



**UNITED
STATES OF
AMERICA**



**PRINCIPAL ISSUES OF
SCIENTIFIC RESEARCH
AND MODERN EDUCATION**

2022

IN VOLUME #1 ISSUE# 9 DECEMBER



WWW.WOCONFERENCES.COM



EDITORIAL

Editor: [Ralf Schlauderer](#)

**Professor, Weihenstephan-Triesdorf University of Applied
Sciences, Germany**

admin@geniusjournals.org

Editor: [Henry Mattnews](#)

Professor, Writtle University College, UK

admin@geniusjournals.org

Editor: [Jacques Bulchand-Gidumal](#)

**Associate Professor of Digital World. TIDES. University of
Las Palmas**

admin@geniusjournals.org

Editor: [Milen Filipov](#)

**Assistant Professor of Public Relations, KIMEP University,
Republic of Kazakhstan**

admin@geniusjournals.org

Editor: Rosa M. Batista Canino

**Vice rectorado de Empresa, Emprendimiento y Empleo,
ULPGC**

rbatista@dede.ulpgc.es

Editor: [Farhod Ahrorov](#)

**Professor, Samarkand Veterinary Medicine Institute,
Uzbekistan**

admin@geniusjournals.org

Editor: [Nooraini Youp](#)

**Open University Malaysia, Director Taiping Learning Center,
Doctor of Philosophy in Management**

nooraini_youp@oum.edu.my

Editor: [Hadion Wijoyo](#)

**Associate Professor, High School Informatics, and Computer
Management Dharmapala Riau, Indonesia**

hadion.wijoyo@lecturer.stmikdharmapalariau.ac.id

Associate Professor, University of Molise

fradivi@unimol.it

Editor: [Makhabbat Ramazanova](#)

**Assistant Professor at Universidade Portucalense (UPT), PhD
in Tourism**

admin@geniusjournals.org

Editor: [Dr.M. Ihsan Dacholfany, M.Ed](#)

**Asist.Prof, Managemen Education and Islamic Education,
Ahmad Yani Street, No.162, Rt: 34.Rw: 16. Iring Mulyo Metro
City, Lampung Indonesia**

Email: mihsandc@ummetro.ac.id

Editor: Prof. [Dr. VASA, László](#)

Széchenyi István University, Hungary

admin@geniusjournals.org

**PRINCIPAL ISSUES OF SCIENTIFIC RESEARCH AND MODERN
EDUCATION**

№	TABLE OF CONTENTS	
1	ACCOUNTING IN ENTERPRISES IN THE DIGITAL ECONOMY <i>Abdullayeva Hilola Nutfilloyevna</i>	6
2	SOCIAL MEDIA FUNCTION AND ITS IMPLEMENTATION IN BUSINESS WORLD <i>Khalimova Nigina Jafarbekovna</i>	14
3	WAYS TO ORGANIZE INNOVATIVE ACTIVITY IN ECONOMIC SECTORS AND INCREASE ITS EFFECTIVENESS <i>Igamova Shaxinya Zikrilloevna</i>	20
4	STABILITY OF COMMERCIAL BANKS IN UZBEKISTAN DIGITAL BANK IN IMPLEMENTATION OF ITS ACTIVITY LAUNCHING THE SERVICES <i>Kuliev Naim Halimovich</i>	27
5	TA'LIM SIFATI VA SAMARADORLIGINI OSHIRISH- DAVR TALABI <i>Rofeyeva Nasiba Muzaffarovna</i>	34
6	THE ROLE AND PLACE OF TRANSLATION IN TEACHING A FOREIGN LANGUAGE Niyazova Shakhnoza Ravshanbekovna	40
7	ZAMONAVIY TASHKILOTLARDA LIDERLIK STRATEGIYASINI AMALGA OSHIRISHDA INSON OMILLARINING ROLI <i>Rustamova Marg'uba Axmatovna</i>	46
8	АМЕРИКА ҚЎШМА ШТАТЛАРДА ТАЪЛИМ ТИЗИМИНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ <i>Жўракулова Сабинабону Махмуджоновна</i>	54
9	ОЗИҚ-ОВҚАТ ТОВАРЛАРИ ИШЛАБ ЧИҚАРИШНИ НАЗАРДА TUTUVCHI ҚУЛАЙ АГРОБИЗНЕС МУХИТИНИ ЯРАТИШ <i>Холмуратова Гузал Мурадовна, Султонов Баходир Файзуллаевич</i>	59
10	USE OF INNOVATIVE TECHNOLOGIES IN IMPROVING THE METHODOLOGY OF TEACHING THE SUBJECT OF ATOMIC PHYSICS "SCHRÖDINGER'S EQUATION" IN HIGHER EDUCATION INSTITUTIONS <i>A.A. Makhmudov, A.M. Khudayberganov</i>	73
11	DIDAKTIK O'YINLARDAN FOYDALANIB BOSHLANG'ICH SINIF MATEMATIKA DARSLARINI O'QITISH USULLARI <i>Bekmatova Dilafruz Xolmatovna</i>	77
12	THALASSEMIA PREVALENCE PROBLEM AND PROSPECTS FOR REDUCING THE INCIDENCE OF THE DISEASE <i>Mirzoeva Levisa Asanovna, Davlatova Gulchehra Najmiddinovna, Boboev Kodirjon Tukhtanaevich, Alimov Timur Raufovich, Mamatkulova D.F.</i>	82
13	BAXSHICHILIK MAKTABIGA IXTISOSLASHTIRILGAN RESPUBLIKA MAKTAB-INTERNATI VA BAXSHICHILIK SAN'ATI	93

**PRINCIPAL ISSUES OF SCIENTIFIC RESEARCH AND MODERN
EDUCATION**

	Abduxalimova Fozila Farhod qizi	
14	БУХОРОДА ТУРИЗМНИНГ ЎЗИГА ХОС ХУСУСИЯТЛАРИ Акмал Чориевич Бобоев	99
15	MATN VA DISKURS DIALEKTIKASI Nargizaxon To'xtasinova Abdurashid qizi	108
16	О СРЕДСТВАХ И СПОСОБАХ СЛОВООБРАЗОВАНИЯ РУССКОГО ЯЗЫКА Ашурова Саида Азадбековна	116
17	“MENING KONSTITUTSIYAM- VAХТИМ РОУDEVORI” Qudratova Manija Shohmansur qizi	121
18	МАЪНАВИЙ ТАҲДИД: УНИНГ МОҲИЯТИ, КЎРИНИШЛАРИ ВА УЛАРГА ҚАРШИ КУРАШНИНГ ЗАРУРАТИ Шабардиев Тўлқин Янгибоевич	126
19	ULUG‘ AJDODLARIMIZNING ISLOM DINIGA QO‘SHGAN HISSALARI Саматов Хуршид Ўлмасжонович, Abdusalomov Kozimbek Kamol o‘g‘li	133
20	ПУТЬ РАЗВИТИЯ НАЦИОНАЛЬНОЙ И ЯЗЫКОВОЙ ИДЕНТИЧНОСТИ КАЗАХСКОЙ НАЦИИ ПОСРЕДСТВОМ ПРЕВРАЩЕНИЯ ЯЗЫКА АБАЯ В МИРОВОЙ ЯЗЫК Каримов Бахтиёр Рахманович	137
21	МАТЕМАТИКА FANINI O‘QITISHNING ILG‘OR XALQARO METODLAR Hasanova Charos Erkinovna	143
22	DEVELOPMENT OF OBESITY IN POSTMENOPAUSAL WOMEN AND ITS CONSEQUENCES Qarshiyeva Shahista Musurman kizi	150

ACCOUNTING IN ENTERPRISES IN THE DIGITAL ECONOMY

Abdullayeva Hilola Nutfilloyevna

Teacher Bukhara State University

Abstract. Today, the use of advanced information technologies is becoming increasingly important in various fields of activity, in particular, in accounting, which is the main component of any facility management system. The development of the digital economy requires the improvement of modern information and telecommunication technologies, which creates new opportunities for accounting.

Keywords. Accounting, innovation, information technology, competitiveness, market, management.

The use of information technologies helps to increase the competitiveness of organizations by reducing costs, reducing the impact of the human factor and speeding up work. At the same time, in the conditions of the market economy, the modernization of production, technical and technological re-equipment in almost all sectors and industries is expanding the possibilities of production of competitive products on a large scale. The rapid development of the world economy and its characteristics require a professional approach to enterprise activity.

. The development of the economy, the increase in the number of the population, the limitation of resources, the need for their rational use, and the increase in informational data create the need for digitalization of the economy.

Currently, the "digital economy" is rapidly entering the purchase of consumer goods, household services and, in general, all sectors of the national

economy, including industry, agriculture, health care, and education. Therefore, in order to accelerate the development of the state and society in our

republic, several important decisions were taken by our government. In particular, the President of the Republic of Uzbekistan named 2020 as the "Year of Development of Science, Enlightenment and Digital Economy", as well as the Decree of the President of February 19, 2018 No. PF-5349 "On Measures for the Further Development of Information Technologies and Communications" Resolution PQ3832 of 03.07.2018 "On measures to develop the digital economy in the Republic of Uzbekistan", as well as the Resolution of the Cabinet of Ministers of August 31, 2018, "On additional measures to introduce and further develop the digital economy in the Republic of Uzbekistan", which defines the goals and objectives of the digital economy Adoption of the Decisions of the Republic of Uzbekistan is aimed at implementing the digital economy into the state management system, creating conditions for the rapid development of modern information technologies, and developing the digital economy in our country in order to ensure information security.

The main technical tool of information processing technology in modern society is a personal computer. In many organizations, accounting is carried out using special software products designed for convenient storage of information, creation of documents and reports, analysis of accounting data. They allow accountants to manage interrelated accounting departments, and executives can access up-to-date information and make management decisions. Accounting automation greatly simplifies the work of accountants and provides the following advantages over manual information processing:

- automatic filling of details in main documents;
- quick processing of large amounts of data;
- presentation of analytical data in an easy-to-understand form (diagrams, graphs, tables);
- formation of reporting registers (billing and payment statements, turnover balance sheets, cash book);

- reducing the number of paper carriers;
- immediate exchange of information between management and subordinates, organizational units;
- exclusion of arithmetic errors;
- online communication with supervisory state bodies and banks;
- the ability to quickly respond to legislative changes.

Today, there are many software products for processing accounting data. Criteria by which an accounting program can be evaluated against desired benefits are:

1. Functional completeness.
2. Comprehensive service, including timely updating of software products based on changes in regulatory documents, reporting forms, billing rules, etc.
3. Ease of use of the system. Special attention should be paid to the intuitive interface of the program, quick start-up capabilities and independent learning of the program.
4. Technical support.
5. Professionalism of the supplier.
6. The ability to work remotely, which allows you to work with one database at the same time on several local networks.
7. The main task of automation is to enter data into the system once, so the criteria for choosing a program are the availability of data exchange and synchronization.
8. Ability to adapt to business development and introduction of new accounting systems
9. Protection of information.
10. The ability to adapt to the expansion of the presented accounting

requirements and the increase in the volume of tasks to be solved.

11. Software product price. Today, the leading company in the supply of accounting software is the 1C firm.

The company's product "1C: ACCOUNTING" allows you to adjust the parameters of the accounting policy taking into account the unique characteristics of the organization, create preliminary documents, compile reports, and adjust catalogs in accordance with accounting requirements in organizations.

Application of cloud technologies in accounting. One of the most popular digital technologies today is cloud computing. Cloud technologies refer to the provision of computer resources such as memory or computing power as an Internet service. The peculiarity of using this technology is that organizations do not need to purchase expensive equipment, hire specialists to repair it, or install special software.

Access to the Internet is enough to use cloud services. The simplest example of cloud technologies is virtual storage, for example, Yandex disk, DropBox, Google-drive. Cloud technologies are digital space or computing power provided for rent that has the following characteristics:

- the ability to independently choose the functions necessary for the user (connection speed, amount of memory, computing power, as well as the time of renting the cloud)
- the ability to use cloud technology with any device.
- technical product does not require regular communication with the supplier.
- the user pays only for the set of services he uses.

With the help of cloud technologies, you can perform all traditional accounting tasks: keeping financial, management, tax accounts in electronic form

and creating statistical reports, making preliminary calculations, calculating taxes and insurance contributions.

The 1C company offers four ways to use cloud technology: a cloud that works directly within the organization, a cloud for holding, a cloud for working with a client, and 1 SFresh technology for working over the Internet without installing software. At the current stage of economic development, the importance of information technologies and cloud software is natural. Undoubtedly, the effectiveness of the economy is influenced not only by the coverage of information technologies and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital, and successful management instruments.

References

1. Muminov, K. I., & Abdullaeva, H. (2020). The effect of coronavirus pandemic to Uzbekistan tourism. *South Asian Journal of Marketing & Management Research*, 10(11), 36-42.
2. Abdullayevna, Q. Z., Anvarovich, Q. A., & Muxtorovna, N. D. Theoretical foundations of enhancing the competitiveness of the national economy. *Gwalior management academy*, 87, 54.
3. Bakhodirovna, U. A., & Ilkhomovna, Z. M. (2021). Tourist potential of the Bukhara region. *Researchjet journal of analysis and Inventions*, 2(04), 243-246.
4. Abdulloev, A. J., Tairova, M. M., & Aminova, N. B. Environmentally friendly and sustainable supply chain management in the platform economy.
5. Narzullayeva, G. S., & Odinayeva, N. F. (2021). Foreign Experience in Ensuring High Competitiveness of Economists in Higher Education. *International Journal of Development and Public Policy*, 1(6), 155-160.
6. Tairova, M. M., & Boltayev, S. S. (2016). Role of logistics in agriculture complex of the country. In *Современное экологическое состояние*

природной

среды и научно-практические аспекты
рационального природопользования (pp. 3873-3875).

7. Rakhmatullayeva, F. M., Boboyeva, G. G., & Kudratov, A. D. (2021). Essence of Structural Shifts in Regional Economic Systems. *International Journal of Development and Public Policy*, 1(5), 128-130.

8. Umarovna, T. M. (2021). A three-step strategy to develop the industrial economy in China through entrepreneurship and innovation. *ResearchJet Journal of Analysis and Inventions*, 2(06), 152-156.

9. Furqatovna, O. N., Niyozovna, N. I., & Nutfulloyevna, A. H. (2022). Approaches Aimed At Ensuring a High Quality of Education in the Training of Economists. *Journal of Ethics and Diversity in International Communication*, 2(3), 78-83.

10. Niyozova, I. N. (2021, October). Mechanism of Implementation of Mandatory Health Insurance in Uzbekistan under Conditions of Increasing Integration Processes. In " *Online-Conferences* " Platform (pp. 248-252).

11. Yavmutov, D. S., & Rakhimov, O. H. (2021). Pilgrimage Tourism And Its Prospects In Uzbekistan. *Economics*, (1), 29-31.

12. Narzullayeva, G. S., & Sh, O. S. (2021). Theoretical aspects of assessment of marketing communications. *International Engineering Journal For Research & Development*, 6, 3-3.

13. Halimova, N. J., & Ismatillayeva, S. S. (2021, November). The Perspectives of Development Children Tourism in Uzbekistan. In *International Conference On Multidisciplinary Research And Innovative Technologies* (Vol. 2, pp.184-188).

14. Agzamov, A. T., Rakhmatullaeva, F. M., & Giyazova, N. B. (2021, June). Marketing strategy for the competitiveness of modern enterprises. In *E-Conference Globe* (pp. 1-3).

15. Qayimova, Z. A., & Aminova, N. B. (2021, October). Modern Interest Rate Policy of Commercial Banks. In " *ONLINE-CONFERENCES*" *PLATFORM* (pp. 259-263).

16. Khalimova, N. J. (2022). Uzbekistan Hospitality Training Programs and its Problems. *Journal of Ethics and Diversity in International Communication*, 2(3),57-66.

17. Hakimovna, A. F., & Bebudovna, B. S. (2021). Wide dissemination of information technologies in the sphere of domestic and international tourism. *Economics*, (1 (48)), 32-34.

18. Giyazova, N. B., & Davlatov, S. S. (2021, June). The relevance of a small business marketing strategy. In *E-Conference Globe* (pp. 4-6).

19. Qayimova, Z. A., & Aminova, N. B. (2021, October). Modern Interest Rate Policy of Commercial Banks. In " *Online-conferences*" *platform* (pp. 259-263).

20. Narzullayeva, G. S., & Odinayeva, N. F. (2021). Foreign Experience in Ensuring High Competitiveness of Economists in Higher Education. *International Journal of Development and Public Policy*, 1(6), 155-160.

21. Nizamov, A. B., & Gafurova, S. K. (2020). Assessment of factors influencing the quality of education in higher educational institutions. *ACADEMICIA: An International Multidisciplinary Research Journal*, 10(6), 1784-1796.

22. Khamidov, O. K. (2020). Foreign countries'experience in developing tourism potential and significance of clusters in Uzbekistan. *Scientific reports of Bukhara State University*, 4(2), 281-284.

23. Abdullayeva, H. (2021). Japanese Experience in Increasing theEfficiency of Tourist Territories in Uzbekistan. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ* (*buxdu. uz*), 7(7).

24. Hakimovna, U. M., & Muhammedrisaevna, T. M. S. (2022). Audit and

Marketing Audit in Small Business and Private Entrepreneurship: The Order and Process of Inspection. *Journal of Ethics and Diversity in International Communication*, 2(3), 84-88.