

Digitalization of the Sphere of Consumer Services in Uzbekistan

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Abstract: *This article examines the trends and features of digitalization in the sphere of consumer services in Uzbekistan. Particular attention is paid to the analysis of the current state and prospects of digital transformation, its impact on the structural and functional aspects of activity, as well as identifying the main problems and challenges along the way.*

Keywords: *digitalization, consumer services, technological innovations, economic development, information technology.*

Digitalization of the consumer services sector in Uzbekistan is an important step towards modernization of the national economy and integration of the country into the global digital space. This process opens up broad prospects for improving the quality and availability of services, increasing the efficiency of enterprises and developing innovative activities.

Digital integration in the consumer services sector of Uzbekistan is manifested through the introduction of innovative information systems that transform both the relationship of enterprises with consumers and internal operational processes. The use of such technologies contributes to the creation of new economic value and strengthening competitive positions in the market.

The penetration of digital technologies into the service sector has a noticeable impact on the business models of enterprises, forcing them to rethink traditional approaches to management, marketing and customer service. In particular, the increasing role of digital marketing and online sales opens up new opportunities for entrepreneurs to scale their business and deepen customer relationships.

An equally important aspect of digitalization is the improvement of the quality and availability of services by reducing the time for their provision and increasing the level of personalization. Information technologies allow for a more accurate analysis of customer needs and preferences, which in turn leads to the development of more targeted and effective service offerings.

Digital innovations in consumer services also contribute to business sustainability by providing tools for rapid adaptation to changing market conditions and external environments. The integration of online services and automated management systems allows businesses to effectively respond to crisis situations, minimizing losses and maintaining contact with customers.

The potential for digitalization in the consumer services sector in Uzbekistan seems significant, given the active government incentives for innovation and support for entrepreneurship. Further development of digital infrastructure and increased access to digital skills are expected to accelerate the integration of advanced technologies into everyday consumer services practices. This, in turn, can contribute to economic growth, the creation of new jobs and an improvement in the quality of life of the population.

Thus, digitalization appears as a key factor that can stimulate innovative development and strengthen the entrepreneurial sector in Uzbekistan, opening up new horizons for small and medium-sized businesses in the sphere of consumer services. State support in the field of digital infrastructure development

includes investments in broadband Internet, mobile communications and other key technologies. This creates the basis for uninterrupted access to digital services and platforms that can.

However, the development of entrepreneurship in the consumer services sector in Uzbekistan faces a number of challenges that may slow down its progress and adaptation to digital changes. These include limited access to financing, a lack of qualified personnel, competition with foreign services, bureaucratic obstacles and difficulties in licensing and certifying services, as well as an insufficiently developed technological infrastructure.

As the analysis shows, the transition to a digital economy is also associated with the need to adapt legislation, develop infrastructure and improve the digital literacy of the population. The impact of digitalization on the labor market and the requirements for employee qualifications requires careful consideration and the development of strategies for retraining and upgrading personnel.

However, there are also opportunities for growth and innovation in the household services sector. The introduction of digital technologies opens up new opportunities to automate processes, reduce costs and improve customer experience. Initiatives and programs to support small and medium-sized businesses, including digital skills training and grants for infrastructure development, can significantly help entrepreneurs. Increasing demand for quality household services due to rising incomes and urbanization can lead to market expansion and the emergence of new niches. Partnerships with IT companies and start-ups can help develop innovative solutions and services for the household services sector. Studying and adapting successful international practices and business models can be key to renewing the domestic household services sector.

Successful digital transformation will require coordinated actions and cooperation between government agencies, the business community and educational institutions. A balanced approach that takes into account both the interests of economic development and the social aspects of change will allow Uzbekistan to fully realize the potential of digitalization and ensure sustainable development of the national economy in the new conditions.

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