

WAYS TO INCREASE THE COMPETITIVENESS  
OF PERSONNEL IN THE LABOR MARKET

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**Abstract:** In the modern era, the world labor market is undergoing profound changes based on digital technologies, artificial intelligence and automation. As a result, many traditional professions are gradually disappearing, with new types of professions that require digital competencies, flexibility and multifunctional skills developing rapidly. According to the International Labour Organization (ILO) forecasts, over 40% of jobs will require advanced digital skills in the coming years. This situation is forcing all countries, including Uzbekistan, to reform the education and professional training system in order to prepare a competitive workforce. The COVID-19 pandemic and the subsequent economic crisis accelerated these changes, leading to shrinking jobs, the spread of remote jobs, and the rise of freelancing. Employers now demand from employees not only knowledge, but also quick learning skills, technological flexibility and mobility. Uzbekistan has implemented significant reforms in recent years to liberalize the labor market, develop non-governmental employment services, and create digital platforms for youth employment. The new Uzbekistan development strategy for 2022-2026 emphasizes the creation of hundreds of thousands of jobs and strengthening the vocational education system as a national priority. Despite these reforms, problems remain. Uzbekistan has implemented significant reforms in recent years to liberalize the labor market, develop non-governmental employment services, and create digital platforms for youth employment. The new Uzbekistan development strategy for 2022-2026 emphasizes the creation of hundreds of thousands of jobs and strengthening the vocational education system as a national priority. Despite these reforms, problems remain. A large part of young professionals do not have enough knowledge of modern professions and technologies. The "Education-Skills-Employment" chain is still fragmented and the competitiveness of human resources requires systematic improvement. The international experience demonstrates the importance of dual education, competency-based assessment, and lifelong learning as a means of adapting labor skills to labor market demands. The "Education-Skills-Employment" chain is still fragmented and the competitiveness of human resources requires systematic improvement. The international experience demonstrates the importance of dual education, competency-based assessment, and lifelong learning as a means of adapting labor skills to labor

market demands.

**Keyword:** labor market, digital skills, artificial intelligence, automation, workforce competitiveness, vocational training, human capital, lifelong learning, youth employment.

**Introduction:** The Twenty-First Century is characterized by rapid technological changes reshaping the world labor market. Digitization, artificial intelligence and automation have become key factors in economic development and at the same time have created new opportunities and challenges for societies around the world. While these innovations contribute to efficiency and growth, they lead to the decline of traditional professions and the emergence of completely new professions that require advanced digital skills, flexibility and innovative thinking. The International Labour Organization (ILO) estimates that more than 40% of existing jobs will require strong digital qualifications in the near future. This trend emphasizes the need to reform education, vocational training, and employment policies in order to prepare a workforce that may remain competitive in the digital economy of countries. In addition, the COVID-19 pandemic and the subsequent global economic crisis accelerated changes in the labor market, resulting in shrinking jobs, expanding remote jobs, and rising independent employment. Uzbekistan is also experiencing these processes as part of the world community. In recent years, the country has introduced significant reforms to liberalize the labor market, create digital employment platforms, and encourage private sector participation in job creation. In the new Uzbekistan development strategy for 2022-2026, the creation of new jobs, modernization of vocational education and increasing youth employment are becoming important as national priorities. However, problems such as weak competitiveness among young professionals, insufficient digital competencies and gaps in the "Education–Skills–Employment" chain remain urgent problems. Against this background, increasing the competitiveness of human resources and adapting them to the requirements of the digital labor market becomes one of the most urgent and urgent tasks. This research focuses on the theoretical and practical foundations of the development of the labor market, the problems of labor training and the integration of international advanced experiences into the context of Uzbekistan.

The concept, participants, functions and specifics of the labor market: the labor market in the Republic of Uzbekistan is one of the most important areas of economic reform. In recent years, important measures have been taken by the state to ensure employment, increase youth and women's employment, and reduce informal employment. In particular, through programs such as "youth – our future" and "women's notebook", the processes of integration of the population into the labor market were strengthened. As of 2024, the annual growth of the labor force in the labor market

of Uzbekistan is about 2%, and youth employment still remains one of the pressing issues. With the development of digital technologies, the need for new types of professions is increasing, which requires the integration of the educational system and the labor market.

In the world labor market today, factors such as globalization, automation and migration determine the main trends. According to the UN, more than 60% of the world's population is of working age, and a significant part of them live in developing countries. This puts the task of developing countries, including Uzbekistan, to ensure the stable and efficient functioning of the labor market.

The labor market is the area of formation of relations for the sale and purchase of labor (labor resources). Through this market, the interaction of employers and owners of labor resources is formed. The labor market embodies not only the economic category, but also social processes, since the direct influence of the human factor, social balance and public policy is felt here. Various scientists have conducted research on the formation of the labor market and expressed their opinion. labor market is the area of formation of relations for the sale and purchase of labor (labor resources). Through this market, the interaction of employers and owners of labor resources is formed. The labor market embodies not only the economic category, but also social processes, since the direct influence of the human factor, social balance and public policy is felt here. Various scientists have conducted research on the formation of the labor market and expressed their opinions. The famous economist scientist P. Samuelson described the labor market as “like a product market, but where human labor is sold rather than goods”. Another scientist was G.Becker, on the other hand, relies on human capital theory to consider the labor market as one of the key factors determining the efficiency and distribution of economic resources .

I of the scientists of our D.Sadikov acknowledges that” the main problem in the labor market of Uzbekistan is that the qualifications and professions do not fully correspond to the practical need." Another scientist Z.Tokhtaboyeva, on the other hand, notes in her research that “incorrect decisions in choosing a profession in the penetration of young people into the labor market negatively affect the level of their employment.” of the scientists of our D.Sadikov acknowledges that” the main problem in the labor market of Uzbekistan is that the qualifications and professions do not fully correspond to the practical need." Another scientist Z.Tokhtaboyeva, on the other hand, notes in her research that “incorrect decisions in choosing a profession in the penetration of young people into the labor market negatively affect the level of their employment.” These points highlight the general structure of the labor market, the importance of human capital and current problems in our country. Especially such issues as youth employment, professional qualification compatibility are extremely important for today.

Analysis of indicators of the current state of the labor market in the Samarkand region: the population of the countries of the world is increasing day by day. However, processes such as digitalization, globalization of the economy, political changes and emerging problems are influenced not only by quantitative changes in the population, but most importantly by its qualitative indicators. In economically developed countries, the population shows not only an aging, but also a downward trend analysis of indicators of the current state of the labor market in the Samarkand region: the population of the countries of the world is increasing day by day. However, processes such as digitalization, globalization of the economy, political changes and emerging problems are influenced not only by quantitative changes in the population, but most importantly by its qualitative indicators. In economically developed countries, the population shows not only an aging, but also a downward trend. According to the United Nations, by 2050 pensioners will account for 22 percent of the world's population. Every second, two people around the world celebrate their 60th birthday. UN forecasts show that by the middle of this century, there will be about 100 million people over 3.2 years old, which today is more than 300,000. In economically developed countries, the population shows not only an aging, but also a downward trend. According to the United Nations, by 2050 pensioners will account for 22 percent of the world's population. Every second, two people around the world celebrate their 60th birthday. UN forecasts show that by the middle of this century, there will be about 100 million people over 3.2 years old, which today is more than 300,000. In economically developed countries, the population shows not only an aging, but also a downward trend. According to the United Nations, by 2050 pensioners will account for 22 percent of the world's population. Every second, two people around the world celebrate their 60th birthday. UN forecasts show that by the middle of this century, there will be about 100 million people over 3.2 years old, which today is more than 300,000. By 2050, the average age of the world's population is expected to reach 76 years, and by 2100 this figure may increase to 85 years. These trends are mainly explained by the improvement of the health system and the increase in economic well-being. Forecasts show that by the middle of this century, there will be about 100 million people over 3.2 years old, which today is more than 300,000. By 2050, the average age of the world's population is expected to reach 76 years, and by 2100 this figure may increase to 85 years. These trends are mainly explained by the improvement of the health system and the increase in economic well-being. In developed countries, there will soon be one pensioner for every worker. One of the urgent priorities of economic reforms for Uzbekistan is the employment of all able-bodied citizens in order to reduce unemployment and poverty. At the same time, it is necessary to take into account the potential demographic pressure, which can have negative consequences for the national and regional labor markets in the future. In this regard, large-scale state programs and initiatives are being

implemented to actively involve the economically active population, especially the unemployed and poor, in productive and income-generating labor activities.

Ensuring the implementation of the decree of the president of the Republic of Uzbekistan “on the development strategy of New Uzbekistan for 2022-2026” dated January 28, 2022 PF-60, setting the prospects for the industry, agriculture and services in the regions of Samarkand region for the next five years, as well as the “growth points” of each district and city, in order to further improve the health and living standards of the population through the development of the social sphere, the resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated April 27, 2022 “on additional measures for the comprehensive socio-economic development of the territories of the Samarkand region in 2022-2026 and further improvement of the standard of living” was adopted. Annex 1 of this resolution lists “target indicators for the comprehensive socio-economic development of Samarkand region in 2022-2026”, with the task of lowering the unemployment rate in the region from 9.1% to 6.0% in 2022-2026. Annex 1 of this resolution lists “target indicators for the comprehensive socio-economic development of Samarkand region in 2022-2026”, with the task of lowering the unemployment rate in the region from 9.1% to 6.0% in 2022-2026. Above all, the goal is to conduct an in-depth scientific study of the labor market activities in the region, scientific study of the demand and supply processes in it not only in number, but also in the spectrum of quality indicators.

In conclusion, the new Uzbekistan development strategy for 2022-2026 and government decisions based on it occupy an important place in the socio-economic development of the Samarkand region. These documents set the main goal of modernizing the industrial, agricultural and services sectors in the region, setting new “growth points” and improving the standard of living of the population. In particular, the definition of the task of lowering the unemployment rate from 9.1 to 6.0 percent by 2026 indicates the need to implement radical changes in the labor market

It is important not only to increase the number of jobs, but also to ensure an inextricable connection between the training of qualitatively competitive personnel, education and production. Therefore, an in-depth study of the processes of supply and demand in the labor market on a scientific basis, the development of strategic measures taking into account demographic factors is necessary. In general, the complex development measures prescribed for the Samarkand region serve not only to reduce unemployment and poverty, but also to increase the economic potential of the territory, ensure a prosperous lifestyle of the population.

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