

Digitalization in the Service Sector

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Annotation: The subject of the study is the development of the service sector in the framework of the digitalization of the economic space. The goal is to clarify the processes of dependence of the development of the service sector in the context of the digital transformation of the economy at the present stage of development of the national economy. The author sets the following tasks: to analyze the main economic indicators of the development of the service sector; identify the features of digital transformation of business in this area; determine the patterns of development of the service sector under the influence of digital processes. As a result, the author reveals patterns and trends in the development of the service sector under the influence of digital processes - an increase in the activity coefficient and a decrease in the number of personnel. The obtained materials can be used to promote the development of the service sector at the macro and micro levels, which determines the value of this study. Scientific novelty lies in the formed matrix of the relationship between the development of individual service industries and business digitalization processes. The article reveals the heterogeneity in the field of digitalization of business processes in the service sector, as well as the trend towards a relative increase in the efficiency of enterprises in industries characterized by high digital activity.

Key words: development, digital processes, services, digital transformation, digitalization, digital economy, transport, communications industry, financial services.

Introduction

The digital transformation of the financial and economic system of the state, in modern realities, is an irreversible process that allows to ensure the proper level of competitiveness of an enterprise in the conditions of modern processes of development of the national economy, the study of trends and patterns in this area and determines the relevance of the subject of this scientific research. Over the past three decades, the service sector has largely determined the main macroeconomic indicators of most countries of the world, significantly surpasses the industrial sector of the economy and agriculture in terms of gross domestic product, leads in the number of new jobs and the number of employees, is a key sector in ensuring sustainable development and combating poverty throughout the world. One of the main trends of the modern world economy is the increase in the share and importance of the service sector. In recent years, considerable attention has been paid to the phenomenon of the digital economy, the study of which is devoted to a significant number of scientific papers. At the same time, the question of the connection between the digital economy and the deep, fundamental trends in the development of the economic system as a whole remains not fully understood. In recent decades, rapidly advancing technologies have contributed to changing the structure of employment and thus raise a number of questions for modern scientists, economists and politicians regarding the prospects for employment and the consequences of automation, robotization and the use of artificial intelligence. for the labor market

Research Methodology

Digital technologies have reached such a degree of maturity that allows them to be used in various sectors of the economy, both in manufacturing and in the service sector. According to the 2020 edition of the European Working Conditions Survey (EWCS), more than 50% of the EU workforce use ICTs in their daily work, with this figure exceeding 85% in individual EU Member States. The service sectors are identified as the most active users of ICT (for example, over 90% of financial staff use ICT in their daily work), which should be seen as a natural consequence of the growing digitalization of many services such as e-banking, e-commerce and online media. As shown in the numerous CCMI opinions on European industrial and service sectors, these ongoing digitalization processes are challenging in several areas, especially in employment:

- Since new technologies require certain skills, the adaptation of vocational education and training, including lifelong learning, is top political priority. that need to be completed to help workers adapt to digital forms of work.
- The proliferation of digital forms of work entails a major transformation in the organization of work, allowing the use of methods such as remote work and crowdsourcing, as well as facilitating freelance work. These changes challenge traditional understandings of employment, working hours and place, and companies, and pose certain threats to health and safety.
- As digital technologies reach a higher degree of maturity, it becomes increasingly feasible to replace work with digital technologies. Recent technological advances have allowed the development of software that performs analytical, interpretive (pattern matching), and interactive tasks typical of many service industries.
- Such breakthroughs could seriously affect employment rates in the EU: early estimates of the impact of such technologies on the labor market suggest that up to 47% of today's employment opportunities - most of them in the service sector - may become obsolete due to advances in digital technologies.

Analysis and results

Taken together, these changes in the organization of work and the overall number of employment opportunities can have both significant positive and negative effects. On the one hand, they can provide an opportunity to increase worker autonomy and work-life balance. On the other hand, they could jeopardize social security systems and the quality of employment in Europe by undermining existing practices of collective bargaining, reducing tax and social security revenues and weakening workers' rights and participation mechanisms. Because these job and employment mutations are highly dependent on how digital technology transforms sectors of the economy, it is critical to take a holistic approach to predicting the future of employment by assessing the impact on employment of predictable technological changes in specific sectors. This can be achieved by building on existing data on future developments in sectors that will be particularly affected by digitalization trends, such as trade and finance.

To avoid the negative consequences of such developments, it is necessary to develop a strategic policy. The question is what will be the response of the European Union to these transformations of employment and organization of work? So far, the EU has not given due attention to these issues in its respective initiatives, especially in its flagship Europe 2020 initiative, the Digital Agenda for Europe, which has so far said little to nothing about the impact of digitalization on employment.

This opinion of its own initiative aims to put these issues on the agenda of the EU political discourse, thereby solving one of the blind spots of the digital agenda for Europe, namely the results of the digitalization of the labor market.

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