



Ways of Developing the Field of Services in the Digital Economy

Komilova Mukammal Shavkatovna

Senior Lecturer, Samarkand State Architecture and Construction University

Mirzaxadjayeva Shaxzoda Shuxratovna

Magistrant, Samarkand Institute of Economics and Service

ABSTRACT

the article focuses on the development of the service sector, its importance today. Also, the specific aspects, theoretical and practical issues of the development of the service sector today are highlighted.

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Modern society is emerging in the digital economy. The implementation of the digital economy in service enterprises and several effective technologies related to it, including e-commerce and e-business, are rapidly entering our lives. For the same reason, in order to accelerate the development of the state and society, the leadership of our republic made several important decisions. For example, the Decree of the President of the Republic of Uzbekistan dated 28.01.2022 No. PF-60-No. -measures" No.

PQ-357, Decree of the President of the Republic of Uzbekistan dated 05.10.2020 No. PF-6079 on approval of the strategy "Digital Uzbekistan - 2030" and measures for its effective implementation, and other decrees and decisions on digitization.

In the Strategy of Actions on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, approved by the decree of the head of our state on February 7, 2017 - on the further development of the Republic of Uzbekistan - the role and share of services in the formation of the gross domestic product to increase, to fundamentally change the composition of the provided services, first of all, at the expense of their modern high-tech types" was defined as one of the important directions.

The service sector is a generalized category that includes the production of various types of services provided by enterprises, organizations, as well as individuals. This sector is often seen as a post-industrial economic structure due to its advanced modern infrastructure. Today, intellectual human labor is gaining its own development and importance, its division is creating many specialties and professions that require special scientific training, a large number of jobs, a high level of integration of people's joint efforts, and an increase in social well-being. These trends are directly related to the service sector and management, and determine its rapid growth compared to other areas of human activity.

A characteristic feature of the economy is its high income compared to industry and agriculture. At the same time, the list of services is constantly expanding. The importance of marketing technologies in further development of the service sector, expansion of new types and range of services, mastering of new markets, especially entering foreign markets is incomparable. Studying the demand for services, domestic and foreign market conditions, and the use of innovative marketing technologies for effective promotion of services to potential consumers has become one of the urgent issues.

Today, intellectual human labor is gaining its own development and importance, its division is creating many specialties and professions that require special scientific training, a large number of jobs, a high level of integration of people's joint efforts, and an increase in social well-being. These trends are directly related to the service sector and management, and determine its rapid growth compared to other areas of human activity. For example, it is characterized by higher profitability than the industrial and agricultural sectors of the economy. At the same time, the list of services is constantly expanding. Today, the scope, composition and level of development of the service sector play a special role in the assessment of the country's economic situation. The expansion and development of the service sector is a decisive factor in ensuring an increase in national income and a decent standard of living for the population. The high quality and diversity of services increases the work efficiency of employees, reduces consumption costs, saves time and increases the efficiency of free time. The service sector includes various types of activities that help to increase the productivity and efficiency of production. This sector covers international corporations, banks, airlines, computer centers, telecommunications, insurance, legal and consulting firms, government and non-government organizations, as well as non-profit organizations. The service sector is a complex and specific socio-economic system with various functions, sources, and connections due to the nature of services, their purpose, types of activities, and specific features of service delivery processes. Today, the service sector is one of the rapidly developing sectors of the economy of Uzbekistan. It is worth noting that to meet the needs of individuals and legal entities for services, without ensuring the successful operation of the service sector in the regions, it is impossible to rapidly develop the service sector as a major branch of the republic's economy. The service sector occupies a dominant position among the main directions of the development of the

modern economy. It is a complex multifaceted mechanism and is one of the promising sectors of the modern economy, covering a wide range of activities, from trade and transport to education and insurance services. Digitization projects and theories of this complex multifaceted mechanism are being studied. We study the theoretical issues of solving the problems that arise in the digitization of service enterprises. Implementation of the digital economy in service enterprises is to move the existing economy to a new system by creating new technologies, platforms and business models and introducing them into everyday life. Digitization in service enterprises is being implemented on the basis of the use of digital technologies of economic, social and cultural relations. The digital economy reduces corruption by establishing a human-free management system, increases tax revenues by concluding "smart" contracts, increases the transparency of budget expenditures, and provides an opportunity to provide public services through a single electronic platform. Nowadays, politicians, economists, journalists, businessmen - almost all of them use this term.

The head of our state emphasized the importance of supporting such talented young people and creating conditions for residents to learn modern services. The deputy prime minister was instructed to develop a program for the development of the service sector in each district and city together with the governors. At the same time, the task of regulating the network, adapting its methodology and statistical data to international standards was set. The new concept of digitization of service enterprises is a unified system of storage, processing and transmission of all information within the scope of human activity. Digitization of service enterprises creates an opportunity to build a new economy with a creative approach. Digitization of service enterprises is an opportunity to maintain real competitiveness in the future. This is an important issue, especially for a country like Uzbekistan, which is surrounded by land and has a long way to access world ports.

In recent years, consistent measures have been taken to develop the service sector. The composition of the services market is improving due to the development of new promising types of services - banking and finance, insurance, information and communication services, etc. The dramatic increase in the provision of sophisticated household appliances, computers and private vehicles to families has enabled the expansion of services provided to them. It is completely unacceptable that the leaders of the local authorities are not giving the necessary attention to this important sector. As a result, the share of the service sector in the gross domestic product does not meet the market criteria and cannot be compared with the indicators achieved in this sector in the developed countries of the world. In these countries, the share of services in the gross domestic product is 60-80 percent, about 70 percent of the population employed in the economy works in the service sector, and this sector makes up 50-60 percent of the population's consumption expenditures. However, in our republic, this indicator does not exceed 10-15 percent. The following proposals can be made in order to create favorable conditions for the rapid development of services and the service sector, to increase its share in the economy, to increase the number of people employed in the service sector and, on this basis, to increase the incomes of the population and to fill the domestic consumer market with modern, high-quality and various types of services. :

- to create favorable conditions for further strengthening the activity of entrepreneurs in the field of service provision, including the elimination of formality barriers in this regard and, on this basis, to ensure the rapid growth of the volume of services and to increase their share in the gross domestic product;
- increasing the number of people employed in the service sector;

- to further increase the volume and types of services provided to the population living in rural areas, first of all, in the field of communal and household, repair and construction of houses, water use, veterinary medicine, preparation of agricultural products and car-tractor parks;
- in addition to traditional types of services, new perspective
- rapid development of legal, consulting, banking, financial, insurance, leasing and evaluation services;
- to increase the level and quality of services of our country's enterprises in the international market and to increase the export of services on this basis;
- all-round support for training, retraining and upgrading of personnel working in the service sector.
- paying more attention to the training of specialists who meet the modern level and rapidly growing requirements for the development of the service sector;
- taking into account the territorial characteristics of population employment and the system of collecting statistical data in the field of service provision, it is possible to improve the methodology of statistical calculation of services, including by individual sectors.

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