MANY ASPECTS OF THE DIGITAL ECONOMY PROGRAM

Rustamov Dostonbek Jamshid O'g'li[1]
Researcher of Tashkent State University of Economics,
Tashkent,Uzbekistan
E-mail address: dostonbekr2000@mail.ru

Annotation: The program of the digital economy should provide for the implementation of a number of areas, but one of the main areas - what practical work should be done in the field of education related to the science of digital economy - has not yet been considered.
Key words: Digital economy, study, labor market, technology, government and business.

The most important measure of the digital economy may be the training of qualified personnel in this field and the creation of a digital information infrastructure. Therefore, the preparation of a roadmap for education is of great interest, and we may face a number of challenges in doing so.

Technical and managerial personnel working in the digital innovation sector have their own characteristics and need to be trained in a unique way, which is especially important at the intersection of government and business. In such places, it is not possible to rely solely on position, academic degree, or professionalism.

This uniquely reflects a completely different level of training and staff training, the presence of certain modern trends, and the need to differentiate education. We turn to the views of influential people on what changes are taking place in the global labor market today. In his famous book, The Fourth Industrial Revolution, Klaus Schwab writes: "The Fourth Industrial Revolution created fewer jobs in new industries compared to previous revolutions.

Only 0.5% of the U.S. labor force is employed in industries that did not exist at the turn of the century; less than 8% of new jobs were created in the 1980s and 4.5% of new jobs were created in the 1990s.

In order to attract investment in information and other advanced technologies in the digital economy, it is necessary not to create many products that require additional labor, but to replace existing workers with highly qualified ones. Referring to a study of the impact of technological innovation on unemployment, K. Schwab said: "This study shows that about 47% of jobs in the United States are likely to be automated over the next two decades, faster than the labor market changes of previous industrial revolutions. characterized by a wider range of occupations to be eliminated.

In addition, there is a growing trend of polarization in the labor market. Employment is higher in high-income cognitive and creative occupations than in low-income manual labor, but decreases in standard occupations with average incomes. "

According to a recent study by The Future of Jobs published at the World Economic Forum, by 2022, "2 million jobs will be added to the global labor market, but 7.1 million jobs

will be lost. Jobs will be created in the intellectual and high-tech sectors, and in the real sector of the economy and in the administrative sector.

According to the authors of the report, "by 2022, big data technology will increase the number of jobs in mathematics and computer science by 4.59%, in management by 1.39%, in the financial sector by 1.34% and in sales by 1.25%. But the same big data area will reduce the number of office staff jobs by 6.06%. At the same time, the Internet of Things leads to a 4.54% increase in employment in computer specialties and a 3.54% increase in design and engineering developments. However, this factor alone reduces the employment of specialists in the maintenance, repair and installation of equipment by 8% per year, and office staff by 6.2%.

New industrial technologies and 3D printing (the number of jobs will be reduced by 3.6% per year) and to a much lesser extent - the development of robotics and automatic transport (0.83% reduction) will have a strong impact on employment in industry. In general, the analysis of employment data shows that it grows in areas where the management of complex technological processes is required, and decreases in areas where the share of daily boring and unskilled labor is large.

The OECD Digital Economy Outlook 2017 reports that the economy and society are currently suffering from digital change: on the one hand, automation will reduce employment in some professions and at the same time increase the number of non-standard, ie short-term, part-time or low-paid jobs. and may widen gender disparities in the workplace. "

Now let's focus on the fact that the digital economy is not simply the development of information technology, it is the emergence of completely new business models, the efficiency of which can be increased through intermediaries and optimization. At the same time, the dynamics of business are increasing and becoming more complex, and in today's information economy there is no common correct answer to how to organize their activities.

Companies that develop new technologies and take advantage of a variety of innovations are changing their business rules and breaking down any barriers. "Digital technologies, such as the Internet of Things (IoT), big data, the use of mobile devices and various technologies, the ways of social interaction, economic relations and institutions are radically changing. Coordinates economic agents to jointly address the challenges and new ways of cooperation (sharing economy) emerge.

According to the laws of synergetics, in a modern business equipped with new technologies, all redundancies disappear, which increases competitiveness and reduces the cost of production of a particular product, including the replacement of intermediaries with automated network services. In addition to significantly reducing the cost of services, such business organization leads to a new economic structure in which underemployment and various forms of individual production can play a key role.

These types of labor market shifts are about how to improve human labor, what human resources are needed, what educational models are needed for the digital economy, and finally what to do with people who lack creative potential, special social and communication skills, and work in conditions of rapid change and uncertainty. remains relevant. In some sectors, the situation is gradually changing (higher education, gas, chemistry); in others it is faster (health, transport, consumer goods, public sector / machinery, energy), but in some the process is much faster (banking, insurance, high technology, telecom, media, retail, sports and entertainment, defense) .

Clearly, the rate of propagation of digital effects in the above network groups can vary from one side to the other due to the influence of various factors on the process.

At the same time, it is clear that the competitiveness of organizations and even the country, their rate of innovative development is determined by the availability of human resources. Describing the nature of modern work, K. Schwab vividly describes the professional activity as "the division of ready-made performers from anywhere in the world into specific projects and specific tasks that will be released in the virtual cloud" and "will give everyone connected to the Internet new opportunities and independence." is not the beginning of a new flexible labor revolution capable of doing? Or does this lead to a brutal race at the bottom of an unregulated virtual world of hard work?

If, as a result of the revolution, the last option - the deprivation of labor rights, employment contracts and guaranteed employment rights - will workers who earn money from order to order become a source of social class, political instability and social unrest? " asks questions.

There is a need to make full adjustments to all forms of education and training throughout human life in order to fully unlock the potential of digital technologies and develop the skills needed in the labor market among the population, including digital literacy, which is an important factor in the development of the digital economy. Despite the high assessment of the risks of the digital economy by researchers and practitioners, there is also optimism around the world about digitalization.

In the competition between technology and education, it is said that skills need to be developed and encouraged so that everyone can take advantage of digital opportunities.

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