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OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI**

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DATA SECURITY IN THE DIGITAL ECONOMIC ENVIRONMENT

RAQAMLI IQTISODIY MUHITDA MA'LUMOTLAR XAVFSIZLIGI

БЕЗОПАСНОСТЬ ДАННЫХ В ЦИФРОВОЙ ЭКОНОМИЧЕСКОЙ СРЕДЕ

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Abstract

The development of the digital economy is increasing the demand for cybersecurity. In recent years, the number and complexity of cyberattacks have grown, posing serious threats to user data. This article analyzes cybersecurity issues, their causes, and consequences while forecasting potential future threats. Additionally, effective strategies and technological solutions for data protection are proposed.

Keywords: Cyberattacks, user data, data encryption, authentication system, blockchain technology, regression model, cloud technologies, personal identification.

Raqamli iqtisodiyotning rivojlanishi kiberxavfsizlikka bo'lgan ehtiyojni oshirmoqda. So'nggi yillarda kiberhujumlar soni va ularning murakkabligi ortib, foydalanuvchi ma'lumotlariga jiddiy xavf tug'dirmoqda. Ushbu maqolada kiberxavfsizlik muammolari, ularning sabab va oqibatlari tahlil qilinib, kelajakda yuzaga kelishi mumkin bo'lgan tahdidlar prognoz qilinadi. Shuningdek, ma'lumotlarni himoya qilish bo'yicha samarali strategiyalar va texnologik yechimlar taklif etiladi.

Kalit so'zlar: Kiberhujumlar, foydalanuvchi ma'lumotlari, ma'lumotlarni shifrlash, autentifikatsiya tizimi, blokcheyn texnologiyasi, regressiya modeli, bulutli texnologiyalar, shaxsiy identifikatsiya

Развитие цифровой экономики увеличивает потребность в кибербезопасности. В последние годы количество и сложность кибератак возросли, создавая серьезные угрозы для пользовательских данных. В данной статье анализируются проблемы кибербезопасности, их причины и последствия, а также прогнозируются возможные угрозы в будущем. Кроме того, предлагаются эффективные стратегии и технологические решения для защиты данных.

Ключевые слова: Кибератаки, пользовательские данные, шифрование данных, система аутентификации, блокчейн-технология, регрессионная модель, облачные технологии, личная идентификация.

The digital economy is a new form of economic activity in which information and communication technologies (ICT) serve as the main factor in managing economic processes. This economic model considers data as its primary resource. In the modern digital economy, cybersecurity is becoming increasingly important. With the advancement of information technologies, the number of cyberattacks is also growing. Businesses, government institutions, and individuals have become the main targets of cybercriminals. Threats such as unauthorized data acquisition, system breaches, and financial losses pose significant risks to both companies and ordinary users.

User data is often referred to as the "oil" of the digital economy, as it serves as the foundation for business decision-making, the automation of public services, and the personalization of individual services. With the rapid development of the digital economy, user data has become one of the most valuable resources. The utilization of big data enables the optimization of business processes, the

automation of government services, and the resolution of global economic challenges. While online services, social media activity, e-commerce, and electronic payment systems provide significant convenience to users, the protection and confidentiality of personal data have become critical issues in this process.

The digital economy has become an integral part of the modern world, encompassing all sectors of the global economy. This economic model, with its ability to collect and efficiently utilize large volumes of user data, has become one of the key drivers of economic growth. A distinctive feature of the digital economy is that data is regarded as the most critical resource in economic decision-making. The use of big data creates significant opportunities for optimizing business processes, automating government services, and addressing global economic challenges.

User data refers to information related to an individual or a technical device that is collected by economic systems for identification, service optimization, and security purposes. User data encompasses the digital collection, storage, and processing of personal information. This data serves as a fundamental tool in economic, social, and technical processes. It is generally classified into the following categories: personal identification data, financial data, biometric and medical data, digital behavior data, and technical data.

Based on the following table, we will examine each type of data, its components, areas of application, and significance:

Table 1

Types of User Data

Data Type	Examples	Application Area	Significance
Personal Identification	Name, surname, passport details	Government services, registration	Identifying citizens
Financial Data	Bank card number, credit rating	Banking, e-commerce	Managing financial transactions
Biometric & Medical	Fingerprint, retina scan	Security systems, hospitals	Biometric authentication and personalized healthcare
Digital Behavior	Search history, cookie data	Advertising, marketing	Personalized advertising and behavior analysis
Technical & Device Data	IMEI, GPS, MAC address	Navigation, device management	System control and geolocation services

Although user data has become an integral part of economic and technological processes today, its security is becoming an increasingly urgent issue. Therefore, modern technologies and security measures play a crucial role in protecting user data.

Table 2

Actual and Forecasted Number of Cyberattacks (2021-2026) [1]

Year (t)	Actual Number of Cyberattacks	Forecasted Number of Cyberattacks
2021	1,300,000	-
2022	4,500,000	-
2023	11,000,000	-
2024	12,000,000	-
2025	-	16,850,000
2026	-	20,710,000

In recent years, a linear regression model has been applied to analyze the increasing trend of cyberattacks. Based on the collected data, the following equation was derived:

$$y = -7799650000 + 3860000 \cdot t$$

Where:

- Y – Number of cyberattacks
- t – Year (e.g., t = 2021, 2022, 2023, etc.)
- $a_0 = -7,799,650,000$ – Initial value
- $a_1 = 3,860,000$ – Annual increase in the number of cyberattacks

Based on this equation, projections for the years 2025–2026 were calculated.

According to the results of the regression model, the number of cyberattacks is expected to increase significantly in 2025–2026. To understand this trend, the following factors should be analyzed:

- Technological Development and Expansion of Digital Services: In 2025–2026, the widespread adoption of artificial intelligence (AI), the Internet of Things (IoT), cloud technologies, and 5G networks is expected. This will lead to complex cybersecurity challenges that require advanced protection measures.

- Increasing Expertise of Cybercriminals: New types of malicious software and attack methods are emerging. In particular, threats related to ransomware, phishing, and data breaches will continue to grow.

- Rising Attacks on Government and Business Systems: Large corporations, financial institutions, and government agencies will remain primary targets. Specifically, election systems, the banking sector, and healthcare institutions will be at the center of cybercriminals' attention.

- Weak Cybersecurity Measures: Many organizations have yet to fully implement modern security protocols. Weak user passwords, unprotected systems, and a lack of cybersecurity awareness further increase risks.

To protect user data, legal, technological, and social measures must be applied in an integrated manner. The following key areas should be prioritized:

- Implementing Strong Authentication Systems: One of the most effective ways to protect user data is the use of two-factor authentication (2FA) and biometric identification systems. Requiring a temporary code or biometric verification in addition to a password enhances security. Additionally, standard authentication protocols such as OAuth and OpenID help reduce the risk of unauthorized access.

- Encrypting and Securely Storing Data: Utilizing strong encryption algorithms such as AES-256 and RSA-2048 protects data from breaches. Additionally, blockchain technology enhances data security through a decentralized database. Encryption and backup systems must be implemented in cloud technologies.

- Establishing Legislation in Compliance with International Standards: Laws should be developed in accordance with international data protection standards such as GDPR and CCPA. Government agencies and private companies must collaborate to create data protection strategies and implement security audit systems. Strict sanctions should be enforced for violations.

- Educating and Raising Awareness Among Users: Improving digital literacy plays a crucial role in ensuring data security. Cybersecurity education should be introduced in universities and schools, along with the organization of online courses and seminars. Users must be knowledgeable about using strong passwords, avoiding phishing attacks, and utilizing encrypted communication tools. Promoting cybersecurity through mass media is also of great importance.

In conclusion, data security is of great importance in the digital economy. The increasing number of cyberattacks necessitates strong technological and legal measures to protect user data. Both local and international research play a key role in developing effective solutions in this field. Strategic approaches to the digital economy in Uzbekistan contribute to the improvement of cybersecurity systems. In the future, the success of these processes will depend on maintaining a balance between data accessibility and protection.

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**KORXONALARDA MEHNATDAN FOYDALANISH KO‘RSATKICHLARI
TAHLILINING KO‘RINISHLARI VA BOSQICHLARI**

**ЭТАПЫ И ПЕРСПЕКТИВЫ АНАЛИЗА ИСПОЛЬЗОВАНИЯ ТРУДА НА
ПРЕДПРИЯТИЯХ**

**STAGES AND PERSPECTIVES OF LABOUR UTILIZATION ANALYSIS IN
ENTERPRISES**

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Andijon davlat texnika instituti
“Iqtisodiyot” kafedrası dotsenti

Annotatsiya

Ushbu maqola korxonalarda mehnat resurslaridan samarali foydalanishning muhimligini va mehnat unumdorligini oshirish uchun amalga oshiriladigan tahlil jarayonlarini o‘z ichiga oladi. Mehnatdan foydalanish ko‘rsatkichlari tahlilining turli ko‘rinishlari, shuningdek, ishchilarning samaradorligini, motivatsiyasini, malakasini, mehnat sharoitlarini va ish vaqtini optimallashtirishni o‘z ichiga olgan bosqichlar keng yoritilgan. Ushbu tahlil korxonalarga ishchi kuchidan samarali foydalanish, mehnat unumdorligini oshirish va ishlab chiqarish samaradorligini yaxshilashda yordam beradi. Bularning barchasi korxonaning uzoq muddatli muvaffaqiyatiga ta’sir ko‘rsatadi.

Kalit so‘zlar: Mehnat unumdorligi, ishchi kuchidan foydalanish, motivatsiya, mehnat sharoitlari, ishchilar malakasi, mehnat va ishlab chiqarish samaradorligi, mehnat tahlili, korxonalarda boshqaruv