

WAYS OF INCREASING THE EFFICIENCY OF INDUSTRIAL ENTERPRISES IN THE INNOVATIVE DEVELOPMENT OF THE SERVICE FIELD IN THE DIGITAL ECONOMY

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Abstract: This article examines ways to improve the efficiency of industrial enterprises in the innovative development of the service sector in the digital economy. The article also discusses the importance of constantly monitoring changes and adapting the strategy to new challenges and opportunities. The main factors that emphasize the need for this approach are discussed, such as a dynamic market, customer needs, the competitive environment, and technological advances. The authors emphasize that constant monitoring and adaptation of the strategy allows companies to be agile, innovative, and competitive, ensuring successful development in the long term.

Keywords: digital economy, innovation, development, services, monitoring, adaptation, strategy, competitiveness, customers, market, technology, enterprises, production.

Introduction. Innovative development in the service sector plays a crucial role in increasing the competitiveness of companies in a rapidly changing business environment. Emphasizing the importance of constantly monitoring changes and adapting strategies to new challenges and opportunities is an important aspect of successful service innovation. Here are a few key points that highlight this importance:

Firstly, a dynamic market and rapid technological development in manufacturing enterprises - today's service market is characterized by rapid and constant change due to technological innovations, changes in consumer behavior and competition. Continuous monitoring allows a company to quickly respond to these changes and adjust its strategy accordingly. In manufacturing enterprises, the needs and preferences of customers are constantly changing due to socio-cultural factors and other variables, while rationally using new technologies to meet customer needs. Monitoring these changes helps companies understand what new services and features they need to offer to remain competitive and meet their customers' needs;

second, the competitive environment - competition in the service sector is constantly growing, and companies need to constantly monitor their competitors and market changes. This will help identify new opportunities and threats and adjust their strategy to stay ahead of the competition;

Third, technological advances - new technologies and innovations are increasingly appearing on the market. By monitoring technological trends and their application in the service sector, companies can identify new opportunities to improve their services and optimize business processes;

Fourth, adaptability - rapid change requires companies to be flexible and respond quickly to new challenges and opportunities. Continuous monitoring and adjustment of strategy helps companies remain competitive and successfully adapt to changing market conditions. Therefore, it is important for companies to recognize the need to constantly monitor and adapt their strategy in accordance with changes in the market and external environment. This will allow them to be reactive, innovative and successful in the long term.

Main part. An integral part of the socio-economic state policy is innovative development in the service sector, in the development of which it is aimed at the development and stimulation of innovative activity, which involves the modernization and improvement of products on the basis of scientifically based promising developments. Innovative potential expands the opportunities for socio-economic development of society, saves capital and natural resources. The higher the development of science and human capital activities, the higher the level of innovative potential of society. Over the past five years, a number of measures have been implemented within the framework of the action strategy. Over the past five years, a number of measures have been implemented within the framework of the action strategy and research activities, as well as increasing their efficiency. In particular, in order to implement a single state policy, the innovative development of the service sector and the introduction of new technologies in production enterprises, as well as the increase in the level of employment of the population, the adoption of the Law on Innovative Activity and the Concept of the Development of Science until 2030, which set out the legal basis for regulating relations in the field of innovations, creates broad opportunities for the population. The development of innovations in the country is directly related to the processes of creating and promoting knowledge in the field of scientific research at production enterprises, which, in turn, is related to the activities of independent specialized research organizations, that is, scientists (researchers) engaged in scientific and innovative innovations. If we analyze the situation in Uzbekistan, we can see that the number of specialists engaged in scientific and research work is decreasing from year to year.

In particular, according to the State Statistics Committee, from 2017 to 2020, the number of researchers decreased from 36.8 thousand to 30.3 thousand, or about 18 percent. Currently, the role of the service sector as one of the most important sectors of the economy is very large and relevant. This is due, in particular, to the complexity of production, the saturation of the market with goods in daily and individual demand,

and the rapid growth of scientific and technical progress leading to innovations in the life of society. The service sector is very multifaceted, it includes various measures that help increase labor productivity and achieve production efficiency. The final result of such activities is not a finished product, but the provision of services that can be provided not only to manufacturing enterprises, but also to households, that is, not only to legal entities, but also to individuals - final consumers. Today, the service sector is one of the three largest economic sectors. Thus, according to World Bank research, the United States is one of the largest economies in the world, with a well-developed service sector. In 2021, this sector (value added) will account for 77.6% of the country's GDP. In recent years, the information technology (IT) sector in Uzbekistan has been developing rapidly. The country is actively attracting investments to develop ICT infrastructure, including expanding broadband Internet access services and building new data centers. In 2017-2022, the total volume of communication and information services increased threefold. At the end of 2022, the volume of communication and information services was recorded at 22.9 trillion soums. This figure increased by 14.7 trillion soums compared to 2017. Mobile communication services in the Uzbek market are provided by such companies as Unitel LLC (trademark "Beeline"), Universal Mobile Systems LLC (trademark "UMS"), JSC JSC (trademark "Perfectum Mobile"), Koscom LLC (trademark "ise11"), Humans LLC (trademark "UMS") (trademark "Insonlar") and the UzMobile branch of Uzbektelecom. The government of Uzbekistan is implementing a number of measures to improve the skills of personnel in the service sector. In particular, the following measures have been implemented:

The Decree of the President of the Republic of Uzbekistan dated May 24, 2023 "On measures to further improve the vocational education system", the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to implement the State Program for the Development of the Service Sector in the Republic of Uzbekistan in 2022-2026" dated January 10, 2023 Another important part of the service sector in Uzbekistan is the financial sector. The country is developing the banking sector by introducing new financial products and services and improving financial opportunities. The government of the republic is working to attract foreign investment in the financial sector, which has helped to bring new technologies and accumulated experience here, contributing to the modernization of the financial sector. For example, between 2017 and 2022, the volume of financial services increased by 5.1 times. In 2022, the volume of financial services will amount to 80.4 trillion. Compared to 2017 (15.0 trillion soums), the volume of financial services in 2022 will be 65.4 trillion soums. increased to soums.

Nowadays, new types of services are actively developing in Uzbekistan, and their importance for the regional economy, primarily urban agglomerations, has

increased significantly. Today, electronic banking and Internet shopping are an integral part of our lives. In today's information world, as a result of the emergence of the Internet, logistics, electronic payment systems, and electronic document circulation, a new form of activity - e-commerce - is actively developing.

Conclusion. A summary of the main conclusions and recommendations for the innovative development of the service sector is as follows:

first, innovation plays an important role in increasing the efficiency and competitiveness of the service sector in the rapidly changing market and technological changes;

second, there is a need for active and systematic innovation in various aspects of business, from technological solutions to service processes and customer interaction models;

third, it is important to constantly monitor market and customer needs in order to respond quickly to changes and adapt to new requirements;

fourth, regularly updating and adjusting the innovation development strategy according to the changing market conditions and technological trends will help the company to stay ahead and achieve its goals.

Innovative development of the service sector requires a comprehensive and systematic approach, including the introduction of new technologies, as well as changes in business processes and organizational culture. However, with the right strategy and management, innovations can become a key factor in the success and long-term development of a company in today's market conditions. The innovative development strategy should be focused on creating value for customers, improving the quality of services provided, and enhancing the customer experience. Cooperation with external partners, including startups, investors, universities, and other companies, can stimulate innovative ideas and accelerate the development of new services. Developing an innovative culture within the company and encouraging employee initiative and creativity are important success factors in the development of innovations. To ensure the successful implementation of innovative projects and adaptation to new technologies, it is necessary to invest in improving the qualifications and skills of employees.

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