



THE IMPACT OF THE SERVICE SECTOR ON THE STANDARD OF LIVING OF THE POPULATION IN THE ERA OF THE DIGITAL ECONOMY

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ABSTRACT	KEY WORDS
The article contains the authors' reflections on the importance and relevance of the service sector for the standard of living of the population in the era of the digital economy. The article also reflects a number of factors for its management and development.	Raqamli iqtisodiyot, cybersecurity, service, remote services, information, "Call Center", economy, consumer, competitor.

Introduction

The digital economy is the economic activity that results from billions of daily online connections between people, businesses, devices, data, and processes. The current stage of economic development is characterized by an accelerated process of digitalization, in which the innovative infrastructure of countries plays a decisive role. The globalization of the economy, which began at the end of the last century, contributed to the creation and development of many national institutions of power, as a result of which it became possible to influence domestic state governance remotely.

The digital economy is a key driver of economic growth in developed and developing countries. The digital economy, which is mainly based on ICT, helps to increase capital and labor productivity and obtain goods and services at low prices. It follows that the digital economy contributes to economic growth, increases capital and labor productivity and obtains goods and services at low prices, and helps to improve the standard of living of the population. A positive impact on the standard of living of the population is often observed in developed countries, and this allows for trade liberalization, improvement of human capital. For the rapid development of the digital economy, various regional entities (governments, academic circles and companies) should take measures to increase the level of qualification of the population in the field of higher education, develop and encourage cooperation in research and development. The development of patents should be reviewed and improved to increase the innovative efficiency of regions. Regional economic development has a positive impact on the regional digital economy; therefore, it is necessary to develop regional strategies for digital growth.

The importance of managing and developing the public service sector in the era of the digital economy depends on several factors. The main reasons for this are as follows:

Increasing demand: Nowadays, consumers are looking for fast, convenient, and easy services. This is leading to changes in the field of public services and the creation of new modern technologies.

Increased competition: In the global digital economy, companies are forced to improve the quality of their services as the number of competitors increases and demand increases. This is due to the increase in the number of remote and online services, which leads to international competition.

Protecting consumer security and privacy: As services move to the digital realm, protecting customer personal information and cybersecurity issues are becoming increasingly important.

State policy and support: State policy, which is one of the most important issues in the field of public services, plays an important role. The results of the decision of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev on the development of the “Electronic Government” system and the implementation of the “Digital Uzbekistan-2030” program are already being seen in various service sectors. The 1st President of the Republic of Uzbekistan I.A. Karimov launched and supported the “Individual Entrepreneurship” project, i.e. self-employment. This led to an increase in the number of entrepreneurs, the growth of small and large businesses, and the provision of employment to the unemployed. As a result, the well-being of the population has improved compared to the previous state.

The development of the digital economy is affecting all sectors, including the service sector, which is rapidly changing. The development and digitization of the public service sector, improving the quality of services, and enriching the management system with modern technologies play a major role in this area.

The digital economy is a new economic model based on technology. Its main function is to create, present and reproduce digital information. Technologies such as the Internet, artificial intelligence and blockchain, which have become part of our daily lives, are at the heart of the digital economy. They are not only changing the way people are served, but also opening up great opportunities in these areas.

Innovative service: With new modern technologies, customer service is being automated. This allows services to be provided more quickly and reduces the problem of waiting in line..

Convenience: There is an opportunity to make services more convenient based on studying customer needs and problems. For example: Banks are providing customers with convenient offers based on digital technologies.

Remote services: Services are being provided remotely through mobile applications. Including "Call Centers". Such services reduce costs and are equally attractive to consumers.

Digital technologies in the management of public services not only simplify processes, but also significantly contribute to increasing the efficiency of managers.

Improving operational management: Automated systems allow for the optimization of operational processes in the service sector. This increases the efficiency of not only companies, but also public services.

Management Analytics: Accurate and comprehensive data analytics are powerful tools that help management. They help analyze customer service processes in real time, increasing accuracy.

In the near future, various changes are emerging and being created in the service sector of the digital economy. The goal is to increase the well-being and standard of living of the population. That is, the main goal of the service sectors for the population is to create all the amenities for the population, provide modern, high-quality services without any hassle, make the population's leisure time enjoyable and meaningful, and save time and distance.

In conclusion, it can be recognized that in the era of the digital economy, the management and development of the service sector is one of the urgent issues. This issue will gradually be resolved in the near future due to the emergence of new technologies. Thus, the service sector in the digital economy is not only based on technological advances, but also related to consumer needs, state policy and its role in this area, and increased global competition.

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