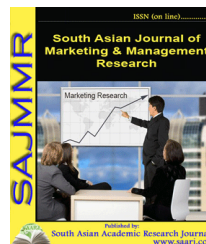


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PUBLIC SERVICES IN THE DEVELOPMENT OF THE DIGITAL ECONOMY

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ABSTRACT

The article examines the process of transition of public services in the Internet space. The trends of consumer influence on the process of public services, which form the market for future public services, are indicated. An opinion was put forward on the need for investment in the staff of state bodies. In the context of the creation of free trade zones within the EAEU, SCO and BRICS, government regulation of digital trade is becoming an important area in terms of ensuring consumer protection, respect for intellectual property rights, transparency and security of cross-border Internet commerce. To maintain national interests, information and technological sovereignty, as well as the competitiveness of the Republic of Uzbekistan in the world arena, it is necessary to use digital technologies. So, in April 2019, the Unified Electronic System for the Development and Approval of Draft Normative Legal Acts was launched - project.gov.uz. Thanks to this, the processes of consideration and adoption of documents were significantly accelerated.

KEYWORDS: *Public Services, Quality Of Public Services, Digital Economy, Digital Technologies, Electronic Public Services.*

INTRODUCTION

Modern information technologies are fundamentally changing the habitual foundations of life, both of ordinary citizens in particular, and of the state as a whole. Public administration is primarily aimed at improving the lives of its citizens by improving the quality of goods and services. With the use of modern digital technologies in their production and delivery, this task becomes realizable. In the realities of today, the concept of "digital economy" is increasingly

used, which can be understood as a system of social, economic and cultural relations based on the use of digital technologies.

Analyzing the experience of many foreign countries, we can say that national plans for digital transformation and development of the digital economy exist in many of them - Great Britain, France, Germany, etc. Moreover, in the governments of many Western countries, there have been ministers for the digital economy for several years. Coordinate the implementation of plans and programs for digital transformation. The changes taking place in the economy and public life associated with the development of digital technologies are so large-scale and rapid that one cannot do without initiative and coordination at the state level.

To maintain national interests, information and technological sovereignty, as well as the competitiveness of the Republic of Uzbekistan in the world arena, it is necessary to use digital technologies. Uzbekistan strategically not only can afford to lag behind in the development of digital and other end-to-end technologies, but should also take this opportunity to make a technological breakthrough, approach and even overtake the leading countries in some segments.

The development of the digital economy in Uzbekistan is possible through the use of modern technologies: neurotechnology, Big Data system, artificial intelligence, electronic algorithms based on block chain, a distributed registry system, robotics, sensorics, industrial Internet, wireless communications, virtual and augmented reality.

In order to ensure the accelerated digital development of the Republic of Uzbekistan, the formation of a digital economy based on data, by creating the necessary environment for the production of innovative products, increasing the efficiency of public administration, providing the population and business entities with appropriate public services, the Decree of the President of the Republic of Uzbekistan "On the approval of the strategy" Digital Uzbekistan - 2030 "and measures for its effective implementation" (No.UP-6079, 05.10.2020).

According to President Sh.M. Mirziyoyev, the program "Digital Uzbekistan-2030" is designed to become the basis for the development of the system of public administration, economy, business, social sphere, society as a whole. According to him, "Without digitalization there will be no result, there will be no development" [8], [9], [10].

It is proposed to pay attention to e-commerce, including the creation of an e-commerce platform, a logistics infrastructure for e-commerce, ensuring certification and licensing of imported goods and services, ensuring cross-border payments, including using the national payment card system. In the context of the creation of free trade zones within the EAEU, SCO and BRICS, government regulation of digital trade is becoming an important area in terms of ensuring consumer protection, respect for intellectual property rights, transparency and security of cross-border Internet commerce. In addition, it is proposed to add "Agriculture" as one of the strategic sectors for Uzbekistan, which has a very high potential for digitalization - from digital monitoring and control systems ("precision farming" and "precision animal husbandry") based on the Internet of things, to unmanned agricultural equipment and unmanned aerial vehicles. Accordingly, funding should be provided for these areas.



Fig. 1. Scheme of interaction of participants in the program "Digital Economy"

Why is the development of e-government so important for Uzbekistan today? This will allow solving several important tasks at once. Firstly, it will provide an opportunity to significantly save time and money for our citizens when obtaining the necessary documents. Secondly, it will have a positive effect on the efficiency of government agencies: it will not only significantly reduce time and financial costs by replacing paper document flow with electronic, but will also increase the openness and transparency of their activities.

Public services in E-form: convenient and efficient

It should be noted that over the past two years, considerable work has been done in terms of creating an integral system for the provision of modern electronic state services, introducing new mechanisms of cooperation between the state, entrepreneurs and the population. A number of important projects were launched and improved, which made it possible to establish a closer dialogue between the authorities and the population, to increase public control over the fulfillment of the range of duties of state bodies.

So, in April 2019, the Unified Electronic System for the Development and Approval of Draft Normative Legal Acts was launched - project.gov.uz. Thanks to this, the processes of consideration and adoption of documents were significantly accelerated. Importantly, the system allows not only to coordinate the approval of documents by state bodies, but also to involve the public and specialists in their consideration and discussion. To date, 214 state authorities, state and economic administrations, including 25 companies and 18 commercial banks, are connected to work in this system.

To support business, in May 2019, a Virtual Reception of the Prime Minister was opened to consider appeals from entrepreneurs - business.gov.uz. All entrepreneurs, including foreign investors, can apply here. The portal provides assistance to those whose business has been affected by the situation related to the coronavirus.

In order to improve the provision of public services, in September 2019, an updated version of the Single interactive public services portal was launched - my.gov.uz. A new, more convenient interface allows you to view the resource from any device. And the opportunity to get acquainted

with all public services without mandatory authorization is to better understand the benefits of the resource for beginners. Today, 193 types of public services are provided to the population through EPIGU, over 18 million applications have been processed.

To further increase the openness of the activities of state bodies, work was carried out to improve the activities of the Open Data Portal - data.gov.uz. Publicly available information provided by government agencies is published on the website in Uzbek, Russian and English. This year, work will continue in terms of further replenishment of the portal with relevant and fresh data.

The portal of collective appeals - MeningFikrim.uz, launched in April 2018, has become an effective tool for feedback between the authorities and the population. At this moment more than 3.6 thousand collective appeals were submitted, on which more than 25.7 thousand proposals and comments were published. To improve the activities of the portal, it is planned to launch a mobile version of the web portal soon.

The development of e-government is the most important task in the framework of the digital transformation of Uzbekistan for the coming years. This, first of all, will give a great economic effect, will allow citizens to freely and conveniently use public services through various communication channels (web portals, public service centers and mobile applications).

Formation of resource support for future applied and practical research, developments in the field of infrastructure, security, smart cities, etc. will be facilitated by training, in the form of investments in education and health.

The development of digital technologies plays an increasing role in the provision of public services. The opportunities that lie behind the continued advancement of digital technology are forcing governments, companies and individual consumers to adapt to the new reality. In these conditions, the state needs to revise the process of providing public services. The consumer becomes not just an object absorbing the influence of the state in the form of rendered state services. The influence of digital technologies on consumer behavioral patterns is quite large and can be expressed by the following postulates. First, it is very quick access to information. Anyone with a mobile phone can quickly find information and then instantly share it with thousands of other users. Secondly, new channels and interaction tools: text messages, likes and reposts, video content. This environment shapes everyday consumer experiences, communication styles and habits. Customers' perception of the speed of service and its quality is formed on the basis of online experience. Consumers also want to communicate with state and municipal authorities. Thirdly, the use of such technologies greatly speeds up all life processes, which in turn leads to a decrease in free time. And there is a certain paradox in this: the faster and easier we get access to information, the less time we have [1].

The first step towards the digital environment was the “turn” to the consumer and his needs. If earlier government services were provided primarily as the implementation of a government order, now the client comes to the fore. All actions of state bodies are aimed at satisfying consumer needs. In the event of dissatisfaction or poor customer satisfaction, no government agency location will help, and a single negative post on a social network can garner more views than a carefully planned ad message.

Thus, the primary task of creating a digital environment is not super-innovation, but a high-quality customer-oriented approach. For example, in government agencies, it is expressed in convenient services, simple processes, and prompt resolution of client requests. This is especially true for large government agencies that offer a wide range of services for different client

segments. The right solution for such bodies is to invest in their staff. Competent and highly qualified employees will make the right changes in clearly regulated processes and optimize them for the interests of the consumer of public services.

The digital economy requires a qualitative improvement in remote services. The modern service of state bodies should be multi-channel, that is, available to the client where it is convenient for him. This opportunity is provided by modern technologies. A high-quality government service should be available in all formats: office, call center, Facebook, Instagram, Telegram, WhatsApp, Viber, chat, email and other services that are widely used by consumers.

In order to be in the trend of the digital economy, government agencies need to clearly track the time spent by the consumer and, using the latest digital technologies, to save it as much as possible. If buying air tickets or choosing a hotel may still be pleasant for someone (after all, thinking about a vacation is always pleasing), then you don't want to think about utility bills and taxes at all. Banks were among the first to start monetizing people's desire to exclude routine from life: they offer auto payments, services for paying fines, taxes, utilities, etc. [6].

The main task of the digital economy is to use technology to increase the productivity of the economy, while ensuring a more even distribution of the benefits and benefits obtained in this way.

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