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«НАУКА И ПРОСВЕЩЕНИЕ»**



WORLD SCIENCE: PROBLEMS AND INNOVATIONS

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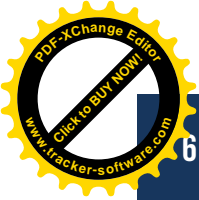
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НЕДОСТАТОЧНЫЙ УРОВЕНЬ МОТИВАЦИОННОЙ СОСТАВЛЯЮЩЕЙ КАК ПРОБЛЕМА РАЗВИТИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ В РОССИИ ГАЛКИНА АНАСТАСИЯ ВЛАДИМИРОВНА	115
ТУРИЗМ КАК СРЕДСТВО ФИЗИЧЕСКОГО ВОСПИТАНИЯ МОЛОДЕЖИ КОНСТАНТИНОВА ВЕРОНИКА АЛЕКСАНДРОВНА	121
СИСТЕМА ВНУТРЕННЕГО КОНТРОЛЯ В БАНКЕ (НА ПРИМЕРЕ ООО КБ «КОЛЬЦО УРАЛА») СУЛТАНГУЛОВА ЭЛЬЗИРА БУЛАТОВНА	124
БЕРЕЖЛИВОЕ ПРОИЗВОДСТВО В ВЫСШЕМ УЧЕБНОМ ЗАВЕДЕНИИ КОНЫШЕВА ЕКАТЕРИНА ВЛАДИСЛАВОВНА, НИКЕШИНА ПОЛИНА ОЛЕГОВНА	127
EFFICIENCY OF USING MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN SMALL BUSINESS ХОДЖАЕВ АНВАР РАСУЛОВИЧ, ШЕРКУЛОВА БАРНО УКТАМЖОН КИЗИ.....	130
ИНВЕСТИЦИОННЫЙ НАЛОГОВЫЙ КРЕДИТ КАК СОВРЕМЕННЫЙ ПОДХОД К ПОВЫШЕНИЮ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ КОМПАНИИ ХОАНГ ТХИ ТХЬЮ	133
СОВРЕМЕННОЕ СОСТОЯНИЕ ЭКОНОМИКИ КУВЕЙТА ГРИГОРЯН СОНА ГРАЧИКОВНА, ГОГЧЯН ИНЕССА ЖИРАЙРОВНА	138
КУЛЬТУРТЕХНИЧЕСКИЕ РАБОТЫ В ЗАДАЧЕ УЛУЧШЕНИЯ КАЧЕСТВА ЗЕМЕЛЬ ГОСУДАРСТВЕННОЙ ПРОГРАММЫ «РАЗВИТИЕ МЕЛИОРАТИВНОГО КОМПЛЕКСА РОССИИ» ГРИШАЕВА ОЛЕСЯ ЮРЬЕВНА	141
ФИЛОЛОГИЧЕСКИЕ НАУКИ	145
ПРОБЛЕМА ОПРЕДЕЛЕНИЯ ФЕНОМЕНА ИРОНИИ В БЕЛОРУССКОМ, РУССКОМ И АНГЛИЙСКОМ ЯЗЫКАХ БАХАНОВИЧ АНГЕЛИНА СЕРГЕЕВНА	146
ЛИНГВОСТРУКТУРНЫЙ АНАЛИЗ РАССКАЗА В. АСТАФЬЕВА "ЛЮДОЧКА" ЧИСТОВА ТАТЬЯНА ВИКТОРОВНА, CHISTOVA TATYANA VIKTOROVNA.....	151
COGNITIVE GRAMMAR AND THE CONCEPT АХМЕДОВА НАРМИН АРИФ	154
HISTORICAL-MYTHOLOGICAL BASES OF IMAGES ASSOCIATED WITH TREES IN FOLKLORE РУСТАМОВА ГАВХАР БАХРОНОВНА.....	157
ЮРИДИЧЕСКИЕ НАУКИ	160
ПОНЯТИЕ И СОДЕРЖАНИЕ ПРАВА СОБСТВЕННОСТИ В РОССИЙСКОМ ЗАКОНОДАТЕЛЬСТВЕ ТАКТАЕВ НИКИТА АНДРЕЕВИЧ	161
ДОКАЗЫВАНИЕ В АРБИТРАЖНОМ СУДЕ КАССАЦИОННОЙ ИНСТАНЦИИ КОНДРАШОВА ЕВГЕНИЯ АЛЕКСАНДРОВНА	164
ПРАВОВОЕ ЗНАЧЕНИЕ КАТЕГОРИИ «ПРАВОВОЕ ВРЕМЯ» ПРИ ИЗУЧЕНИИ ДВИЖЕНИЯ ГРАЖДАНСКОГО ПРАВООТНОШЕНИЯ МАШУКОВ РОМАН АЛЕКСАНДРОВИЧ	167



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EFFICIENCY OF USING MODERN INFORMATION AND COMMUNICATION TECHNOLOGIES IN SMALL BUSINESS

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Аннотация: Процессы, ставшие характерной чертой глобальной компьютеризации и информатизации всех сфер человеческой деятельности, определяют динамику и сложность рыночной среды, усиление конкуренции между компаниями, а также быстрые и непредсказуемые изменения законодательства и многое другое. Информационные технологии предлагают компаниям множество возможностей продавать свою продукцию перед конкурентами. Современные идеи реформирования малого бизнеса включают, среди прочего, прежде всего концепцию «электронной коммерции».

Ключевые слова: ИКТ; Система SAP; электронная коммерция.

**Khodjayev Anvar Rasulovich,
Sherkulova Barno Uktamjon qizi**

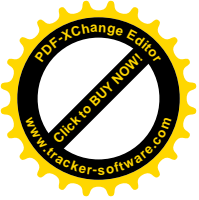
Abstract: The processes that have become a feature of the global computerization and informatization of all spheres of human activity determine the dynamics and complexity of the market environment, increasing competition between companies, as well as rapid and unpredictable changes in legislation and much more. Information technology offers companies many opportunities to sell their products in front of their competitors. Modern ideas for small business reform include, among other elements, the concept of “e-commerce” in the first place.

Key words: ICT; SAP system; electronic commerce.

The growing importance of information and communication technologies (ICT) in the development of key areas of modern society and small business management in our country has recently led to the use of information technology as a priority of public policy. Modern ideas for small business reform include, among other elements, the concept of “e-commerce” in the first place.

If we look at the history of information and communication technologies (ICT), it began to develop rapidly in the 1960s and 1970s. It has led to the emergence of e-commerce, which has simplified and reduced the cost of data exchange between enterprises and within them. It has become possible to automate the commercial activities of the enterprise, using not only information systems and technologies, but also Internet technologies for data transmission and web services.

The processes that have become a feature of the global computerization and informatization of all spheres of human activity determine the dynamics and complexity of the market environment, increasing competition between companies, as well as rapid and unpredictable changes in legislation and much more. In or-



der to remain competitive in such an environment, enterprises are forced to reconsider the forms and methods of their operations and are resorting to new and modern methods to improve their position in the market.

Let's look at the effectiveness of the use of modern information and communication technologies in small business in our country:

- Reduction of advertising costs and increase consumer awareness of the brand;
- search for new producers of unique natural products;
- digitization of the company's internal information system and continuous support of its high quality;
- reduce fixed costs by optimizing logistics and order collection processes;
- Carry out careful monitoring of the quality system in the company, as well as get feedback from customers.

As competition for small businesses in the international market is very high, it is more difficult for companies to maintain their position in the international market. Often in a competitive fight, the one with the knowledge wins. Data in international business is of great importance because a company that has knowledge of market conditions, monitors competitors' actions, market promotion strategies, and pricing policies is superior to competitors. Information technology offers companies many opportunities to sell their products in front of their competitors. Information technology opens up a range of communication solutions and solutions for business optimization for companies operating in international markets. At present, there is an urgent problem of improving human resources to achieve the long-term development goals of companies operating in all areas of business.

The cost-effectiveness of a small business is directly related to improving the quality of service and is determined by the qualifications of the staff. The introduction of modern information and communication technologies by companies to control the level of training will improve the quality of goods and services and thus increase the company's competitiveness in the domestic and foreign markets.

Today, small businesses in developed countries are using the principle of "software as a service." The ICT budgets of small and medium-sized businesses are usually very limited and it is now important to obtain software over the Internet as a service. The limited number of ICT professionals working in the company is becoming more expensive today. Today, there are a variety of automated organizational systems and work methods that can help improve the development and performance of any organization. One of the most important applications applied by large companies to large corporations is the SAP system.

History of the SAP system Applications created by SAPSE in Germany for the 70s to implement business processes. SAP stands for "Systems, Applications, and Processes," but translates to SADP in German, "Systems Software Products in Data Processing". Since its inception, the work it has done is to organize programs in working methods tailored to the different production and administrative structures of companies. They were pioneers in this field and other firms took this as a reference for implementing similar programs.

This system, based on data processing, is designed to provide information related to processes and resource management within the organization. The system requires input of data that is embedded in the platform and environment, which produces the data needed for the company.

The production of this information is pre-configured, where the company's forms and features are set. As a result, there is an opportunity to present reports and processes that serve the organization, make important decisions, and disclose the situation and status.

The system is great for large corporations dealing with huge data flows. The SAP system processes any amount of data, regardless of size, so its great resistance has made it one of the most sought after business applications by companies.

In conclusion, information and communication technologies (ICT) are an integral part of business management today. Regardless of the size and complexity of the world, it is an inevitable way for business to run smoothly today. Due to the rapid development of ICT and its huge application in all spheres of life, businesses are also affected by it. New ways to save time and money through the digitalization of small business management are opening up today in the way SAP implements the principle of software as a service. It is now being implemented for businesses to manage their resources with the help of ICT, which helps them perform their tasks faster and more accurately than before.



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