trade, more efficient use of capital, increased competition, creation of new jobs and, ultimately, increased labor productivity.

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