

INNOVATION IN THE FIELD OF DIGITAL SERVICES

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Abstract

The paper examines the digital economy, its significance for the development of the service industry, the issues of the transformation of the service sphere, the diffusion of digital technologies in the tourism and hospitality industry and the possibility of their use, the analysis of programs and opportunities for the introduction of the digital economy in Uzbekistan and the level of knowledge about the state of digitization of the service sector is conducted. Also, the opportunities for the advancement of current studies are highlighted on the basis of the analysis.

Keywords: digital economics, digital transformation, service sphere, innovation activities, competitiveness, employment market, digital technology.

Annotatsiya

Maqolada raqamli iqtisodiyot, uning xizmat ko'rsatish sohasini rivojlantirishdagi ahamiyati, xizmat ko'rsatish sohasini yanada rivojlantirish masalalari, turizm va mehmondo'stlik industriyasida raqamli texnologiyalarning tarqalishi va ulardan foydalanish imkoniyatlari, dasturlar tahlili va O'zbekistonda raqamli iqtisodiyotni joriy etish imkoniyatlari va xizmat ko'rsatish sohasini raqamlashtirish holati to'g'risidagi mavjid bilimlar majmiyini o'rganiladi. Shuningdek, tahlillar asosida joriy tadqiqotlarni rivojlantirish imkoniyatlari aniqlanadi.

Kalit so'zlar: raqamli iqtisodiyot, raqamli transformatsiya, xizmat ko'rsatish sohasi, innovatsion faoliyat, raqobatbardoshlik, bandlik bozori, raqamli texnologiyalar.

Аннотация

В статье рассматривается цифровая экономика, ее значение для развития сферы услуг, вопросы трансформации сферы услуг, распространение цифровых технологий в индустрии туризма и гостеприимства и возможности их использования, проводится анализ программ и возможностей внедрения цифровой экономики в Узбекистане и уровня знаний о состоянии цифровизации сферы услуг. Также на основе анализа выделяются возможности для продвижения текущих исследований. Ключевые слова: цифровая экономика, цифровая трансформация, сфера услуг, инновационная деятельность, конкурентоспособность, рынок труда, цифровые технологии.

INTRODUCTION

In the world with the state support of innovation activity in the sphere of digital services the priority is to be given to scientific research in the direction of improvement of organizational and economic mechanisms of innovation activity development in accordance with market principles, targeted use of financial levers, as well as development of methods and means of effective competition. In this regard, the effective organization of innovative entrepreneurship, state support for innovative activity in compliance with market methods, the development of innovative infrastructure in line with the requirements of the future, the improvement of the quality and competitiveness of services, and the development of effective methods of innovation management in the research of the service sector in such areas are of particular importance.

METHODOLOGY

In the process of establishing a new Uzbekistan, program measures are being implemented to develop digital services enterprises on an innovative basis, government support for innovation, ensuring the intensity and efficiency of services in accordance with modern requirements, and improving the culture of service.

Such priority tasks as ‘to triple the volume of services in the next five years and to create a total of 3.5 million new jobs through the development of the service sector and service industries’ have been set. To solve these tasks it is necessary to deepen scientific research in such directions as state support of innovation activity in the sphere of services, wide introduction of innovative entrepreneurship in the sphere, introduction of effective methods of innovation management in the sphere of services. Decrees of the President of the Republic of Uzbekistan No. PF-60 of 28 January 2022 ‘On the Strategy for the Development of New Uzbekistan for 2022-2026’, No. PF-6318 of 30 September 2021 ‘On the development of the services sector’ Sectoral decrees of 16 June 2020 ‘On additional support measures’ Resolution No. PQ-4752 ‘On measures to support the services sector’, Cabinet of Ministers Decree No. 246 of 27 April 2017 ‘On further development of the market of services in the field of labour protection’ It is important to implement the set objectives specified in the decision and other regulatory legal documents related to this area.

In addition, Presidential Decision No. PQ-162 was adopted in order to create favourable conditions for the use of digital services by the population and business entities, improve the business environment, reduce bureaucratic procedures, as well as the digital transformation of the branches of state administration, the real sector of the economy, and regions’, “Improving the coverage and quality of digital services” and “On measures for the digital transformation of regions”¹. This decision was defined as one of the main tasks of further development of the service sector in our country, improving the quality of work and provision of digital services to citizens.

¹ <https://lex.uz/uz/docs/-6472548>

LITERATURE REVIEW

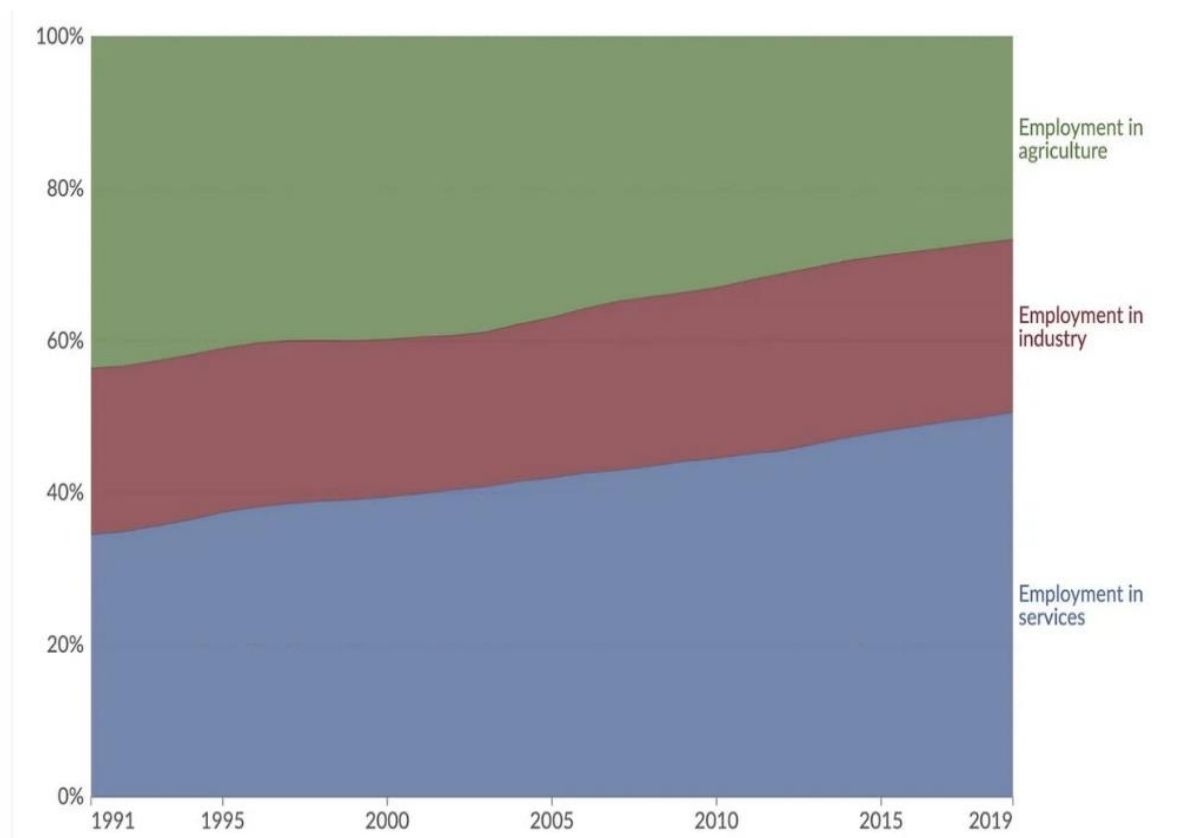
The term ‘service’ is used by scientists in economic literature from different points of view and is interpreted depending on the field of economic knowledge. During this period, many foreign and domestic scientists have conducted theoretical studies. One of the famous scientists is F. Kotler, who defines service as follows: ‘A service is any activity that one party can offer to another’ [1]. I.S. Tuxhliyev, one of the famous scientists of our republic, says: ‘Services are a special kind of invisible goods’ [2], and in this approach the scientist expressed service as a commodity characteristic, that is, labour relations in the processes. production of services and material production reflects itself, but tries to emphasize that the result of the production process will have an intangible form.

The definition given by I. Ochilov to the concept of service is perfect in content and essence in comparison with others and is given in the following form: ‘Service is a way of satisfying a certain need of a person, economic entity, the state and society is understood as a conscious activity of directed people associated with the process of beneficial service’ [3]. The famous American economist John Galbraith describes the peculiarities of service in this period as follows: ‘In the pre-industrial period, most non-agricultural economic activity was centered on the personal service of one person to another.

Zverev A.V. According to his research, ‘the process of digitalization has not bypassed the service sector. This process creates convenient opportunities for clients in the financial sector to interact with each other, and also provides business representatives with new digital technology tools. An ever-increasing volume of customers are utilizing various channels to get to know digital services, use new platforms and ecosystems. ‘Also, technologies are adapting to people's interests, lifestyles and behaviours, which creates the basis for new and cheaper solutions that optimize business’ [4].

Since the second half of the twentieth century, the number of people employed in social, distribution and domestic services has increased in industrialized countries.

As this data from the International Labour Organization shows, the share of service jobs in all global employment has increased in the last 3 decades, from 34% in 1991 to 51% in 2019. In this slow but steady change in the world's economy, the share of employment in agriculture has seen an equivalent decrease, from 44% to 27%. The share of employment in the industry sector has remained stable throughout this period, at 22%.



Picture 1. Global share of employment in agriculture, industry, and services between 1991 and 2019¹

At the beginning of the 21st century, services related to production services, education and health care have grown rapidly. At present Uzbekistan lags behind industrialized countries in terms of national income per capita, wages, labour productivity, production efficiency, etc., which are the most important economic indicators. On the one hand, this shows that the service economy and all service spheres of post-industrial society will be organized later than others, on the other hand, we have the opportunity to purposefully develop service activities, relying on the experience of other countries. The scientific potential of economic entities of the service sector is seriously growing due to state funding. Today most of the state funds are directed to private research centers and laboratories, information service companies, engineering and construction complex. It is extremely important to direct public funds to fundamental research in the field of natural, social and human sciences for a number of industries, in particular health care, to stimulate innovation, improve the quality of material resources, production and the system. social relations. Innovation is the result of activity, manifesting the stage of achieving compatibility of supply and demand, based on the search for new ideas, creation of products and improvement of existing products, methods of production, cost savings, market realization as a process. implementation of a new product life cycle.

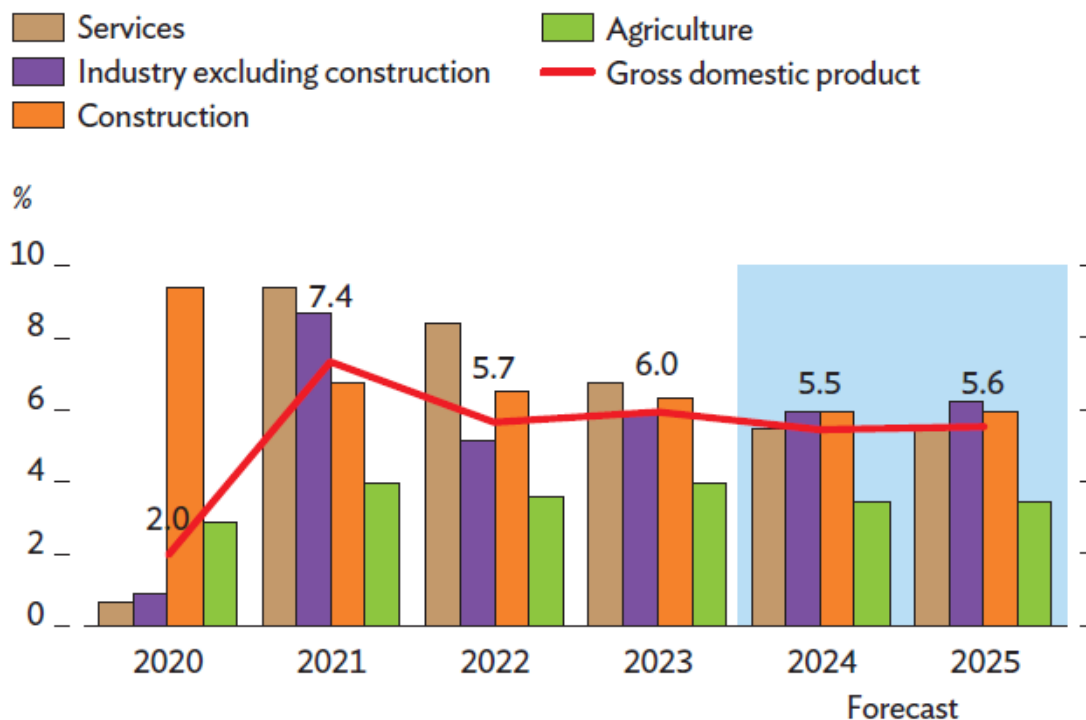
Innovation activity is an activity aimed at the use and commercialization of research and development results in order to expand and update the range of goods

¹ <https://www.voronoiaapp.com/other/The-Service-Sector-now-Represents-about-Half-of-Global-Employment-944>

and services produced and improve their quality, and then bring them to the domestic and foreign markets and effectively implement them. Service innovation activities can manifest themselves in the provision of new or improved services to the market. In turn, it can be not only a qualitatively new service, but also fundamentally new possibilities of service provision. Identification and analysis of factors affecting the development of innovation activity in the service sector is an important step towards the development of the enterprises' activities in the sector and the achievement of economic efficiency, effective use of resources, ensuring the competence of employees, improving labour efficiency.

RESULTS AND DISCUSSIONS

In order to support and develop innovative activity in our republic it is necessary to develop the concept of state regulation of innovative entrepreneurship in the sphere of services. Accordingly, a group of main factors influencing the realization of innovative activity in the sphere of services has been formed. It is known that the main goal of the Digital Government Project Management Centre is to improve the business environment in our country, reduce bureaucratic procedures and digital transformation of public administration, branches of the real sector of the economy and regions. In 2023, 205 new services were introduced on the Single Interactive Portal of Public Services, and the total number of services reached 575.



Source: Statistics Agency of Uzbekistan.

Picture 2. Statistics and forecast from Statistics Agency of Uzbekistan¹

¹ <https://stat.uz/en/>

Growth in services slowed from 8.5% in 2022 to 6.8% as expansion in accommodation and food services, transportation, and storage declined with slower expansion in private consumption and cooling business activities, despite a 27% rise in tourist arrivals.

Technological peculiarities of digital services production are directly related to the problems of formation and implementation of standardization systems. The issues of unification, standardization and certification of digital services are a complex process. Accordingly, a system for encouraging innovation in services should take into account such things as certification of a new type of service in a competitive market, rather than the active use of ‘relationship marketing’ in service provision.

CONCLUSION

In conclusion, it can be said that the state is successfully fulfilling its role of creating the necessary conditions for the development of digital services in Uzbekistan, which is evidence of the results achieved and ambitious goals for the near future. The digitalization of services will lead to changes in the labour market. The structure of the labour market in digital services is also changing, with some professions predicted to disappear and new ones to emerge. Working in the digital service economy requires new cognitive, social behavioral and digital skills, which should be formed in the process of training personnel capable of working in the digital economy. As the digital economy is based on the processing of large amounts of information, the digital competences of employees, security, reliability and long-term storage of large amounts of information are of particular importance.

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