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FACTORS FOR INCREASING THE ECONOMIC EFFICIENCY OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE DIGITAL ECONOMY

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Abstract

This article examines the key factors that increase the economic efficiency of artificial intelligence technologies in the digital economy. In contemporary economic systems, artificial intelligence is becoming one of the most influential drivers of productivity growth, cost reduction, managerial optimization, and innovation acceleration. The study argues that the economic efficiency of artificial intelligence depends not only on the level of technological sophistication, but also on the quality of digital infrastructure, availability of skilled human capital, institutional support, data management systems, cybersecurity, investment capacity, and the adaptability of business models. Special attention is given to the role of automation, predictive analytics, intelligent decision-making, and platform-based management in improving resource allocation and organizational performance. The article also highlights that enterprises and public institutions can achieve higher economic returns from artificial intelligence when implementation is accompanied by strategic planning, workforce training, ethical regulation, and continuous monitoring of performance indicators. The analysis demonstrates that artificial intelligence contributes to labor productivity, service quality, market responsiveness, and competitiveness across finance, industry, trade, logistics, and education. At the same time, uneven digital readiness, lack of qualified specialists, high implementation costs, and regulatory uncertainty remain major barriers to effective deployment. The article

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)

ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

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concludes that increasing the economic efficiency of artificial intelligence technologies requires an integrated approach combining technological modernization, institutional reform, investment in digital competencies, and the creation of an innovation-friendly ecosystem. In the context of the digital economy, artificial intelligence should therefore be understood not merely as a technical tool, but as a strategic economic resource capable of transforming production systems, management mechanisms, and long-term development trajectories.

Keywords: Artificial intelligence, digital economy, economic efficiency, digital transformation, productivity, innovation, automation, data-driven management.

Annotatsiya:
Ushbu maqolada raqamli iqtisodiyot sharoitida sun’iy intellekt texnologiyalarining iqtisodiy samaradorligini oshirishga ta’sir etuvchi asosiy omillar ilmiy-nazariy va amaliy jihatdan tahlil qilinadi. Hozirgi davr iqtisodiy tizimida sun’iy intellekt mehnat unumdorligini oshirish, xarajatlarni kamaytirish, boshqaruv jarayonlarini optimallashtirish hamda innovatsion rivojlanishni jadallashtirishning muhim omillaridan biri sifatida namoyon bo‘lmoqda. Tadqiqotda sun’iy intellektning iqtisodiy samaradorligi faqat texnologik rivojlanish darajasi bilan emas, balki raqamli infratuzilmaning sifati, malakali inson kapitalining mavjudligi, institutsional qo‘llab-quvvatlash, ma’lumotlar bazasini boshqarish tizimi, kiberxavfsizlik, investitsion imkoniyatlar va biznes modellarining moslashuvchanligi bilan ham chambarchas bog‘liqligi asoslab beriladi. Shuningdek, avtomatlashtirish, prognozli tahlil, intellektual qaror qabul qilish va platformaviy boshqaruv vositalarining resurslardan samarali foydalanish hamda tashkilot faoliyati natijadorligini oshirishdagi o‘rni yoritiladi. Maqolada korxonalar va davlat institutlari sun’iy intellektdan yuqori iqtisodiy natija olishlari uchun uni joriy etish strategik rejalashtirish, kadrlar tayyorlash,

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ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

axloqiy-me'yoriy tartibga solish va samaradorlik ko'rsatkichlarini doimiy monitoring qilish bilan birga olib borilishi lozimligi ta'kidlanadi. Tahlillar sun'iy intellekt moliya, sanoat, savdo, logistika va ta'lim kabi sohalarda mehnat unumdorligi, xizmatlar sifati, bozor talabiga moslashuvchanlik va raqobatbardoshlikni oshirishga xizmat qilishini ko'rsatadi. Shu bilan birga, raqamli tayyorgarlik darajasining turlicha ekanligi, malakali mutaxassislar yetishmasligi, joriy etish xarajatlarining yuqoriligi hamda me'yoriy-huquqiy noaniqliklar samarali tatbiq etishdagi asosiy to'siqlar sifatida qayd etiladi. Maqola xulosasida sun'iy intellekt texnologiyalarining iqtisodiy samaradorligini oshirish texnologik modernizatsiya, institutsional islohotlar, raqamli kompetensiyalarga investitsiya kiritish hamda innovatsion ekotizimni shakllantirishni o'z ichiga olgan kompleks yondashuvni talab qilishi asoslanadi. Raqamli iqtisodiyot sharoitida sun'iy intellekt shunchaki texnik vosita emas, balki ishlab chiqarish tizimlari, boshqaruv mexanizmlari va uzoq muddatli taraqqiyot yo'nalishlarini tubdan o'zgartira oladigan strategik iqtisodiy resurs sifatida talqin etiladi.

Kalit so'zlar: sun'iy intellekt, raqamli iqtisodiyot, iqtisodiy samaradorlik, raqamli transformatsiya, mehnat unumdorligi, innovatsiya, avtomatlashtirish, ma'lumotlarga asoslangan boshqaruv

Introduction

The rapid expansion of the digital economy has fundamentally transformed the logic of production, exchange, management, and consumption in modern society. In this transformation process, artificial intelligence technologies have emerged as one of the most influential tools for increasing economic efficiency, improving organizational flexibility, and accelerating innovation. Unlike earlier stages of technological modernization, which were largely based on mechanization and simple automation, the current phase of digital development is characterized by

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

intelligent systems capable of analyzing vast volumes of data, identifying patterns, forecasting outcomes, and supporting or even replacing human decision-making in complex economic processes. As a result, artificial intelligence is no longer viewed only as a technological innovation, but as a strategic factor shaping the competitiveness of enterprises, industries, and national economies.

The growing interest in artificial intelligence within the digital economy is closely related to its capacity to optimize resource allocation and reduce transaction, labor, and operational costs. Economic efficiency in the context of artificial intelligence refers not merely to direct financial gains, but also to broader improvements in productivity, service quality, time management, market responsiveness, and institutional performance. Enterprises that successfully integrate artificial intelligence into their business models often gain significant advantages through predictive analytics, demand forecasting, personalized service delivery, risk management, smart logistics, and automated customer support. Similarly, public sector institutions can use these technologies to improve policy implementation, digital governance, public service delivery, and strategic planning. Therefore, the issue is not whether artificial intelligence affects economic efficiency, but rather which factors determine the extent and sustainability of this effect.

In the context of the digital economy, the efficiency of artificial intelligence technologies depends on a wide range of interconnected conditions. First, the quality of digital infrastructure plays a decisive role, since artificial intelligence systems require reliable internet connectivity, cloud computing capacity, integrated platforms, and stable digital ecosystems. Second, the availability of high-quality data is essential, because data serves as the basic input for machine learning models and intelligent algorithms. Third, the competence of human capital directly influences the success of implementation, as specialists must be able not only to design and maintain intelligent systems, but also to interpret results and integrate them into managerial practice. In addition, financial

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

investment, institutional support, regulatory clarity, ethical standards, cybersecurity, and organizational readiness are among the most important determinants of effective use.

For developing economies and transitional markets, this topic is especially relevant because the implementation of artificial intelligence may either widen existing technological gaps or serve as a catalyst for structural modernization. In such conditions, attention should be given not only to technological acquisition, but also to creating a sustainable ecosystem in which artificial intelligence can generate long-term economic returns. Universities, research institutions, government agencies, and private enterprises all have a role to play in building this ecosystem. The relevance of this article lies in the need to analyze the principal factors that increase the economic efficiency of artificial intelligence technologies and to explain how these factors interact within the framework of the digital economy.

This article aims to examine the economic significance of artificial intelligence technologies and identify the key conditions that enhance their efficiency in digital economic systems. The study is grounded in the view that artificial intelligence can generate meaningful economic benefits only when technological advancement is supported by institutional capacity, human development, investment policy, and strategic management.

Methods

This study is based on a qualitative and analytical research design aimed at identifying the main factors that increase the economic efficiency of artificial intelligence technologies in the digital economy. The methodological framework combines theoretical analysis, comparative interpretation, systematization of scientific approaches, and contextual evaluation of digital transformation processes in modern economic systems. Such an approach makes it possible to investigate artificial intelligence not only as a technical phenomenon, but also as

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

a multidimensional economic instrument whose effectiveness depends on technological, organizational, institutional, and social conditions.

The first methodological component of the study is a review and synthesis of scientific literature related to artificial intelligence, digital transformation, economic efficiency, innovation management, and digital governance. Academic publications, conceptual studies, and analytical sources on the application of artificial intelligence in business and public administration were examined to identify the dominant theoretical approaches to efficiency assessment. This stage made it possible to clarify the meaning of economic efficiency in the context of artificial intelligence and to distinguish between direct and indirect effects. Direct effects include reductions in operational costs, optimization of labor use, and increased output quality, while indirect effects include better forecasting, improved customer experience, enhanced competitiveness, and strategic flexibility.

The second methodological direction involves a comparative analysis of the conditions under which artificial intelligence technologies are implemented in different sectors of the digital economy. Special attention is devoted to finance, e-commerce, logistics, industrial production, education, and public services, because these sectors demonstrate different levels of digital maturity and different patterns of artificial intelligence application. Through comparison, the study identifies recurring efficiency factors across sectors, including the quality of data infrastructure, the availability of skilled personnel, the scale of digital integration, management readiness, and institutional support mechanisms. This comparative perspective helps reveal that the same artificial intelligence technology may produce different economic results depending on the environment in which it is introduced.

The third methodological element is a systems approach. Artificial intelligence technologies are analyzed as components of a broader digital economic ecosystem that includes databases, cloud platforms, cybersecurity mechanisms,

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

legal frameworks, investment flows, educational systems, and organizational culture. From this perspective, economic efficiency is treated as the result of interaction among multiple variables rather than as the consequence of a single technological intervention. This systems view allows the study to examine not only individual efficiency factors, but also their interdependence. For example, strong digital infrastructure alone does not guarantee success if employees lack digital competencies, and investment in software may have limited returns if institutional regulation is weak or if organizations resist innovation.

The study also uses conceptual classification as a methodological tool. Efficiency-enhancing factors are grouped into several categories: technological factors, economic and financial factors, human capital factors, institutional and regulatory factors, and managerial-organizational factors. This classification helps structure the analysis and provides a clear basis for evaluating how each group contributes to the overall economic value of artificial intelligence. In addition, logical generalization is employed to formulate broader conclusions regarding the conditions necessary for sustainable and scalable implementation.

Thus, the methods used in this article are designed to provide a comprehensive understanding of how artificial intelligence technologies generate economic efficiency in the digital economy and which factors most strongly influence their successful application.

Results

The analysis shows that the economic efficiency of artificial intelligence technologies in the digital economy is determined by a combination of mutually reinforcing factors rather than by the simple introduction of digital tools. The first major result of the study is that artificial intelligence produces the highest economic return in environments where digital infrastructure is sufficiently developed. Stable internet access, interoperable databases, cloud services, and integrated information platforms significantly increase the speed and quality of

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

data processing, which in turn improves the performance of intelligent algorithms. In organizations with fragmented digital systems, the economic potential of artificial intelligence remains limited because data cannot be effectively collected, standardized, or transformed into actionable decisions. This confirms that infrastructure readiness is one of the primary preconditions for economic efficiency.

The second important result is related to the role of data quality and accessibility. The research indicates that artificial intelligence technologies become economically productive only when they operate on large, accurate, timely, and well-structured datasets. In sectors where data is incomplete, inconsistent, or poorly protected, the cost of implementation increases while the reliability of algorithmic outputs decreases. Conversely, organizations that establish effective data governance systems achieve better forecasting, more precise customer targeting, lower operational errors, and stronger managerial control. Therefore, data should be regarded not only as a technical resource but also as a strategic economic asset in the digital economy.

A further result concerns the significance of human capital. The study reveals that the presence of qualified specialists, digitally competent managers, and adaptable employees directly influences the ability of institutions to convert artificial intelligence into measurable economic gains. In enterprises where staff possess analytical and technological competencies, artificial intelligence is more effectively integrated into business processes and decision-making mechanisms. At the same time, the absence of appropriate training often leads to underutilization of systems, employee resistance, and ineffective investment. This finding demonstrates that economic efficiency depends not only on algorithms and software, but also on the intellectual capacity of the workforce.

The results also show that institutional and regulatory support plays an essential role in increasing efficiency. Artificial intelligence technologies yield better economic outcomes in contexts where governments and organizations create

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

clear legal frameworks, support digital innovation, and reduce uncertainty related to data use, liability, and ethical standards. Regulatory clarity encourages investment and lowers the risks associated with adoption. In contrast, weak institutional coordination and ambiguous policy environments slow down implementation and reduce long-term efficiency. This is particularly important in developing digital economies, where public policy can either stimulate or hinder innovation.

The study additionally identifies managerial readiness as a decisive factor. Organizations that treat artificial intelligence as a strategic tool rather than a fashionable technical novelty are more likely to achieve sustainable economic results. Strategic planning, phased implementation, performance monitoring, and alignment with business objectives allow intelligent systems to contribute to productivity growth, cost minimization, service quality improvement, and enhanced competitiveness. In summary, the results confirm that the economic efficiency of artificial intelligence technologies is maximized when technological infrastructure, data governance, human capital, institutional support, and managerial strategy operate in a coordinated manner.

Discussion

The findings of this study confirm that the economic efficiency of artificial intelligence technologies in the digital economy cannot be explained by technological innovation alone. Artificial intelligence becomes economically meaningful only when it is embedded in a broader system of digital readiness, strategic governance, institutional support, and human competence. This means that the productivity gains often associated with intelligent systems are not automatic outcomes of software adoption, but rather the result of coordinated transformation in the technological, managerial, and organizational dimensions of economic activity. Such an understanding is especially important for universities, enterprises, and policy institutions that may otherwise overestimate

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

the immediate benefits of artificial intelligence while underestimating the structural conditions required for its successful use.

One of the most significant implications of the study is that digital infrastructure serves as the material basis of artificial intelligence efficiency. Without reliable connectivity, integrated information systems, secure cloud environments, and interoperable platforms, artificial intelligence cannot function at the scale and speed necessary to produce meaningful economic value. However, infrastructure alone does not create efficiency. The research demonstrates that data quality is equally decisive, because even advanced algorithms lose their value when trained on fragmented, outdated, or inconsistent datasets. This reinforces the argument that in the digital economy, data management must be regarded as a central component of economic strategy rather than a merely technical support function.

The role of human capital also deserves special attention. Although artificial intelligence is often discussed in terms of automation and the reduction of human labor, the study suggests that skilled professionals remain essential for ensuring efficiency. Economically successful implementation depends on the ability of employees and managers to interpret algorithmic outputs, redesign workflows, oversee system performance, and make informed strategic decisions. Thus, artificial intelligence does not eliminate the importance of human participation; instead, it changes the nature of labor by increasing demand for analytical, managerial, and digital competencies. From this perspective, investment in education and professional retraining becomes a necessary condition for technological efficiency and not an optional complement to it.

The discussion also indicates that institutional and regulatory factors shape the long-term economic impact of artificial intelligence. In a digital economy, uncertainty related to ethics, accountability, data protection, and legal responsibility can weaken investor confidence and slow down adoption. Therefore, a stable regulatory environment is not only a legal necessity but also an economic enabler. For developing economies in particular, effective public

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

policy can support the formation of digital ecosystems in which artificial intelligence contributes to productivity growth, business modernization, and innovation expansion. This is highly relevant for the higher education and economic sectors, where artificial intelligence may improve resource management, service delivery, educational planning, and analytical capacity.

Overall, the discussion suggests that the economic efficiency of artificial intelligence should be interpreted as a systemic outcome. It emerges when technological capacity, financial investment, workforce readiness, institutional coordination, and strategic management reinforce one another. Where these components are disconnected, artificial intelligence may remain costly, underutilized, or symbolically adopted without delivering real economic benefits. Therefore, the central issue is not simply introducing artificial intelligence into the digital economy, but creating the conditions under which its application generates sustainable, measurable, and socially beneficial results.

Conclusion

Artificial intelligence technologies have become one of the most important drivers of economic transformation in the digital economy. Their significance lies not only in their technical capacity to automate routine operations or process large volumes of information, but also in their ability to reshape production systems, management models, and value creation mechanisms. The analysis carried out in this article demonstrates that the economic efficiency of artificial intelligence is determined by a complex interaction of technological, organizational, human, financial, and institutional factors. For this reason, artificial intelligence should be understood as a strategic economic resource whose effectiveness depends on the readiness of the broader digital environment in which it operates.

The study has shown that one of the central conditions for improving economic efficiency is the existence of strong digital infrastructure. Artificial intelligence requires stable connectivity, interoperable platforms, secure data storage systems,

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

and scalable computational resources. In the absence of such infrastructure, intelligent systems cannot operate effectively or generate sustainable returns. At the same time, infrastructure alone does not guarantee positive results. High-quality data, supported by appropriate governance mechanisms, is equally essential because the value of artificial intelligence depends directly on the relevance, accuracy, and accessibility of the information on which it is trained and applied. This means that data management should be treated as an economic priority in digital development strategies.

Another major conclusion is that human capital remains at the center of artificial intelligence efficiency. Although these technologies are often associated with labor substitution, the research confirms that they require qualified specialists, competent managers, and adaptable employees to produce real economic benefits. Training, retraining, and the development of digital competencies are therefore critical for maximizing returns on technological investment. Artificial intelligence does not remove the human factor from economic activity; rather, it increases the importance of analytical thinking, strategic planning, and professional flexibility. In this regard, educational institutions and economic organizations must work together to prepare specialists capable of functioning effectively in an intelligent digital environment.

The article also concludes that institutional and regulatory support strongly influences the level of economic efficiency achieved through artificial intelligence. Clear legal standards, ethical guidelines, cybersecurity measures, and innovation-oriented public policy reduce uncertainty and create favorable conditions for sustainable implementation. In developing digital economies, especially those undergoing structural modernization, state support and institutional coordination can play a decisive role in ensuring that artificial intelligence contributes to competitiveness, productivity, and social development rather than deepening technological inequality.

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Eureka Journal of Business, Economics & Innovation Studies (EJBEIS)
ISSN 2760-4950 (Online) Volume 2, Issue 3, March 2026

https://eurekaoa.com/index.php/6

In general, the factors for increasing the economic efficiency of artificial intelligence technologies in the digital economy are interconnected and should be addressed through an integrated strategy. Such a strategy must combine technological modernization, investment in human capital, effective data governance, institutional reform, and management innovation. Only under these conditions can artificial intelligence deliver long-term economic value and become a genuine instrument of digital progress. Thus, the future of economic efficiency in the digital economy depends not simply on adopting artificial intelligence technologies, but on building a comprehensive ecosystem that enables these technologies to function productively, responsibly, and sustainably.

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