
INFORMATION TECHNOLOGY IN THE MODERN ECONOMY

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Abstract

An innovative business model is a set of techniques and methods that a firm uses to design its business in accordance with its goals. An innovative business model is essentially a fundamental rethinking and radical redesign of business processes to achieve sharp, leap-like improvements in the main modern indicators of enterprise performance, such as cost, quality, service and pace.

Introduction

Radical redesign is a change to the entire existing system, and not just superficial changes, i.e. Radical redesign introduces entirely new ways of doing work.

An innovative business model is not implemented in cases where it is necessary to improve or increase the company's performance by 10-100%, but more traditional methods are used, the use of which does not involve significant risk. An innovative business model is advisable only in cases where it is necessary to achieve a sharp (leap-like) improvement in the company's performance indicators (500-1000% or more) by replacing old management methods with new ones.

There are three types of enterprises for which an innovative business model is necessary and appropriate:

1. Enterprises are on the verge of collapse due to the fact that prices for goods are noticeably higher and their quality is noticeably lower than that of competitors. If they don't take decisive steps, they will inevitably go bankrupt.
2. Enterprises that do not currently have difficulties, but foresee the inevitability of intractable problems associated, for example, with the emergence of new competitors, changing customer requirements, changes in the economic environment, etc.
3. Enterprises that do not have problems now, but do not predict them in the foreseeable future. These are leaders who pursue an aggressive marketing policy, are not satisfied with the good current state and want to achieve something better with the help of an innovative business model.

Thus, the task of an innovative business model consists of mastering innovations to ensure the competitiveness of products and, ultimately, the survival of the enterprise.

The keyword "process" is the most important in defining the concept of an innovative business model.

Business process - this is a set of "internal steps" of the enterprise, ending with the creation of products needed by the consumer. The purpose of each business process is to offer the consumer products that satisfy them in terms of cost, service and quality.

The implementation of an innovative business model usually includes four stages:

1. Image development future enterprise. At this stage, the enterprise builds a picture of how the business should be developed in order to achieve strategic goals;
2. Analysis of an existing business - a study of the enterprise is carried out and plans for its current operation are drawn up;
3. Development of a new business - new processes and the information system supporting them are created or changed, new processes are tested;
4. Implementation of a new business project.

Of particular note is the role of information technology (IT) in the Innovation business model, since the redesign of business processes becomes possible, as a rule, thanks to these technologies. The main mistake most businesses make is that they view IT through the lens of existing processes. They frame the problem as follows: How can we use new technologies to improve what we currently do?

An innovative business model is the introduction of the latest information technologies. There needs to be a focus on constantly evolving services that best meet the needs of consumers. Therefore, it is necessary to develop an IT strategy as a series of targeted and coordinated actions that allow the use of information and technological resources to create and maintain a sustainable competitive advantage of an enterprise.

Using IT to create and maintain sustainable competitive advantage requires:

- build the achieved benefits into the business and continue to work on new “breakthrough” solutions;
- extend existing achievements to the entire business;
- use the positive experience and achievements of other enterprises.

In many enterprises, 25-50% of investments are allocated to application software to solve these problems. The strategic purpose of IT is to assist management, respond to market dynamics, and create, maintain and enhance competitive advantage.

Literature

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