INFORMATION TECHNOLOGIES IN THE FIELD OF ECONOMIC ACTIVITY

Nabiev Jurabek Igamkulovich

Assicent of the department of information technology and digital economics

International university of tourism and entrepreneurship of Tajikistan

Annotation. *The main purpose of information technology is to obtain the necessary information for the user by performing actions to process primary data. The environment that is important for information technology is information systems.*

Information technology is a process consisting of rules for performing operations with data and actions with them. The main purpose of information technology is to obtain the necessary information for the user by performing actions to process primary data. The environment that is important for information technology is information systems. The term "information technology" is a set of interrelated scientific, technological and engineering disciplines that study methods of effective organization of work of people involved in processing and storing information, as well as techniques and methods of organizing interaction between people and equipment. In general, information technology (IT) in economics is an action that is carried out on the basis of economic information using computers to achieve the best result.

The inflation system (IS) plays a strategic role today because it helps an organization gain competitive advantages. Information technology and (and) by themselves do not have competitive advantages. They should be used to support a competitive strategy. A strategic inflationary system is one that can change the goals of activities, related products, and services in order to gain competitive advantages. The company (si) uses three different levels of competitive strategy: business level, company level, and industry level.

There is no single strategic system that would cover all levels of strategy, different systems are used for different levels. For each level of the business strategy, there is a strategy for using SI, and for each level there is a model for analyzing and evaluating the use of SI. Table 1 shows strategies, models and information technologies for each level of competition.

Table 1

Levels of competition, strategies, models and information technologies

Levels	Strategy	Species (biology)	Category: information networks/ information technology
Industry	compatibility, license, standard	competitive forces model, network economy	Telecommunications, information partnership

Company	Synergy, competence center	competence center	knowledge systems, organizational management systems
Business man	to reduce costs	(core competition)	Custom Relationship Management (CRM), Supply Chain Maanagement (SCM), Datamining

Let's take a closer look at the business-level strategy and the value chain for consumers. The key question of the business-level strategy is: "How can we compete effectively in a single market?".This may be the market for cable television, automobile passenger transportation, tourism, etc.

The main competitive strategies of this level are: the strategy of priority according to the cost of production, the strategy of differentiation, the strategy of changing the sphere of competition.

A company implementing a cost advantage strategy is focused on a wide market and produces goods in large quantities. By using mass production, it can reduce unit costs and offer lower prices. This will allow you to have a larger share of profits compared to competitors, respond better to rising costs and attract consumers to price levels.

A company implementing a differentiation strategy is focused on a large market and offers a product that will be considered differentiating.

The company produces an attractive product for many people, which, nevertheless, is considered unique by consumers due to its design, accessibility, reliability and other characteristics. As a result, the price is not so important, and consumers receive sufficient loyalty to the trademark.

A company implementing a strategy to change the sphere of competition expands the market by entering global markets, or expands the market by focusing on small niches that have not yet been mastered or are not satisfied with other competitors. Entering global markets leads to a change in the scale of the company. The promotion of markets in bottlenecks is provided by highly profitable products.

At the business level, the most common analytical tool is the analysis of the consumer value chain.

Value added is calculated as the value of the product sold, taking into account its value. The value chain is a description of the main processes that lead to the added value of an enterprise's products.

Consumer value is the usefulness of a product or service, the ability to satisfy any human needs.

The consumer value chain (CDS) is a set of actions that increase consumer value.

Adding consumer value means that the consumer wants to be ready or pay for the costs of performing those works and tasks that increase the consumer value of the product.

The concept of the consumer value chain was proposed by Harvard Business School Professor Michael Porter and is widely used in the field of consulting services aimed at improving the performance of companies to ensure their competitiveness. This approach is based on the fact that competitiveness is achieved by optimizing a large number of individual processes that a company performs in the development, production, marketing, supply and support of its products and services.

The CDS model allows you to identify critical moments in which a company can use IT, which allows it to advance its competitive position. Especially those who use IP strategically to create new products and services, bring them to market, and reduce operating costs by interacting with the IP of customers and suppliers. The CDS model represents a company as a chain of elements of the main operations that increase the consumer value of the company's products and services. These elements can be divided into basic and auxiliary. The main activity is directly related to the production and sale of the company's products and services, the creation of consumer value.

REFERENCES:

1. Automated information technologies in economics: Textbook/ Edited by prof. G.A.Titorenko. - M.: Computer, UNITY, 2008.-400s.

2. Using ORACLE. Special edition.- M.: Publishing House "Williams", 2011.- 1024c.

3. Computer networks: A training course/ MicrosoftCorporation; Translated from English. Bogomolova O.A. -M.: Publishing house of the department "Russian edition" of LLC "ChannelTradingLTD", 2014.- 696c.

4. Computer networks: Translated from English. Training course. M.: Russian edition, 2013.- 659s.

5. Alan R. S. Strategic database technologies: management. Trans. from English./Ed. Kogalovsky M.R.- M.: Finance and Statistics, 2014 -479 P.