

THE USE OF DIGITAL TECHNOLOGIES AND INNOVATIVE MARKETING TOOLS TO PROMOTE PROJECTS BASED ON CROWDSOURCING TECHNOLOGIES

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Annotation. The main goal of crowdsourcing is to reduce costs, but the more important goal is to accelerate innovation. A synergistic effect occurs due to the fact that people are representatives of absolutely different professions involved in the single process of creating a new product. What is crowdsourcing, what is its nature and essence? Why is it gaining popularity all over the world? This article provides answers to these questions.

Keywords: digital economy, crowdsourcing, Internet things, crowd, crowd platform, crowdsourcing, crowdsourcing product, commercial crowdsourcing, social crowdsourcing, innovation crowdsourcing, crowdfunding, business models.

ИСПОЛЬЗОВАНИЯ ЦИФРОВЫХ ТЕХНОЛОГИЙ И ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ ИНСТРУМЕНТОВ ПРОДВИЖЕНИЯ ПРОЕКТОВ НА ОСНОВЕ ТЕХНОЛОГИЙ КРАУДСОРСИНГА

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Аннотация. Основная цель краудсорсинга – снижение издержек, но более важная цель – это ускорение инноваций. Синергетический эффект возникает благодаря тому, что люди – представители совершенно разных профессий участвуют в едином процессе создания нового продукта. Что же такое краудсорсинг, какова его природа и сущность? Почему он набирает популярность по всему миру? В этой статье даны ответы на поставленные вопросы.

Ключевые слова: цифровая экономика, краудсорсинг, интернет вещей, толпа, крауд-платформа, краудсорсер, краудсорсинговый продукт, коммерческий краудсорсинг, социальный краудсорсинг, краудсорсинг инноваций, краудфандинг, бизнес-модели.



The modern type of economy affects all sectors without exception, from retail to education, energy, and many others. A key element of the infrastructure of the modern economy is the digital economy, which includes the corresponding digital technologies, namely: the Internet of things (IoT), big data (Big Data), robotics, artificial intelligence, mobile devices - all of them modify the ways of economic relations and social interaction.

Despite the fact that the impact of the digital economy on economic processes and relations is obvious, this issue is not yet sufficiently studied and requires detailed consideration.

It should be noted that within the framework of digitalization of economic relations, not enough attention is paid to the issues related to the development of digital potential in order to achieve innovative growth of individual firms and industries. In addition, the institutional aspects of the modern economy, as well as the problems and prospects of business development in the conditions of the digital economy formation, are practically not considered. Thus, in General, the place of the digital economy in the General system of modern economic relations is not properly reflected.

The economic development of Uzbekistan in the context of globalization of the world economy and technological development is difficult to imagine without the rapid growth of the digital economy. For example, the consulting company Accenture predicts that by 2022, up to a quarter of global GDP will come from the digital sector. It is not surprising that 2019 secretly marked the beginning of the era of technology giants, when the list of the 10 most expensive companies is firmly entrenched 7 companies in the technology sector.

The lack of digital skills in Uzbekistan can become a serious obstacle to digital transformation. Uzbekistan, as one of the few developing countries, has absolute adult literacy rates (100% in 2016) compared to other countries with similar levels of GDP per capita (for example, in the Lao people's Democratic Republic, 84.66% in 2015). Due to the weak digital infrastructure and lack of digital skills in the country, digital trade is developing at a slower pace in Uzbekistan. In 2017, Uzbekistan began its path to the e-government system with the development of a web portal for public services. In 2018, 127 online services were offered from various government agencies, and the number of applications reached 3.2 million.

In recent years, Uzbekistan has adopted a number of fundamentally important documents. According to the Decree of the President of the Republic of Uzbekistan No. 3832 of July 3, 2018 "On measures for the development of the digital economy in the Republic of Uzbekistan"¹, our country is taking large-scale measures to develop the digital sector of the economy, introducing electronic document management systems, developing electronic payments and improving the legal framework in the field of e-Commerce. In order to further improve the system of public administration in Uzbekistan and create conditions for the introduction and development of the digital economy, improve the investment environment, as well as the implementation of the action Strategy for the five priority areas of development of the Republic of Uzbekistan in 2017-2021, training of qualified personnel in the development and use of "blockchain" technologies will be organized.

The digital economy has aroused the interest of scientists and specialists in issues without which it is impossible to use all the possibilities of modern economic realities and reduce technological and economic gaps with successful market counterparties.

¹ Resolution PP-3832 "On measures for the development of the digital economy in the Republic of Uzbekistan" dated July 3, 2018



Macroeconomists could study the role of crowdsourcing in shaping new economic thinking among society's representatives and increasing the country's innovative potential in order to solve labor-intensive tasks that require a long period of time and significant material and financial resources. For example, the study of the human genome, the development of new drugs that allow the transition to individualized medicine, as well as to assess the risks and threats behind the processes of attracting the "crowd" to perform work at no cost.

The task was to investigate the essence and economic nature of crowdsourcing, describe the mechanisms for developing and implementing crowdsourcing projects, calculate the budget (cost savings) and investment plan, and most importantly, develop methodological foundations and reveal the features of industry crowdsourcing in order to further promote its technologies in the practice of companies.

What is crowdsourcing, what is its nature and essence? Why is it gaining popularity all over the world? This article will provide answers to your questions.

There are not many definitions of the term "crowdsourcing". Thus, according to Jeff Howe, "crowdsourcing (crowdsourcing, crowd - "crowd" and sourcing - "use of resources") is the transfer of certain production functions to an indefinite circle of people, the solution of socially important tasks by volunteers" [1, P. 640]. If you can agree with the first part of the definition, then the second part creates barriers to understanding crowdsourcing and contradicts the first part. So, according to Jeff Howe, we can make a logical conclusion that all cases of crowdsourcing are relevant only for socially significant tasks. And then all business problems that are solved by implementing crowdsourcing projects can be considered socially significant, but this is not the case.

Currently, businesses are embedding crowdsourcing technologies not only in the development of medicines and the study of the human genome, which is a task of special importance, but also often use them to promote the product on the market. The main goal is to get higher profits by generating sustainable demand with the direct participation of crowdsourcers, i.e. those who developed this product.

According to L. V. Lapidus, crowdsourcing in a broad sense is the inclusion of people ("crowds") in the process of creating, financing, producing, and promoting a project (product, service) on a voluntary basis in order to add consumer value and make a profit by generating additional demand for a project (product, service) or solving socially significant capital, labor, and knowledge-intensive tasks using a crowdsourcing platform [2].

Crowdsourcing in a narrow sense can be considered as a new type of production based on the use of collective intelligence, leading to a synergistic effect, thanks to the transfer of part of the production operations to an unlimited in space and time "crowd" (people-volunteers), who are able to perform their assigned functions at a convenient time in 24/7 mode (24 hours 7 days a week) from different points of the world on the Internet (see Fig. 1).

An important distinctive feature of crowdsourcing is that the diversity of the "crowd" is achieved due to the fact that there are no restrictions on the selection of applicants for work. In this context, the "crowd" is seen as a variety of those who are included in the production on a voluntary basis. There are no restrictions on nationality, level of education and professional skills, etc. the Synergistic effect is provided due to the heterogeneity of participants in crowd projects [3]. Attracting the "crowd" to work is possible only through the use of Internet technologies. As practice shows, often the best results are achieved by non-professionals, people who are interested in this issue as a hobby. For example, the study of the human genome,



bird behavior, open source software development, industrial design, etc. Participants enjoy the process and have a strong internal motivation to achieve the result.

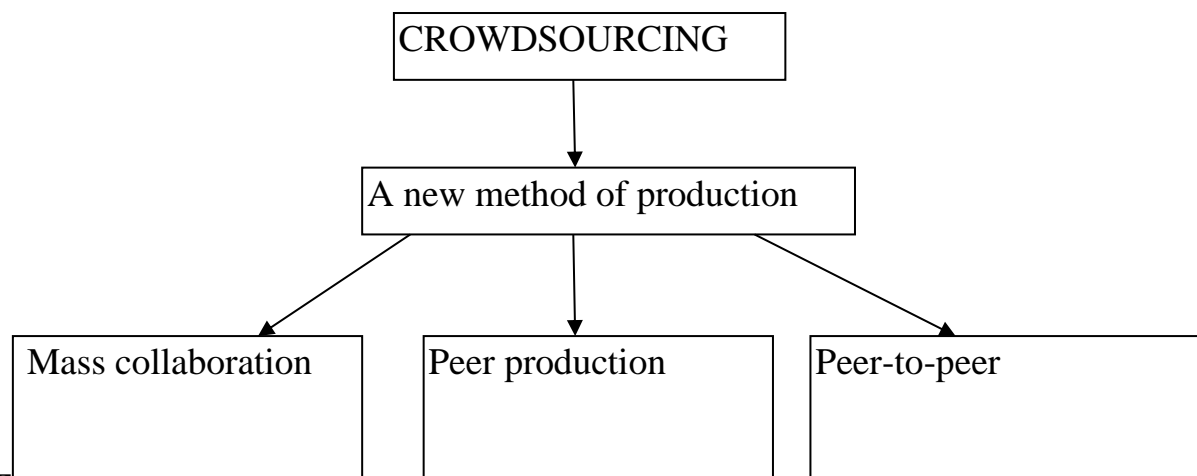


Fig. 1. The essence of crowdsourcing.

Thus, crowdsourcing can be considered not only as a technology for creating, promoting a product, service, and managing projects, but also as a talent management technology.

The nature and essence of crowdsourcing determine the benefits that the business, the crowdsourcer itself, and the country's economy receive. Among the economic and social benefits that are currently demonstrated by businesses that implement crowdsourcing projects are: reducing costs; stimulating innovative developments; meritocracy; increasing demand for products that are created with the participation of the "crowd" (see table. 1).

**Table 1.**

Benefits of crowdsourcing

Benefits
for the company
Reducing transaction costs _
Making a profit by generating additional demand for the project (product, service)
for crowdsourcers
Socialization - interaction with other people
Opportunity to do what you love
for national economy
The decision of socially-significant capital-, labor - and knowledge-intensive tasks
Developing innovative thinking among members of society

The conclusion is indisputable that crowdsourcing technologies are the technologies of the future and many scientific problems still need to be solved in order to answer the important question whether the crowdsourcing Institute will not create the problem of unemployment and social insecurity for those who choose the crowdsourcing path. And this is a task for macroeconomists, and for modern managers, one thing is obvious: all innovative marketing tools that allow companies to increase their commercial power will be supported by the business community and transferred to practice.

The era of the digital economy is an era of new opportunities and prospects for business development based on the active use of information technologies and innovative marketing tools for promoting projects, products and services on the Internet based on crowdsourcing technologies. The rejection of electronic communications and innovative technologies for promoting products and services to the market based on crowdsourcing can lead to a loss of control over the reach of the target audience, weak feedback from consumers and, most importantly, the inability to compete for reducing transaction costs.

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