

Problems of Development of the Service Sector in the Context of Digital Changes

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Abstract. The article discusses the development of the service sector in the context of digital change. The author explore the problem in terms of implementing the achievements of digitization. Relevant recommendations are being developed as part of the study.

Keywords: service sector, digital technology, digital economy, business strategy, marketing activities, digital transformation.

Introduction. Today, the service sector in our country is the most rapidly developing sector of the economy and the most productive in the whole world. Further development of this direction in our country, as well as in the field of Service special attention to the comprehensive support of active entrepreneurs is paid. Especially in the following years, entrepreneurial activity in this direction finance when providing credit funds to initiators who want to start institutions are taking an important place.

Development, scope and structure of the service sector in the modern era it plays an important role in assessing the economic status of each state, and Uzbekistan also no exception. We use digitization tools in our work we would like to consider issues related to the field.

The first talk about the digital economy began in 1994. Later, a well-known book by the Canadian economist Don Tapscot was published, it was he Used the term "digital economy". The author describes digitization in his work conducted research on its impact on the economy. It is one of the main advantages a completely new business to reduce transaction costs and do business considered the emergence of their models [6].

Research methodology. The development of the service sector is a universal process, which is determined by a combination of the following main trends over the past twenty years:

1. Digital transformation of economy and social life;
2. Socioeconomic processes of globalization, humanization and sustainable development;
3. Service trends and the emergence of hybrid products;
4. Development of the economy of general consumption and cooperation. [1].

Table 1

Financial indicators of the economy of Uzbekistan

Indicators	2020	2021	2022
Permanent population, at the end of the year, million people	33,9	34,1	34,3
Able-bodied population, million people.	14,9	15,1	15,3
Average monthly nominal salary of an employee, USD	263,3	267,5	269,4
Average monthly nominal salary of an employee in	2324	2350,7	2477,3

national currency			
Gross domestic product, billion US dollars	57,9	58,2	58,9
Gross domestic product, billion national currency	511838,1	517789,8	523664,2
GDP per capita, US dollars	1707,9	1706,7	1717,2
GDP per capita, thousands of national currency	15098,4	15184,4	15267,1
Foreign trade turnover, billion US dollars	35,9	36,8	37,1
Exports, billion US dollars	14	14,9	15,1
Imports, billion US dollars	21,9	21,9	22

They are used in the national economy. It is confirmed that Uzbekistan is a leader not only among countries CIS, but also in the world in terms of reserves of minerals such as gold, uranium, copper, natural gas, tungsten, potassium salts, phosphorites, kaolin. It ranks four in the world in terms of gold reserves, seventh in terms of copper reserves, eleventh in terms of copper reserves, eighth in terms of uranium reserves and twelfth in terms of uranium reserves. Providing the economy of our country with financial resources during the pandemic, gold serves as a key commodity for increasing economic stability. In particular, the volume of gold exports of our country in October, November and December 2020 amounted to 5804.4 million dollars, respectively.

This amounted to 38-38.2% of the total volume of exports of goods and services. It should be noted that the expansion and development of the service sector is National contributes to the growth of income, is a leading factor in ensuring a decent quality of life for the population, and in combination with digital changes, this can have a double effect. In the conditions of digitization, a high quality standard and various services allow workers to increase productivity, reduce consumption costs leads, because of which it is achieved to save time and increase the efficiency of free time.

From marketing tools in order to develop, the social sphere of the economy improving the style of use in conjunction with digital technologies is a priority one of the tasks. For the practical solution of complex state problems at the level of the social sector, it is advisable to effectively use the achievements of Science and technology.

One of them is digital technology, as well as a special emphasis among marketing is given. Digitization and other for the development of the service sector in close cooperation with industries, the main tasks of marketing are as follows:

- First of all, the potential needs of the subjects of market relations determination;
- Secondly, the market using digital technologies analysis of conjuncture and trends in its development;
- Third, control the advertising of goods and services to the consumer.

At the same time, marketing is closely related to the disciplines involved in the study of market relations. 'In addition to cattle workers, it plays a specific role in market conditions [3]. It is true that not only does it meet the needs of buyers, it regulates this process and helps to achieve a compromise of interests at the lowest cost for society.

This is to the tendency to consider socio-economic processes in unity and interaction related. At the same time, the state, unlike an individual enterprise, in general plays the role of regulating the efficient functioning of the economy. On the other hand, important social services to the citizens of the

country to the state (security, environment protection, medical care, etc.) in terms of providing. That is, it is a clear enterprise that provides various services to the population [2, 19,20].

In the economic policy of the State, modern types of services, such as informatecommunication services (mobile communications, Internet, digital television, etc.), also of particular importance is the development of new types of financial services (bank services, leasing, insurance, auditing, consulting, etc.).

In this regard, we have businesses that focus your attention in the service sector by we want to focus on developing a marketing strategy. Service well-developed marketing strategies in rendering Enterprises their the key to his future successful career [12-18].

Analysis and results. As for the field of public services, here is marketing by public authorities the need for the use of tools is important, which is realized in the country related to the ongoing reforms and the globalization processes of world economy. The leading direction of public policy in a market economy is the competition support and development and, as a result, high levels of national producers is to ensure level competitiveness.

To solve these problems, one enterprise has limited opportunities and resources. In this regard, complex and it is the state that bears the burden associated with solving a wide range of tasks takes. Production volumes to ensure an effective level of competition regulation also regulates the Export, Import of commodity groups of different categories it is made up of direct and indirect methods aimed at putting the most by the state there are acceptable regulatory tools [3].

Conclusion. Effective functioning of the social sector of the economy today the achievement of digitization is inextricably linked to the degree of application. In this case particular attention should be paid to personal management issues [6]. In this context judging by the review, the state takes into account the advantages of digital reality, ensuring reliable, coordinated and effective work of the social sector as a whole defines and solves more general and complex tasks in order. As the main tasks that need to be solved at the same time, the following are can be distinguished:

- ❖ to implement reforms taking into account digital changes increase the interest of workers and employers;
- ❖ economics using changes in digitization fighting the hufyona sector;
- ❖ create conditions for internal investment resources.

In accordance with the above, we can conclude that the state marketing tools at the level determine the real needs of individuals and make them with all the tools of public administration such as planning how to meet should be used together. Public marketing is also a market conjuncture ensuring the fastest response to changes and vibrations, not only economic, but also designed to fully take into account both socio-psychological factors [3].

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