

## PROBLEMS OF INCREASING ECONOMIC EFFICIENCY ACROSS NETWORKS AND SECTORS IN THE DIGITAL ECONOMY

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### ABSTRACT

This article discusses the problems of increasing economic efficiency in sectors and industries in the context of the digital economy.

**Keywords:** Digital economy, technological innovation, automation, blockchain technology.

### INTRODUCTION

Digital economy is economic activity carried out through information technologies, digital platforms and the Internet. It plays an important role in ensuring economic growth on a global scale. In the conditions of the digital economy, increasing economic efficiency, ensuring competitiveness and introducing innovative solutions are urgent issues. However, along with the development of the digital economy, a number of problems are also emerging. This article analyzes the problems of increasing economic efficiency in sectors and sectors in the context of the digital economy.

#### Key Features of the Digital Economy

The digital economy has the following main features:

1. Data-driven decision-making: Conduct statistical analysis and strategic decision-making through data sets.
2. Automation: Reduce costs and increase efficiency by automating work processes.
3. Innovative solutions: Improving the quality of products and services by introducing new technologies.

#### Ways to Increase Economic Efficiency

There are several ways to increase economic efficiency:

1. Technological update: Optimizing work processes through the use of modern technologies, for example, artificial intelligence and big data analysis.
2. Training: Improving the performance of employees by improving their digital skills.
3. Integration: Strengthening integration between different sectors, which helps in more efficient use of resources.

There are a number of ways to increase economic efficiency in networks in the digital economy:

- Use of data: Through the analysis of big data (Big Data), it is possible to get a deep understanding of consumer behavior and market trends.
- Use of IoT (Internet of Things) technologies: with the help of IoT devices, opportunities are created to control production processes and reduce energy consumption.

- Blockchain technology: Blockchain systems can provide transparency, reduce costs and increase security.
- Technological innovation: Optimizing work processes through the use of modern technologies, such as artificial intelligence and big data analysis.
- Staff training: Improving the performance of employees by improving their digital skills.
- Integration: Strengthening integration between different sectors, which helps to use resources more efficiently.

**The challenges that exist in the digital economy are:**

- Difficulties in working with big data: The abundance of data creates complications in their analysis.
- Competition: The emergence of new competitors and the difficulty of maintaining one's position in the market.
- Training: Lack of professionals with digital skills.
- Inadequate development of technological infrastructure: In many countries, there are barriers to the introduction of modern technologies.
- Data security: The protection of digitized data is an important issue.

Summary in other words, it is necessary to adopt innovative solutions in order to increase the economic efficiency of industries and sectors in the conditions of the digital economy. In this process, training of personnel, development of technological infrastructure and ensuring the security of information are the main factors. Digitization can not only improve efficiency, but also open up new opportunities.

The measures implemented in this direction are expected to have a positive impact on future socio-economic development.

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