
PERFECTION OF ORGANIZATIONAL AND ECONOMIC MECHANISMS TO CONTROL SERVICE SECTOR IN THE STIPULATION OF DIGITAL VARIATIONS IN THE ECONOMY UZBEKISTAN

1. **G.Sh. Xonkeldieva-DS of economics prof.Ferghana Polytechnic Institute,Ferghana,Uzbekistan.**
2. **Gulyorahon Bakhtiyarovna Shanazarova,Tashkent State University of Economics,Tashkent,Uzbekistan.**

Abstract:The article discusses the improvement of organizational and economic control mechanisms of the service sector while stimulating digital changes in the economy of Uzbekistan. It also pays attention to a number of areas of modernization services and analyzes all aspects of the research process that has made significant progress in this area in recent years.

Keywords:*GDP,international standards, development of sector, development of economy.*

Introduction

The experience of developed countries shows that today the services sector has become one of the leading sectors of the world economy. In this regard, special attention is paid in Uzbekistan to the modernization of the services sector, the improvement of the regulatory framework for sustainable development of the sector, the provision of services in accordance with international standards. The role of the services sector, which is one of the most important sectors of the economy today, is very large and important. This is due to the complexity of production, the saturation of the consumer market with goods based on daily and personal demand, the rapid growth of scientific and technological progress that renews the life of society. All this is impossible without information, finance, transport, consulting and other services. In the context of modernization of the economy, the ongoing reforms in our country to form a stable and efficient economy are showing their positive results. In particular, as a result of the rapid development of the service sector, there is an opportunity to ensure the welfare of the population and address employment issues. In this regard, as a result of the future development of the services sector and its significant impact on GDP, as well as at the current stage of development of society, the development of this sector is becoming increasingly important.

With the development of socio-economic systems around the world on the basis of digital technologies, there is a tendency in the world to service the economy, that is, to combine the activities of material production with different levels of services. Since December 2019, there has been a rapid development of service in the context of the global COVID-19 (coronavirus) pandemic.

In the context of modernization of the country, one of the most pressing issues today is to provide services to the population, improve their living standards and solve the problem of

employment. By providing various services, firstly, the needs of the population in services will be met, secondly, the problem of employment of the unemployed will be solved, and thirdly, the living standards of the population will improve and incomes will increase.

Common terminological concepts in the concepts of certain types and areas of economic activity require research that can determine the relationship between the resource components of these areas within the goals and objectives of society. Taking into account the internal state of society, entrepreneurship and human activities and various forces (geopolitical, competitive, national, cultural, etc.) in the changes that take place allows us to more clearly illuminate the essence of this concept in order to develop and strengthen the socio-economic and moral direction.

Today, based on the study of research that reflects the essence of the concept of "service sector", an attempt has been made to classify the concept on the basis of the main features and characteristics of approaches to it. The focus is on the definitions of the term by researchers of different periods, which reveal the essence of the "services sector".

The term "services" has been defined by Russian scientists as an object of study since the 90s of the last century, the main of which are given in the table below.

Improving the living standards and quality of life of the population depends on the level of development of the service sector. For this reason, from the first years of independence, special attention was paid to the development of the service sector. In the short period since independence, Uzbekistan has gained rich experience in developing the service sector and increasing employment. This can be seen in the macroeconomic policy of strengthening the role of the service sector in the socio-economic development of the country and its development. The rich experience in the development of the service sector plays an important role in the modernization of this sector.

At present, the service sector plays a crucial role in the economies of developed countries. In Uzbekistan, the service sector, sometimes referred to as the third sector, is one of the fastest growing sectors of the economy.

The analysis of the research process allows us to observe that in terms of the potential and development of the services sector, significant progress has been made in the field over the past years.

The level of development of the national economy can be explained by the fact that the country's macroeconomic indicators have achieved a stable growth trend in the period under study. In 2010-2019, we can observe the level of sustainable development of macroeconomic indicators in our country.

The services sector is a complex, comprehensive sector that covers a number of areas of economic activity (from trade and transport to education and insurance) and is one of the most promising sectors of the modern economy.

Taking into account the efficient use of available resources in the management of the non-material sector and the market of services operating within it, the introduction of modern methods and techniques is a requirement of today.

The development of the service sector in our country, along with increasing employment, will increase the welfare of the population and reduce poverty. With this in mind, efforts are being made to further develop service activities in order to develop the regions in a balanced way.

Based on the above considerations, an attempt was made to analyze the regional and cross-sectoral changes in the services sector in Uzbekistan on the basis of statistics and to identify trends in the development of the services sector in the country.

Analysis of the dynamic range of services provided by regions for 2010-2021 shows that Jizzakh (979.9%), Surkhandarya (876.8%), the Republic of Karakalpakstan (845.1%), Namangan (798.8%) have higher rates than other regions. , Fergana (794.1%), Navoi (789.2%) regions.

The development of the volume of services in the regions in 2010 and 2021, respectively, in Jizzakh region amounted to 439.3 billion soums. 4305.1 billion soums soums, in Surkhandarya region - 796.3 bln. 6981.9 billion soums soums, in the Republic of Karakalpakstan from 671.1 bln. soums to 5671.8 bln. soums, in Namangan region - 969.9 bln. 7747.6 billion soums soums, in the Fergana region - 1471.3 bln. soums to 11684.1 bln. soums, in Navoi region - 640.7 bln. 5056.2 billion soums. It can be observed that the UZS has achieved a rapid growth trend.

Based on the above analysis, it can be said that in 2010-2021, a steady growth trend in the volume of services was achieved in all regions of the country. This, of course, will accelerate the achievement of the goals set in the 3rd priority area of the Action Strategy (Economic Development and Liberalization) for the five priority areas of development of the Republic of Uzbekistan in 2017-2021:

- Accelerated development of the service sector;
- increasing the role and share of services in the formation of GDP;
- radical change in the structure of services, primarily due to their modern high-tech types;
- Accelerated development of the tourism industry, increasing its role and share in the economy;
- diversification and improvement of quality of tourist services;
- expansion of tourism infrastructure;
- liberalization and simplification of export activities;
- diversification of the structure and geography of exports;
- expanding the export potential of industries and regions;
- Realization of complex and balanced development of regions on the basis of reduction of subsidy-dependent districts and cities and expansion of the income base of local budgets due to the accelerated development of industry and services.

In the volume of services provided in the regions, it is possible to observe an increase in the volume of services provided by the main types of economic activity. This, in turn, will create favorable conditions for the establishment of new industrial enterprises and service centers, the development of small industrial zones, the location of industrial enterprises and other production facilities, the development of private entrepreneurship and improving the welfare of the population. the need for further development and modernization of communication and social infrastructure networks.

It should be noted that over the years of the analysis, the volume of services produced by economic activity has developed steadily and has had a significant positive impact on the share of the country in GDP. From the data, we can see that the volume of services produced has

increased rapidly over the last 11 years. This, of course, reflects the growing demand of consumers for intangible products created in the service sector in recent years.

The role of the services sector in accelerating socio-economic development, increasing the living standards and incomes of the population in the complex and effective use of natural, mineral, industrial, agricultural, tourism and labor potential of each region is becoming a highly influential factor. This, in turn, will be more effective in increasing the volume of services per capita in the regions and will be explained by the development of measures for further development of the services sector in the future.

Comprehensive development of the service sector is an urgent issue of sustainable economic development, employment and living standards. In practice, today, developed and developing countries have identified the rapid development of the services sector as an important task to influence economic growth. The service sector covers all segments of the population and affects almost all socio-economic processes.

During the years of independence, the country has carried out systematic work to deepen structural changes and diversify the economy, to accelerate the development of the service sector as one of the most important factors in increasing employment, income and living standards. One of the conditions for the development of the service sector in our country is the growth of the country's economic potential and increasing the competitiveness of the national economy.

The analysis shows that the services sector in Uzbekistan is developing faster than the real sector of the economy. This is due to structural changes in the national economy, taking into account the trends of globalization in the world economy, which in turn will increase the welfare of the population, as well as fill the market with services. The main factors of rapid growth are the creation of new enterprises in the services sector and the expansion of existing enterprises based on market dynamics and analysis of the needs of the population, especially by regions.

The development of the service sector is one of the most important conditions for the formation of a socially oriented market economy. It should be borne in mind that economic growth and the effectiveness of market reforms in our country are inextricably linked with the further development of the services sector, increasing its role in addressing the most important socio-economic challenges of society.

One of the distinctive features of the reforms in the service sector of the national economy is its integrity, a systematic approach, in which the components of a process are the individual, the state and society, continuing education, science and industry. In the past period, the promising areas of development of the industry were implemented in the following areas:

- development of the software market (stimulating the development of local software production, the creation of modern information systems, etc.);
- development of telecommunications infrastructure (expansion of broadband networks, creation of data centers, development of mobile networks);
- development of e-government (52 types of new services were implemented on the single portal of interactive public services, and the total number of services provided was 300 rounds. As a result, more than 945,000 services were provided by government agencies to the population and businesses).

Creating new jobs, improving investment, tax, monetary policy, improving science and technology policy and the use of new information and communication technologies, ensuring sustainable economic growth through the development of small business have contributed to

changes in the structure of market services. In terms of the special importance of the service sector and the formation of a socially oriented market economy in Uzbekistan, the need to increase its share in GDP is determined by a number of conditions, including:

- the expansion and development of the service sector will contribute to sustainable economic growth and increase the competitiveness of the national economy (according to World Bank estimates, service revenues account for about 70% of world GDP);
- development of the service sector will help to address employment issues at the national and regional levels;
- there will be a market change in the service sector, the concept of "service economy" will appear (Internet technologies, social networks, telecommunications services, etc.), the content and importance of the service sector will change (labor market demand for technologists, professional marketers, IT specialists) growing, they are becoming increasingly popular in the business world);
- modern economy that reproduces services is an important condition for constantly ensuring the quality of life of the population.

The most important problem that hinders the improvement of the quality of services provided is the lack of competitive relations in the market and the limitation of tariff growth and the reduction of administrative barriers for new organizational structures. The service sector is one of the most promising sectors of the regional economy, the development of which will primarily affect employment in non-manufacturing sectors, improving the quality of human capital and the introduction of modern technologies in production.

It is known that the sale of goods, especially the sale of high-tech products and after-sales service, is an important factor, the introduction of various services in this area has a significant impact on sales of goods.

It should be noted that the service sector is undergoing a process of diversification, in which different services are integrated at the level of individual enterprises. The tendency to merge the services sector within individual organizations or enterprises helps to increase their efficiency and competitiveness, while transport services are integrated with insurance and leasing services, tourism and other services. At the same time, the innovative activity of economic entities is an important factor influencing the development of the economy in modern market conditions.

In our opinion, the following innovation groups are typical for the services sector:

- innovations in the field of technology for the provision of services, the introduction of new technological equipment that significantly expands the range of services provided (telecommunications, mobile communications, e-commerce, etc.);
- increasing the consumer value of services, improving the quality of services provided (innovative services in education, health and services characterized by the mass demand of the population, acting as a social infrastructure);
- improving business processes (strategic planning, outsourcing, coworking, etc.), the introduction of new management methods based on the use of new information and communication resources in the service sector (ISO-quality management, CRM-customer management, ERP-resource management, etc.);

- improving the institutional conditions of the service sector (creation of legal and regulatory framework, development of infrastructure in the service sector, implementation of targeted programs, etc.);
- improving the competitiveness of enterprises aimed at improving the business environment and improving the quality of life (diversification of business processes, increasing the level of service to foreign markets, staff training, etc.);
- introduction of mechanisms to increase the investment attractiveness of the service sector (improvement of investment and tax legislation, creation of special zones, infrastructure development, etc.), creation of new financial instruments and financing technologies (creation of public-private partnership mechanisms, corporate social responsibility, leasing).

Given the main trends in the dynamics of the service sector in the national economy, it should be noted that the main condition for their formation and implementation is the need for sustainable development of the country's economy, which is reflected in the dynamics of key macroeconomic indicators. Local practices in the field of generalization and services in the world serve as a basis for shaping the main trends in the development of the service sector at the current stage of economic development. These include:

- creation of general service technology in the form of a standardized system using innovative technologies;
- there is a rapid integration of production and services on the basis of information and communication technologies;
- there is a high level of requirements for the professional training of service personnel;
- sufficiently developed level of service infrastructure provided through digital technologies has been created;
- new markets for services such as sales of software products, services in the education market, provision of engineering services, etc. ;
- acceleration of after-sales service (development of the home appliances market, complex technical products for various sectors of the economy, etc.) continues.

Modeling the dynamics of key indicators in the field of services in the Republic of Uzbekistan can be done using models such as trends, trends and time series in the industry.

The analysis based on the software package shows that the plural correlation of the resulting factor with the influencing factors is $r = 0.999$, and the determination coefficient is $R^2 = 0.9998$. This suggests that there is a high density correlation between the influencing factors and the resulting factor, and that the residues are also closely related as the difference between the calculated values and the real values.

Based on the trend models identified using the software package, the prospects for the development of the services sector in 2021-2024 and a list of the most suitable models for their calculation are given (Table 1).

Table 1. Forecasts for the development of the services sector in 2021-2024

Indicator name	Model	Years			
		2021	2022	2023	2024
The volume of gross services provided by the services sector, bln. Sum	$y = 0,076 \cdot x_1 + 26,866 \cdot x_2 - 0,673 \cdot x_3 + 0,311 \cdot x_4 - 3484,589$	196380,6	213266,2	230151,7	247037,3
The volume of investments in fixed assets, bln. sum	$x_1 = 15770,63 \cdot t - 25647,61$	163599,9	179370,6	195141,2	210911,8
Volume of services per capita, thousand soums	$x_2 = 495,78 \cdot t + 0,273$	5949,6	6445,4	6941,2	7437,0
The volume of real gross per capita income, thousand soums	$x_3 = 762,35 \cdot t + 442,24$	9590,4	10352,8	11115,1	11877,5
The volume of services created by small business and private entrepreneurship, bln. sum	$x_4 = 9261,89 \cdot t - 1679,36$	109463,3	118725,2	127987,1	137249,0

The change in the volume of services (Y) was found to depend on the highest influencing factors, and under the influence of these factors the change trends of the outcome factor in the period under review were developed in EViews10 program within +2 statistical error (Figure 1).

Using the identified data, a multi-factor econometric model of the change in the volume of services created in the service sector of the national economy under the influence of factors affecting it was developed. According to him, representing this process

$$y = 0,076 \cdot x_1 + 26,866 \cdot x_2 - 0,673 \cdot x_3 + 0,311 \cdot x_4 - 3484,589 \quad (1)$$

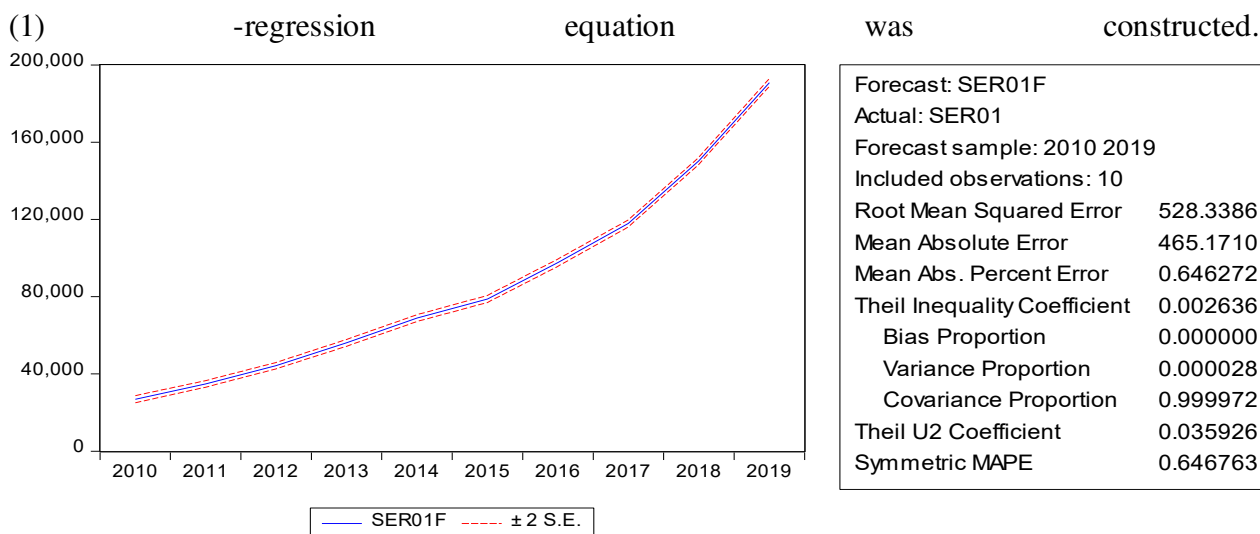


Figure 1. The trend of change in the volume of gross services provided within the limits of the time series period

Using the identified data, a multi-factor econometric model of the change in the volume of services created in the service sector of the national economy under the influence of factors affecting it was developed. According to him, representing this process

$$y = 0,076 \cdot x_1 + 26,866 \cdot x_2 - 0,673 \cdot x_3 + 0,311 \cdot x_4 - 3484,589 \quad (1)$$

(1) -regression equation was constructed. The reliability and adequacy of the constructed model should be checked on the basis of several criteria to ensure the accuracy of the results. Due to the low level of autocorrelation in the identified trend and the fact that it met the demand for other criteria, the above-defined regression equation (1) was found to be reliable and proved to be adequate.

Using the multifactor econometric model, the graph shows the values of change in the volume of gross services in the medium term, ie in 2010-2024 (Figure 2).

Based on the coefficients of the variables in the constructed model, we will be able to estimate how much the value of the resulting factor changes at the expense of an added unit of the value of each factor. In particular, investments in fixed assets of an additional 1,000 soums increased by 76 soums, per capita services by 1 soum by 26.87 soums, real gross per capita income by 1,000 soums by 673 soums and small business and private entrepreneurship. The increase in the volume of services created by the company by 1,000 soums will lead to an increase in the result

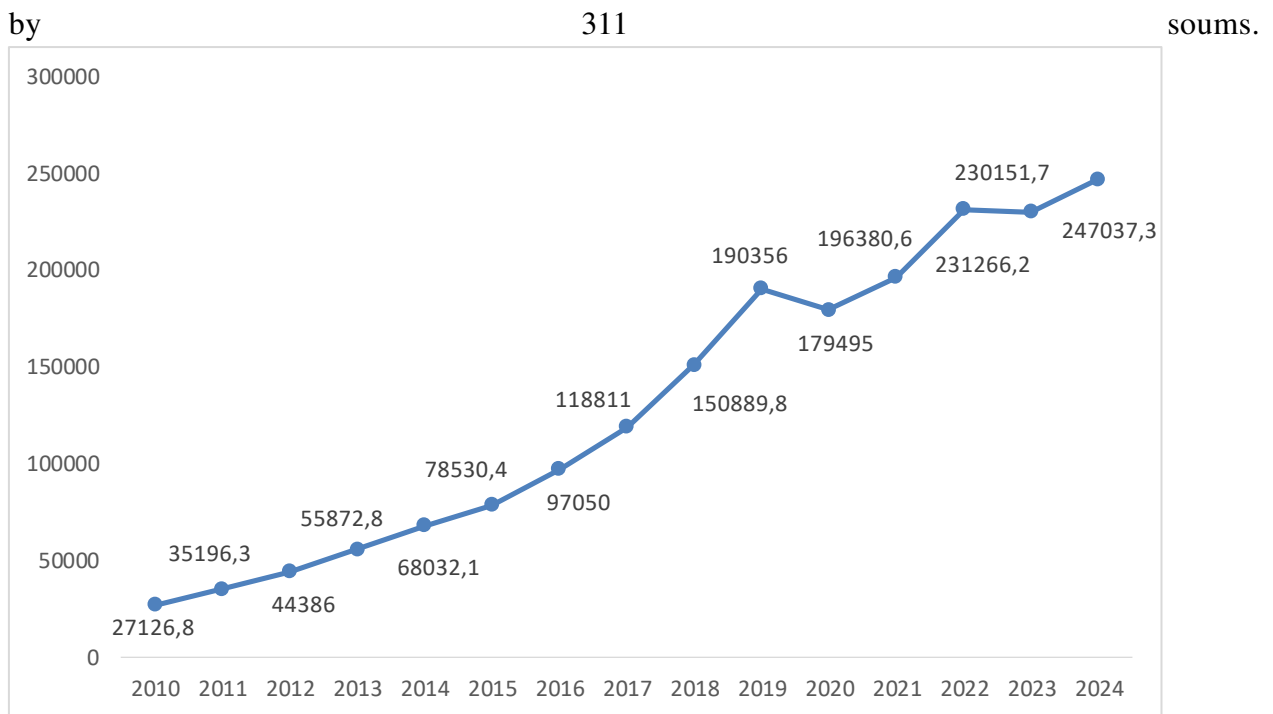


Figure 2. Forecast indicators of the volume of services (billion soums)

Based on the above factor links, we have developed a development scenario based on the impact of the indicators identified as the most important in the development of the services sector on the total volume of services provided by the service sector. As a result of the econometric model, the volume of services created with the participation of information and communication technologies, the number of customers connected to the data network, the number of special software used in the network and the network of providers and the web in the network of providers. Indicators such as the number of sites were selected.

Based on the identified factor, the density of the correlation factors was determined, regression analysis was performed, and the regression equation was constructed. Given that the location of the indicators has grown over steady, clear intervals over the years, the regression relationship was assessed as a straight-line relationship.

Based on the trend models identified using the software package, the forecast indicators of the development of the services sector in 2021-2024 and the most favorable links for their calculation were identified (Table 2).

Table 2. Forecast indicators of the volume of gross services and the factor influencing the level of its digitization for 2021-2024

Indicator name	Model	Years			
		2021	2022	2023	2024
The volume of gross services created in the services sector, bln. sum	$y = 9,63 \cdot x_1 + 1773,97 \cdot x_2 - 8,29 \cdot x_3 + 1,303 \cdot x_4 + 41223,17$	196346,7	213224,4	230102,0	246979,7
The volume of services created	$x_1 = 1548,97 \cdot t - 2676,9$	15910,7	17459,7	19008,7	20557,7

with the participation of information and communication technologies, bln. sum					
Number of customers connected to the data transmission network, mln. person	$x_2 = 1,49 \cdot t + 8,45$	26,3	27,8	29,3	30,8
Number of special software tools used in networks and fields, units	$x_3 = 163,945 \cdot t + 5053,2$	7020,5	7184,5	7348,4	7512,4
Number of websites located in the network of providers, units	$x_4 = 519,56 \cdot t + 4045,2$	10279,9	10799,5	11319,0	11838,6

It was found that the change in the volume of services (Y) depends on the highest influencing factors, and under the influence of these factors the change trends of the outcome factor in the period under review - + 2 were developed in EVIEWS10 within the statistical error (Figure 3).

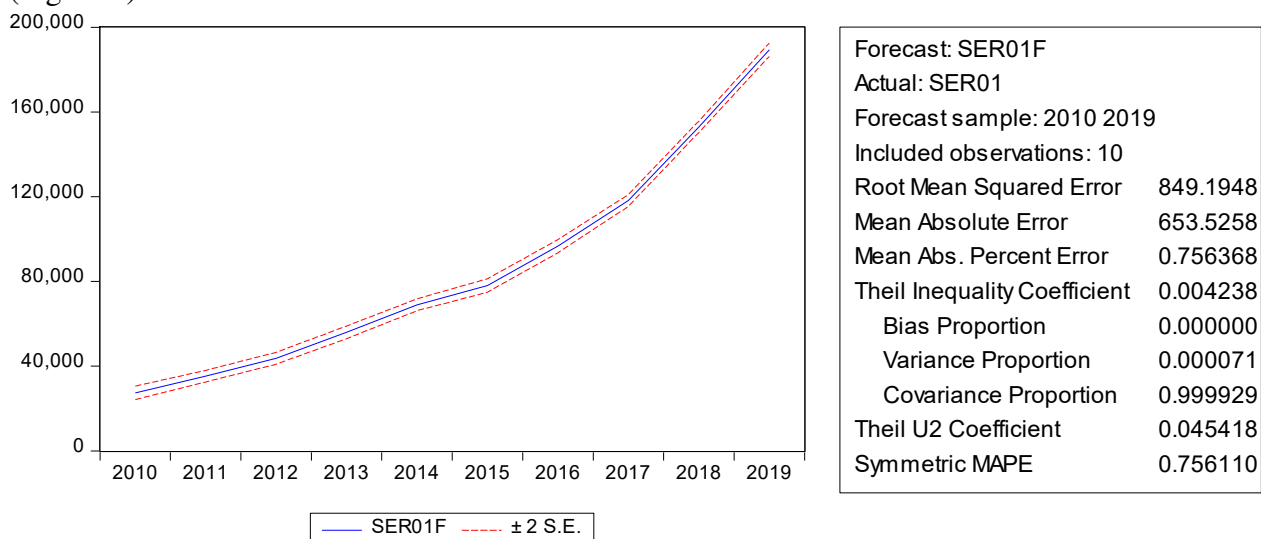


Figure 3. The trend of change under the influence of digitization indicators of the volume of gross services provided within the limits of the time series period

Using the identified data, a multi-factor econometric model of the change in the volume of services created in the service sector of the national economy under the influence of factors affecting it was developed. According to him, representing this process

$$y = 9,63 \cdot x_1 + 1773,97 \cdot x_2 - 8,29 \cdot x_3 + 1,303 \cdot x_4 + 41223,17$$

(2)

(2)-the regression equation was constructed. The reliability and adequacy of the constructed model should be checked on the basis of several criteria to ensure the accuracy of the results. The above-defined regression equation (2) was found to be reliable and proved to be adequate due to the low level of autocorrelation in the identified trend and the fact that it also met the demand for other criteria.

Based on the coefficients of the exogenous variables in the above model, it is possible to determine to what extent the additional quantitative increase of each factor affects the change of the resulting factor. In particular, the increase in the volume of services created with the participation of information and communication technologies by 1 soum amounted to 9.63 soums, the increase in the number of customers connected to the data network by 1 million people amounted to 1773.97 billion soums. soums, an increase in the number of websites in the network of providers per unit of the resulting factor 1 bln. leads to an increase in the sum.

The correlation-regression analysis of the dependence of services in the field of information and communication on the volume of services provided in the Republic of Uzbekistan in 2010-2019 also revealed the density of linking factors, regression analysis was performed and the regression equation was formed. Given that the location of the indicators has grown over steady, clear intervals over the years, the regression relationship was viewed as a straight-line relationship.

It was found that the regression equation of the relationship in the presence of coefficients consists of the following form (Figure 4):

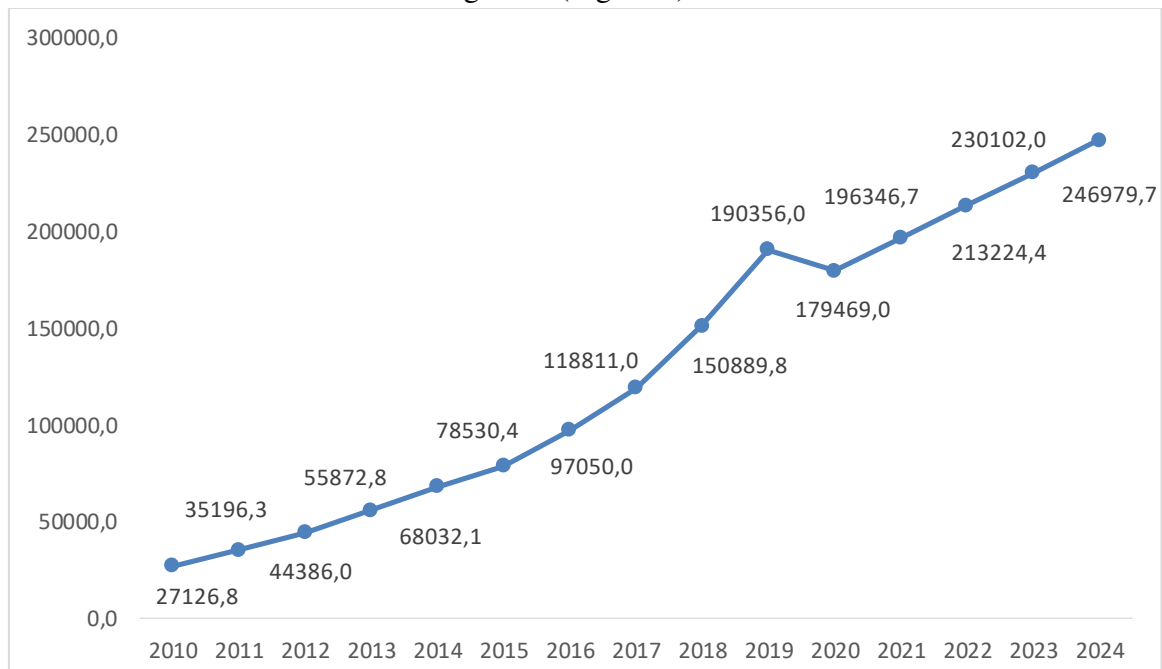


Figure 4. Dynamics of change in the volume of gross services under the influence of digitalization factors in 2010-2024 (in billion soums)

The figure shows that the dynamics of changes in the volume of services provided by the main types of economic activity in 2010-2020 will continue to grow steadily in 2021-2024 under

the influence of digitalization factors of the economy and will increase by 9.1 times compared to 2010 to 246979.7 billion soums.

Conclusion

The above analysis allows assessing and predicting the overall effectiveness of the volume of services provided by the main types of economic activity. In assessing the prospects of the volume of services provided by the main types of economic activity, the analysis of the factors affecting the key indicator by order of importance allows to identify key factors to be considered in the management of the sector and ensure rapid development of the industry.

Structural study of the current state of the services market shows that the majority of enterprises in this system are not organized in clusters, more precisely, the services formed around basic services are formed independently and spontaneously, largely on demand and unorganized. This is because the infrastructure systems formed around the service enterprises are formed in the form of structures that operate in a separate, unconnected and unorganized manner. The fact that the capacity of these structures is not connected to the main service capacity, on the one hand, leads to their partially uncertain market performance; on the other hand, there is a high risk of unexpected interruptions in meeting customer demand for these products and services. Such cases lead to a decrease in the "attractiveness" of enterprises offering various services.

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