Kokand University

RAQAMLI TEXNOLOGIYALARNING YANGI O‘ZBEKISTON RIVOJIGA TA’SIRI

Xalqaro ilmiy-amaliy konferensiyasi to'plami

21 IYUN

2023

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ВЛИЯНИЕ ЦИФРОВЫХ ТЕХНОЛОГИЙ НА РАЗВИТИЕ НОВОГО УЗБЕКИСТАНА

IMPACT OF DIGITAL TECHNOLOGIES ON THE DEVELOPMENT OF NEW UZBEKISTAN

Xalqaro ilmiy-amaliy konferensiyasi maqolalar to'plami

JUNE 21, 2023
KOKAND UNIVERSITY

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Ta'lim sifati yangi O'zbekiston taraqqiyotini yanada yuksaltirishning muhim omili / Raqamli texnologiyalarning Yangi O'zbekiston rivojiga ta'siri xalqaro ilmiy-amaliy konferensiyasi to'plami. Kokand university, 2023 yil 21 iyun, - «Innovatsion rivojlanish nashriyot-matbaa uyi» 2023.

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ROLE AND PROBLEMS OF DIGITAL TECHNOLOGY IN SMALL BUSINESS AND ENTREPRENEURSHIP

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Abstract: Digital technology has become an integral part of small businesses and entrepreneurship, revolutionizing the way they operate and compete in today's fast-paced global marketplace. This article explores the role of digital technology in enabling and empowering small businesses while shedding light on the problems and challenges associated with its adoption.

Keywords: digital technology, small business, entrepreneurship, cybersecurity

Аннотация: Цифровые технологии стали неотъемлемой частью малого бизнеса и предпринимательства, коренным образом изменив методы их работы и конкуренции на современном быстро меняющемся глобальном рынке. В этой статье исследуется роль цифровых технологий в расширении возможностей малого бизнеса, а также освещаются проблемы и проблемы, связанные с их внедрением.

Ключевые слова: цифровые технологии, малый бизнес, предпринимательство, кибербезопасность.

The role of digital technology in small business and entrepreneurship is multi-faceted. It has transformed traditional business processes, such as marketing, communication, and customer service, by providing cost-effective and efficient solutions. Digital platforms have allowed small businesses to reach a broader audience, expand their market reach, and compete with larger enterprises on a more level playing field. Additionally, digital tools and software have streamlined operations, enhanced productivity, and enabled better decision-making through data-driven insights.

However, the adoption of digital technology in small businesses is not without its problems. Firstly, there are financial barriers that hinder access to advanced technologies, especially for cash-strapped startups and small-scale entrepreneurs. Limited resources and budget constraints often impede the implementation of sophisticated digital solutions. Furthermore, there is a steep learning curve associated with digital technologies, requiring business owners and employees to acquire new skills and adapt to rapidly evolving digital trends.

Moreover, cybersecurity threats pose a significant challenge to small businesses relying on digital technology. Cyberattacks, data breaches, and online fraud can have severe consequences for small enterprises, leading to financial losses, reputational damage, and compromised customer trust. Small businesses often lack the expertise and resources to effectively protect themselves from such threats, making them vulnerable targets for cybercriminals.

Figure 1. Transformation small business to digital business.
resource: Small Business to Digital Business | Leverage Technologies

Lastly, the digital divide exacerbates the challenges faced by small businesses. Disparities in internet access, digital literacy, and technological infrastructure create unequal opportunities for entrepreneurs in different regions or socioeconomic backgrounds. This digital divide limits the potential of small businesses to fully leverage digital technology for growth and innovation, perpetuating existing inequalities.

To address these problems, policymakers, industry leaders, and small business support organizations need to collaborate and develop strategies that promote affordable access to digital technology, provide training and skill development programs, and enhance cybersecurity measures tailored to the needs of small businesses. Bridging the digital divide through initiatives like broadband expansion and digital literacy programs will also be crucial in enabling small businesses to harness the full potential of digital technology.

Conclusion

In conclusion, digital technology plays a pivotal role in small business and entrepreneurship, offering opportunities for growth, efficiency, and competitiveness. However, challenges related to financial constraints, skills gaps, cybersecurity risks, and the digital divide must be effectively addressed to ensure that small businesses can fully embrace and benefit from the digital revolution. By doing so, small businesses can thrive in the digital era and contribute to economic growth and innovation.

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