

The Major Directions of Service Industry Activity Development Under the Conditions of the Digital Economy

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Abstract: In this article, the directions, principles, methods and tools of innovative development of service enterprises in the conditions of the digital economy, as well as the strategic directions of providing competitive specialists in the service sector, are researched.

Key words: digital economy, service enterprise, efficiency, types of services, innovative development, digital technologies.

One of the main goals of the service enterprise in the conditions of the innovative development of the economy is the rational use of available resources and the increase of economic efficiency through social and economic development. Reasonable use of production (service) factors provides an opportunity to achieve socio-economic efficiency. It is necessary to develop a policy to ensure economic stability in the service sector, to forecast the socio-economic development of enterprises and organizations based on the criteria and indicators for evaluating the efficiency of economic activity¹. (Avanesova G.A. Service activity: historical and modern practice, entrepreneurship, management: textbook. allowance for universities / G.A. Avanesov. - M.: Aspect Press, 2004. - 318 p.)

It has a complex content in terms of the description of the process of development of innovative activities in modern sectors of the service sector. Accordingly, there is a need for resources (primarily economic and informational resources) for the development of innovative activities and the determination of indicators for evaluating the effectiveness of the management system. It is necessary to take into account the approaches and principles for the development of the innovation management system in service enterprises.

The development of innovative activities in service enterprises implies the following tasks:

- selection of prospective projects for the implementation of innovative ideas in the field and development of a portfolio of innovative projects in accordance with the priorities of modern industries;
- development of methods for evaluating the effectiveness of innovative projects in service enterprises;
- optimization of costs for the introduction of innovative projects in industry enterprises.
- development, evaluation and monitoring of implementation of innovative programs and projects in service enterprises;

- organization of its scientific research centers based on the integration of the service sector, research institutes, higher education institutions, enterprises and organizations, regional, network and other innovative systems;

- increasing labor efficiency in service enterprises, developing labor potential, creating a system of financial incentives for employees.

The principles of implementation of innovative activities in the field of services are as follows:

- improvement of the regulatory-legal and informational-methodological base of development of innovative activities in the field;

- ensuring consistency between supply and demand for innovative services in the services market, forming demand for them based on market mechanisms;

- improving the methodology of evaluation of target development parameters and innovative activity development programs and projects in the field;

- carrying out the selection of innovative projects and evaluating them by conducting an objective and independent scientific and technical expertise;

- implementation of continuous monitoring of the implementation of specific projects in the field according to intermediate indicators.

The algorithm for the development of innovative activities of high-capacity sectors of the service sector should consist of the following:

1. Compilation of a list of priority innovations based on the network development characteristics of the industry.

2. Making a list of innovative projects in the service enterprise.

3. Evaluation of their mutual ratio on the basis of the list of innovative projects, taking into account the features of network development of the service sector.

4. Identifying an innovative project with high efficiency.

5. Estimating the cost of implementing a project with high efficiency.

6. Formation of a list of economic and informational resources for the implementation of the project based on available resources and opportunities, taking into account exogenous and endogenous factors affecting the introduction and implementation of innovative projects in the field.

7. Evaluation of the implementation of projects according to the amount of financial resources. Forming an additional source of financial resources for the implementation of innovative projects in the specified period and evaluating the effectiveness of projects for the prospective period.

8. To determine the calendar schedule of their departments for the implementation of projects in service enterprises.

9. Start implementation of innovative projects in the field.

10. Monitoring the implementation of innovative projects in the field. According to the results of system monitoring, project financing, effective use of resources directed to project implementation, and evaluation of the effectiveness of the innovative project.

The development of innovative activities in service enterprises requires the distribution of user functions in the implementation of innovative activities among each department in accordance with their activities on the basis of certain tools.

Currently, the development of the economy of our republic is directly influenced by cognitive factors and economic management based on digital technologies. This determines the

competitiveness of enterprises based on the level of knowledge, intellectual potential and information technology development of employees.

Therefore, the following are important strategic directions in the provision of competitive specialists in the service sector:

- achieving the system of social guarantees and economic stability among labor teams in service enterprises;
- improvement of professional knowledge, skills and qualifications of employees suitable for the processes of providing digital services;
- development of the human factor and the intellectual potential of employees in the process of service delivery.

As an initial strategic direction, provision of necessary social guarantees to the employees of service enterprises, and economic benefit from the results of work is envisaged. In this case, the guaranteed salary ensures the reproduction of the employee.

The second strategic direction envisages the creation of conditions for the development of professional skills of the employees of the sector. In this direction, the main attention is paid to the professional orientation of personnel, their preparation and retraining for modern professions.

As the third strategic direction, there is a need for innovation to develop employees with high intellectual potential for the production of competitive services that meet international standards. Otherwise, it will not be possible to maintain its position in the market of services in the conditions of intense competition.

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