

**FEATURES OF BUSINESS MANAGEMENT IN THE DIGITAL
ECONOMY AND MOBILE TECHNOLOGIES.**

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***Annotation:** The digital economy is now the cornerstone of global economic development, significantly transforming traditional business practices. Technology-driven management systems and strategies have replaced conventional approaches, bringing efficiency and innovation to business processes. In this context, mobile technologies have become vital tools, simplifying economic interactions, increasing speed, and improving organizational processes. This thesis explores the unique aspects of business management in the digital economy, the opportunities provided by mobile technologies, and their impact on human lives.*

***Key words:** Digital economy, business management, mobile technologies, automation, data-driven decision-making, customer engagement.*

The digital economy and its impact

The digital economy is an economic system that is primarily driven by the production, distribution, and use of digital technologies. It encompasses all economic activities that rely on the internet, data, and digital platforms to create value. Unlike traditional economies, where physical assets dominate, the digital economy relies on intangible assets such as data, intellectual property, and network infrastructure .Key characteristics of the digital economy include connectivity, where a global network of interconnected systems facilitates instant communication and seamless transaction, automation which means that processes and operations are increasingly managed through advanced technologies like artificial intelligence and machine learning . Also, digital economy is driven by date, and all economic operations are managed, controlled and based on information and data. Last but the

most deciding element of digital economy is that intellectual resources drives the growth rather than physical good. As to its influence, the digital economy profoundly influences businesses, governments, and society at large, reshaping the way value is created, exchanged, and distributed. Its impact can be examined through several dimensions:

1. **Economic Growth:** The digital economy contributes significantly to global GDP. As, digital industries, such as e-commerce, fintech, and online education, are among the fastest-growing sectors.
2. **Innovation and Productivity:** The rapid adoption of digital technologies spurs innovation by enabling the development of new products, services, and business models.
3. **Globalization:** The digital economy dissolves geographical boundaries, allowing businesses to operate internationally with minimal infrastructure investment.
4. **Labor Market Dynamics:** Demand for tech-savvy professionals is now rising, while traditional jobs are being automated or redefined.

There are also some areas where digital economy wields huge influence, such as consumer behavior and social environment where individuals act and behave based on the triggers digital markets offer.

The digital economy is not just an economic phenomenon; it is a transformative force in reshaping industries, societies, and the global landscape. Embracing its opportunities while addressing its challenges will be critical for sustainable development in the 21st century.