



The Efficient use of Human Resources in the Digital Economy

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ABSTRACT

The article is devoted to the peculiarities of the functioning of the labour market in the context of the development of the digital economy and the determination of the main directions in the management of processes related to the accumulation and use of human capital as the main factor of production in the context of digitalization.

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INTRODUCTION

Development and successful implementation of the digital economy program is a very important issue for every country, as backwardness in this area condemns the world economy to lose competitiveness in line with new trends and lead to long-term negative consequences. It is the state that should create a mechanism for optimal management of the digital economy, involving representatives of all stakeholders (government, government, business, civil society and academia) in the creation and development of the digital economy. The program of the digital economy should provide for the implementation of some areas, but one of the main areas - what concrete work needs to be done in the field of education in the field of the digital economy - has not yet been considered. One of the most important measures of the digital economy is the training of qualified personnel in this field and the creation of a digital information infrastructure. Therefore, the preparation of a roadmap for education is of great interest, and the system may face some challenges in this process. Technical and managerial personnel working in the digital innovation sector have unique characteristics and need to be trained in a unique way, which is especially important at the intersection of government and business. In such places, it is not possible to rely solely on position, academic degree, or professionalism. This uniquely reflects a completely different level of training and staff training, the presence of certain perspective areas, and the need to differentiate education.

LITERATURE REVIEW.

Technological change shifts labour demand towards more cognitive skills for which many current workers are not adequately trained, contributing to the polarisation of the labour market and the hollowing out of middle-skill jobs [1].

According to Sustainable Development Impact Summit materials: One-third of all jobs could be at risk of automation in the next decade; people with low educational attainment are most at risk; previous waves of mechanization have caused difficulty and anxiety too; technology could create millions of more jobs than it displaces [2].

“Current trends could lead to a net employment impact of more than 5.1 million jobs lost to disruptive labour market changes over the period 2015–2020, with a total loss of 7.1 million jobs—two-thirds of which are concentrated in the Office and Administrative job family—and a total gain of 2 million jobs, in several smaller job families” [3].

RESULTS

The COVID-19 health crisis has turned into a global economic crisis, putting at risk the health, jobs and incomes of millions of people around the world. The economic consequences of the COVID-19 pandemic have not fallen with equal severity on all shoulders. Existing vulnerabilities have been exposed, and inequalities entrenched. Many of those with more limited means and protection, such as workers in informal employment or diverse work arrangements, have been the least able to face the consequences of the crisis [4].

But for many people, the job they used to do might not be coming back. And increasingly, as employers battle with the challenges of the pandemic, this could be due to automation.

From now on the development of the digital economy could lead to the less severe impact of the future crisis and technological changes. The development of the digital economy is due to qualitative changes in the management of human capital, the cardinal changes in the last decade are focused on theoretical and practical research, which is due to the formation of parasitic innovations.

Over the past years, developing countries have experienced economic diversification and a transition to a digital trajectory of development, the fundamental prerequisites of which are the dominance of global technological, demographic and geopolitical trends that undermine the existing process of division of labour and form the dominance of artificial intellectualization in the labour market. A significant role in this market is assigned to employees who can work in conditions of uncertainty and perform complex analytical tasks and possess key universal competencies, without the development of which it is impossible to arrive at an effective digital economy.

We are entering an era of mass digitalization that spans all sectors of the economy and changes the way we live and work [5]. Humanity will be immersed in data, globally-connected through mobile technology environments, smart homes and cities, unmanned aerial vehicles, street robotics, the Internet of things. Technology trends will have the greatest impact on business processes and the demand for digital work skills now and in the near future. The widespread use of digital technologies, the use of artificial intelligence, robotics, virtual reality and other innovations has a powerful impact on the formation and development of human capital.

Undoubtedly, the introduction of digital technologies will significantly accelerate all economic processes, but what will happen in the country as a result of the acceleration of these processes - economic prosperity or recession - will undoubtedly depend on the vector of human capital development. In the era of the digital transformation of the economy and at a time when the value of information is growing rapidly, society is experiencing radical changes. It should be noted that the

main asset of the country in the digital economy will be human capital and its quality, that is, professionals with in-depth knowledge in the field of new technologies, able to apply them, improve the old is the main asset.

The digital economy is not simply the development of information technology, it is the emergence of completely new business models whose efficiency can be increased through intermediaries and optimization. At the same time, the dynamics of business is growing and becoming more complex, and in today's information economy there is no common correct answer to how to organize their activities. Companies that develop new technologies and take advantage of a variety of innovations are changing business rules and breaking down any barriers. Internet of Things, Big Data, the use of mobile devices and different devices will radically change the ways of social interaction, economic relations and institutions. According to the laws of synergetics, in a modern business equipped with new technologies, all redundancies disappear, which increases competitiveness and reduces the cost of production of this or that product, including the replacement of intermediaries with automated network services. Such an organization of business, in addition to significantly reducing the cost of services, leads to a new economic structure in which part-time employment and various forms of individual production can play a key role. These types of labour market shifts are about how to improve human labour, what human resources are needed, what educational models are needed for the digital economy, and finally what to do with people who lack creative potential, special social and communication skills, and work in conditions of rapid change and uncertainty remains relevant. In some sectors, the situation is gradually changing (higher education, gas, chemistry); in others faster (health, transport, consumer goods, public sector/machinery, energy), but in some, the process is much faster (banking, insurance, high technology, telecom, media, retail, sports and entertainment, defence). The rate of propagation of digital effects in the above network groups can vary from one side to the other due to the influence of various factors on the process. At the same time, it is clear that the competitiveness of organizations and even the country, the pace of their innovative development is determined by the availability of human resources.

CONCLUSIONS.

One of the most important conditions for the effective development of the digital economy is the formation of an appropriate institutional environment. Similarly, in the state program for the development of the digital economy, the issue of training and organizations of the education system should be included in the list of key factors. We believe that the following key areas related to human resources and education should be considered while the development of the digital economy:

- Preparation of the qualified personnel for the digital economy;
- Transformation of the education system according to the future needs with increasing the share of the digital skills;
- Transformation of the labour market to the needs of the digital and economy with providing flexibility;
- financing the participation of staff in the development of the digital economy and creating a system of high motivation;
- sharing experience of the developed countries in the field of the digital economy and their application to the economy of the less developed countries.

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