

THE ROLE AND IMPORTANCE OF BUSINESS INNOVATION AND ENTREPRENEURSHIP IN INFORMATION TECHNOLOGY

Sirliyev Avazjon Mamarasulovich

Master's student of the Higher School of Business and Entrepreneurship, MBA

Annatation

In order to increase the place and efficiency of business and entrepreneurship in the development of society and improve it, it is necessary to popularize information technologies (digital technologies), which are the enclave of our life and reforms. In our article, we put forward the proposals and recommendations that take business and entrepreneurship to a more original stage through information technology.

Key words

Globalization, business, entrepreneurship, banking, finance, information, innovative economy, innovative technology.

In the conditions of financial globalization, the competition between banks to attract large corporate clients has increased, and the market of banking services in Uzbekistan is becoming one of the promising directions for ensuring bank income and competitiveness. At the moment, retail services occupy a special place in the market of banking services, and they are mainly aimed at satisfying the population's demand for financial and banking services. It is known that retail banking services are distinguished by a number of their features, in particular, individuals are the main consumers, although the volume of transactions is small, the costs are higher compared to corporate banking services, the services are aimed at meeting personal requirements. will be directed. The President of the Republic of Uzbekistan Shavkat Mirziyoyev Miromonovich stated in his address to the Oliy Majlis that "wide implementation of digital technologies in the activities of banks will be in the center of our attention." The volume of retail banking services provided by commercial banks of our republic is increasing year by year. The number of deposits intended for the population is increasing, the volume of operations with plastic cards is increasing, and the practice of issuing consumer and mortgage loans is improving.

Today, in almost all aspects of the life of our society, the processes of globalization, that is, in every field, great developments and innovations are being created and the world is seeing the face of it. In science and education, economy, culture, international relations, etc., we can see innovations created by new innovative technologies or based on projects based on innovative ideas. In particular, the scope of reforms implemented with the support of IT technologies on the basis of innovative technologies is also increasing. Also, this process is widely used in the economy as well as in all areas. At the heart of these processes lies the concept of "information", which is considered the greatest power for the 21st century. As a clear proof of our point, let's take a look at the economic system of our country. Therefore, the role of these technologies in forming the flow of information, establishing high-quality information exchange, and continuing this process in a high-quality manner is incomparable even in ordinary commercial banks. In general, every moment of human life has already adapted to live relying on various such gadgets. This means that every type of activity or service sector in people's lives is covered by these innovative, new and most importantly efficient high-speed devices. If we look at it from this point of view, in the creation, discovery and application of these devices and technologies, mature specialists are growing in this field: programmers, IT specialists, bloggers, SMM specialists, web designers, web developers, graphic designers etc. Web Developers, who create web programs and web applications for any industry, have their place among

the professions of this information world. That is, web developers are Internet experts who create convenient, fast, diverse mobile applications with various advantages that are necessary for all industries. The essence of this profession is that web developers create new application projects and improve them. Some of the most important terms that a Web Developer should know are:

1. An algorithm is a set of steps for performing certain tasks. In computer programming, algorithms are an important part of problem solving. When creating an algorithm, developers document all the necessary steps to solve a problem and what each step involves.

2. API - Application Programming Interface. An API allows two different programs to communicate with each other by providing some part of the website's code to developers. Developers can use this code, the API, to create tools and widgets that connect to this website. For example, you use the Google API to enable Google registration on your site.

3. App or Application: You are undoubtedly familiar with applications and use several of them every day. Application is basically a program that allows the user to perform various tasks. For example, Telegram is also an application. As a developer, you need to understand the difference between desktop apps, mobile apps, and web apps.

4. Frontend: The front end of a website is the part that the user sees and uses. Frontend languages include HTML, CSS, and JavaScript, all of which control the appearance of a website.

5. Backend: The code that runs on the server side of the website is called the backend code. The backend contains all the logic behind the site, including inserting, editing, and deleting data in the database. Building a fully dynamic website using only HTML/CSS and JavaScript is a difficult task. But building mobile apps using relatively easy-to-learn skills like HTML/CSS and JS seems impossible compared to building websites. In addition, developing applications for mobile devices is a much more expensive and valuable skill than developing websites. Web applications are created based on JavaScript, CSS and HTML5 programming languages. Unlike mobile apps, there is no standard software development kit for building web apps. However, developers have access to templates. Compared to mobile apps, web apps are generally faster and easier to build, but are much simpler in terms of features. If you want to learn HTML, CSS, and JavaScript, you can find these free programs on programming sites on the Internet. Building a fully dynamic website using only HTML/CSS and JavaScript is a difficult task. But building mobile apps using relatively easy-to-learn skills like HTML/CSS and JS seems impossible compared to building websites. In addition, developing applications for mobile devices is a much more expensive and valuable skill than developing websites.

In finding solutions to important issues in production and service, innovations are mainly implemented by small businesses and entrepreneurial entities. Search and implementation of new technologies, products that meet consumer requirements, issues for the development of the enterprise are first of all achieved by applying aspects of entrepreneurship such as innovative activity, innovation, research.

Therefore, in finding a solution to the issues of innovative development of the national economy, first of all, the entrepreneurial activity necessary for the organization of innovative production on the basis of state and private property should be considered as the main factor of production. Innovative economy - when innovations that are applied in practice form the basis of economic growth, determine positive results due to the wide application of innovations in business activities, and innovation determines the most important directions of development of business activities.

Strategies for the development of entrepreneurship and state support were expressed in the works of the first president of our country, Islam Karimov. The issues of small business and private entrepreneurship development are always in the center of attention of economists and experts.

However, in the conditions of the global economic crisis and competitive environment, the issue of using information technologies to increase the innovative activity of small businesses is also important, among the current issues such as the development, modernization, and innovative development of the country's economy.

In 2009-2014, a program was developed in the country for the implementation of many projects on modernization of production, technical and technological re-equipment. World experience shows that the issue of ensuring the competitiveness of the country's economy is primarily related to the level of development of innovative entrepreneurial activity. Processes such as the introduction of many innovations in the small business activities of our country, technical and technological re-equipment of production are considered as an important factor of increasing the competitiveness of the economy.

Innovative entrepreneurship is supported and encouraged by the state. Modern ICT processes require new approaches to the management of information technologies by managers of large and small enterprises and entrepreneurs. Because the information management system of modern enterprises is primarily related to the effective use of computers. In the mid-1990s, as a result of the wide spread of computer technologies and the increase in the number of electronic documents, there was an increase in the demand for universal systems aimed at solving various problems by enterprises. In these enterprises, departments were established as an independent system, and their main tasks were to provide them with the necessary documents related to the production and management process in a timely manner.

Thus, in the conditions of modernization of the country, the heart of such a department, which is necessary for every enterprise, is the electronic document management system, and their tasks are as follows:

- documenting organizational, planning and administrative management decisions;
- providing the management of the enterprise with the necessary documents;
- receiving and conveying external and internal information flows within the scope of their authority to leaders and heads of departments;
- monitoring and quality analysis of assignments;
- is to effectively organize the storage, search and distribution of all documents necessary for the performance of the enterprise's management tasks or for the work process. It should be noted that the following will be achieved as a result of the wide use of information technologies in increasing the innovative activity of small business and entrepreneurship:
 - correctly defining the processes of development of entrepreneurial activity;
 - to have accurate information about innovative techniques and technologies and to update them;
 - efficient management of reserves;
 - determining the demand for raw materials and materials of a small enterprise;
 - management of small enterprise equipment using information programs;
 - computer design of business activities is carried out quickly.

The qualities of information technologies are used in the management of small business operations in the following ways:

- in keeping business documents correctly;
- when making management decisions;
- during production control;
- monitoring of production processes.

Today, information technology forms the basis of modern information business, which consists of: computers, terminals, computer equipment and copiers. All this forms the base of

infrastructure elements that determine the main strategic goals of small business development. The five main "information trends" that are considered as a driving force for the future development of the information technology sector, which is considered as an important link of the innovative policy in the modernization of the country, namely:

- increasing importance of information products;
- expansion of opportunities for mutual cooperation;
- elimination of intermediate joints;
- striving for global globalization processes;
- consists of convergence (approaching towards sustainable development).

The rapid development of small business and entrepreneurship in various sectors is primarily related to the wide implementation of achievements in the field of information technologies. With the introduction of the electronic data transmission system in industry, more effective management of the enterprise is achieved, information exchange between partners is accelerated, and the possibilities of organizing territorially unconnected working groups within the corporation are expanded. New payment and card systems, electronic wallets, and electronic clearing systems will be created in the banking network using the achievements in the field of information technology.

Nowadays, together with the introduction of information technologies into our daily life, the change of humanity and its environment has its influence on the development of society. The rapid development of the country in the future, primarily due to the formation of the information technology system, will increase the innovative activity of economic entities and ensure the increase in the level of technical and technological modernization of enterprises, the increase in the competitiveness of the national economy, and as a result, the income of the population and the welfare of the people. continuous increase is achieved.

In conclusion, based on this sequence and order, you can easily create a web application, add new functions to it, using the programming language of your choice, in order to form a reliable and high-quality flow of information in the economy and in commercial banks. and of course you will be able to improve it.

List of used literature:

1. Xilayer S., Mizik D. Programirovanie. Active Server Pages. M: "Russkaya redaktsiya", 1999.- 296 c.
2. 2. Xaitov F.N., Yusupov R.M., Botirov D.B., Sattarov A.R, Shukurov E.X. Web texnologiyalar. Jizzah. 2005.%3D
3. 3. <http://www.google.ru/>