

THE ROLE AND IMPORTANCE OF MODERNIZATION OF SERVICES IN ECONOMIC DEVELOPMENT

Raximov Zafar Komilovich

SamISI "Tarmoqlar iqtisodiyoti" kafedrası assistenti

Tel: +998 (90) 6578948, @mail: r.zafar@list.ru

Rakhimov Zafar Komilovich,

Teaching assistant at the department of Sectoral economics in

Samarkand institute of economics and service

Abstract:

The article highlights the importance and content of the modernization of services in the development of the economy. The data were compiled based on the authors' observations and analysis of foreign literature.

Keywords: Modernization, digital economy, advertising, information, enterprise, service.

Introduction

There are no people in Uzbekistan who effectively use the vast potential of the service sector for the development of the country's economy. The service sector also plays an important role in creating new jobs, increasing incomes, expanding entrepreneurship, developing e-commerce and improving the living standards of the population in general.

In particular, in addition to improving the social life of the population through the modernization of the services sector, it will change the worldview of the population, forming a new demand for products and services. In general, the implementation of modernization will create favorable conditions for the development of all sectors and industries of our national economy.

On the modernization of the country's economy, the first President of the Republic of Uzbekistan I. Karimov's book "Overcoming the effects of the global crisis, modernizing our country and rising to the level of developed countries" says: One of them is that we must continue to work to ensure more sustainable development of our economy, its diversification and modernization, technical re-equipment of production. In addition, in his address to the Oliy Majlis on December 28, 2018, President Sh.M.Mirziyoev also noted that "Modernization and diversification of the economy" is the basis of economic reforms and its importance.

Economists A.Auzan and K.Kelimbetov also noted that "in the context of globalization, the implementation of modernization is not only important, but also a necessary condition for development to raise relations between sectors of the economy to a new level."

Methodology

Since the aim of the study was to identify the factors that directly hinder the quality of services provided, to develop recommendations for their elimination, monographic observation, logical analysis, induction and deduction methods were used during its coverage.

Analysis and results

The focus of socio-economic development of the country in 2017-2021 is aimed at ensuring the well-being and high living standards of the population, the formation of a stable and competitive national

economy with efficient use of available resources and potential. Among the many measures taken in this direction, the development of high value-added finished products and services is of great importance.

Modernization of the service sector will increase the volume of gross services in the country and improve quality. Modernization will increase the range of services provided in the service sector, increase the volume of services, improve the quality of services and increase the speed of service.

Today, the role of digital technologies, which are rapidly developing in our country, is becoming a part of our lives.

In the age of digital technologies, it will be possible to create certain conveniences for consumers by organizing any service with modern techniques. In particular, it allows consumers to remotely select goods when purchasing tangible goods, orders remotely when using certain services, receives consulting services electronically, and even make payments. All this makes it easier for consumers to choose a product or service that suits them from a variety of goods and services in the commodity markets, saving them time.

In our country, special attention has been paid to communication systems through digital technologies, their widespread use in production and services, especially in the remote organization of the education system. In particular, in the Resolution of the President of the Republic of Uzbekistan Sh.M.Mirziyoev dated October 6, 2020 "On measures to further improve the education system in the field of information technology, development of research and their integration with the IT industry" No PP-4851 focused on technology.

In addition, great attention is paid to the organization of production and social services through digital technologies. In particular, with the transition to the digital economy, the organization of modern technology with mobile devices (mobile phones, tablets, computers, etc.) has created many conveniences.

It is known that the quality of services can be affected by the modernization of fixed assets of service enterprises. In particular, given the widespread use of the above-mentioned gadgets (Gadgets are small devices designed to make life easier and better), attention should be paid to the use of modern Internet technologies to improve communication qualities. Today, in some regions of the country (cities, towns, settlements, villages) the lack of such communication services leads to the restriction of the process of e-commerce between service providers and consumers.

Conclusions

Today, digital technologies are facilitating the sales processes that occur between businesses and consumers. In addition, attention is paid to the organization of educational processes with modern equipment (mobile devices, tablets, computers, etc.). However, the organization of quality communication services in the remote organization of the above-mentioned services to consumers remains one of the most pressing issues. Therefore, it is expedient to propose the following:

- pay attention to the formation of a competitive environment in the provision of Internet services;
- pay attention to the use of foreign technologies in the formation of communication services;
- introduction of the latest fiber-optic Internet technologies in all our regions;
- creating conditions for the development of foreign companies providing communication services in our country;
- Development of the organization of activities of enterprises and organizations in the Internet;
- simplification of ways of online exchange of national electronic money for other currency units when making online payments.

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