



## THE IMPORTANCE OF THE DIGITAL ECONOMY IN THE FINANCIAL MARKET

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### Abstract

This article presents the role of the digital economy in the activities of stock exchanges, an analysis of its important and significant aspects in order to ensure stable economic growth in Uzbekistan

**Keywords:** Digital economy, Exchange, Algorithmic trading, Digital technology, Transparency, Block chain technology.

### Introduction

The digital economy is a system that ensures growth and development through the use of digital technologies and innovations in all areas of economic activity. It is based on technologies such as digital platforms, e-commerce, digital services and artificial intelligence. With the development of the digital economy, new businesses have emerged in the areas of smartphone applications, online banking and online services. The digital economy is fundamentally changing not only production processes, but also the relationship between consumers and businesses. News spreads rapidly through the Internet and digital platforms, and traditional business models are being updated.

The widespread introduction and support of the digital economy is an important part of our country's future development plan. Therefore, a wide range of measures have been identified to develop the digital sector of the economy. In particular, new electronic document management systems are being introduced in our country, electronic payments are being developed, and the regulatory and legal framework in the field of e-commerce is being improved, electronic infrastructure and commerce are being formed, and the transition to digital transformation in all aspects of the economy is being implemented step by step.

The development of the digital economy has had a significant impact, especially on financial markets. Digital technologies are creating new opportunities in the financial sector, especially in trade, investment, lending and management systems. Below we will consider the main roles and impacts of the digital economy on financial markets:





### **1. Digitalization of financial services:**

Online banks and mobile applications have made it easier for people to manage their finances, make payments, and borrow money.

Fin Tech (financial technology) companies, such as crypto currencies, block chain technology, online lending, and payment systems, have transformed financial markets.

### **2. Digitalization of investment and trading activities:**

Digital trading platforms allow investors and commercial entities to quickly and efficiently purchase various financial products, stocks, and bonds.

Algorithmic trading (algo-trading) and artificial intelligence (AI) are used to create analysis and forecasts, and investment decisions are made faster and more accurately.

### **3. Data analysis and forecasting:**

In the digital economy, the ability to analyze large amounts of data helps financial market participants accurately forecast prices and market movements.

Big Data and machine learning are used to analyze the dynamics of financial markets and investment opportunities.

### **4. Crypto currencies and Block chain:**

Crypto currencies (e.g. Bitcoin, Ethereum) are creating new assets for financial markets and enabling financial transactions to be carried out in a digital environment.

Block chain technology is widely used in financial markets to increase security, simplify mutual settlements, and create new financial products.

### **5. Security and Transparency:**

Cyber security is a key issue for financial markets, and there is a growing need to protect transactions carried out through digital systems.

Smart contracts and block chain systems can automate and ensure transparency of financial transactions.

### **6. Micro and Macroeconomic Impacts:**

While the digital economy creates opportunities for financial markets, it also creates opportunities for integration between markets and increased economic growth.

The impact of the digital economy on the financial sector plays an important role in comparing centralized and decentralized financial systems, analyzing risk and stability.





### **7. Financial markets and digital payment systems:**

Digital payment systems (PayPal, Google Pay, Apple Pay, and other mobile payment systems) provide easy access to financial markets and fast transactions. Crypto currency exchanges allow investors to invest in new digital assets.

### **8. New financial products:**

The digital economy has opened up opportunities for the creation of new financial products, in particular, robo advisors, crowd funding, and other innovative financial model-based products.

In the digital economy, we can see that both the volume of GDP and the share of GDP per capita are high. Taking this benefit and showing it, focusing on this issue has the sole purpose of improving the living conditions of the population, saving the real income of the population, and also developing entrepreneurship and planning economy. "Increasing the product and quality of digital technology, improving the quality of energy. At the same time, it is also an effective tool in eliminating the scourge of corruption, which worries me a lot and is the most serious evil for me"[2] - determining the numbers of these words of the President as an effective tool to ensure savings and efficiency in national economic sectors, as well as to fight corruption and the black economy. regulation is important.

In conclusion, the development of the economy is economic-social, stable, fully strong, effective in the democratic state related to the laws of the market and the economy, building and improving the business environment, creating a wide range of convenience for business activities and simplifying its management, and serving the realization of new innovative ideas.

The role of the digital economy in the financial market is extremely important. Technologies in this area have made existing financial services easier, faster and safer. Digital transformation is creating new opportunities for financial market participants, and this process continues to develop rapidly.

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