

Igamberdieva Kunduz Ergashevna
Tashkent State Transport University

FORMATION OF THE SKILLS OF KEY PERSONNEL IN THE DIGITAL ECONOMY

Abstract. This article describes the main concepts and essence of the content in transferring our society to the digital economy, and now provides insights on ways to further increase the potential of personnel for the rapid development of this industry.

Keywords: competitive, global, innovation, information and communication technologies, dynamism, digitization, transformation.

Игамбердиева Кундуз Эргашевна
Тошкент давлат транспорт университети

РАҚАМЛИ ИҚТИСОДИЁТ ШАРОИТИДА АСОСИЙ КАДРЛАР МАЛАКАСИНИ ШАКЛЛАНТИРИШ

Аннотация. Ушбу мақолада жамиятимизни рақамли иқтисодиётга ўтказишдаги асосий тушунчалари ва мазмун моҳияти очиқ берилган ва ҳозирда ушбу соҳани жадал ривожлантириш учун кадрлар салоҳиятини янада ошириш йўллари ҳақида тушунчалар бериб ўтилган.

Калит сўзлар: рақобатдош, глобал, инновацион, ахборот-коммуникация технологиялари, динамиклик, рақамлаштириш, трансформациялаш.

In the "Strategy of Actions on the Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021" aimed at the liberalization and development of the economy in Uzbekistan, priority directions have been defined for improving the investment and business environment, increasing the competitiveness of economic sectors, and forming a digital economy, and systematic work is being carried out in this regard [1].

As stated in the Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on January 24, 2020: "... this year we need to make a radical change in the development of the digital economy."

First of all, the fields of construction, energy, agriculture and water management, transport, geology, cadastre, health care, education, archives should be fully digitized. It is also necessary to critically review the "Electronic Government" system, implemented programs and projects, and comprehensively solve all organizational and institutional issues [2].

In Uzbekistan, large-scale activities are being carried out to develop the digital sector of the economy, currently technological changes have made significant changes in the economy of some markets and enterprises in the formation of the global economic system. In particular, all organizations rely on digital or information and communication technologies (ICT) to compete. The importance and significance of ICT for companies must be in a position to manage digital resources and infrastructure. The formation of basic competencies plays an important role in the formation of a digital state and has a certain specificity, because soon there will be no sphere of activity in which ICT competencies are not used.

The rapid development of the digital economy ensures an increase in the competitiveness of states, industries and enterprises. The large-scale level of digitization brings about significant changes in the process of business organization. Today's trend is the use of digital technologies in the activities of economic entities, digital changes affecting all areas aimed at forming the information society and the digital economy in general. In the implementation of these changes, there is a need for qualified specialists who are able to develop new digital economy and platform models for organizations and companies. The digital economy inevitably requires highly qualified specialists with various skills in the reform of the education system, modern educational institutions, curriculum development in the market of educational services.

New knowledge, as well as dynamism, controllability, adaptability, mobility and innovation are systemic elements of a new type of competition-hyper-competitiveness, which appears as a result of the development of the digital economy. These aspects are one of the global advantages that the world's leading countries have. With the development of the digital economy, important changes have occurred in the activities of enterprises. Transaction costs have been reduced through the use of ICT processes. Compared to the development of this digital economy, there is a change in the relationship between buyers and producers in the traditional economy. These relationships are specific to servicing, more intimate and individualized, and the era of the digital economy creates knowledge of strategic importance, which depends on the sustainable economic development of companies in various sectors. In this regard, it is appropriate to form new approaches to developing a business development strategy based on modern tools and methods of integrating corporate knowledge into the company's management system [4].

It is reflected in the share of enterprises, customer satisfaction, the number of new customers, the level of sales of goods and similar indicators. Effective management of existing information, skills of using important assets, in other words, the range of relevant core competences directly affects the financial results of enterprises.

In the context of digital transformation, the most popular technical competencies (hard skills); creation of new business models (platforms, ecosystems, networks); data analysis (data science); integration with partners through an open programming interface (openAPI); security-level digital design system (security by design); at least one business technology (artificial intelligence, robotics, 3D video, services, virtual and augmented reality, that is, high-performance management organized with the help of information technologies; knowledge of modern management practices (Lean, Kanban, 6 Sigma, SCRUM, DevOps) is important. However, not only helping the human

factor, but also creating a number of difficulties in the digital transformation of socio-economic systems.

The first challenge is the lack of qualified specialists with deep knowledge of the field.

Digital transformation requires professionals to learn to constantly update their skills, knowledge and tools. Rapid retraining of current basic education and improvement of their professional skills are key success factors in the digital age.

The second challenge. Limiting the speed of retraining. Enterprises, organizations in some cases do not change, and digital products can be formed in parallel with analog products. The operating model of the organization can allow to work in the classic and innovative mode, where changes are carried out with minimal risks. There is often competition between the digital and traditional departments of a company. Professional management is responsible for solving the problem.

The third challenge. Conservatism of top management. Digital transformations require additional time, effort and money. Not every company is ready for this situation. The key to success is the flexibility of management and the readiness to use digitally competent employees when necessary. It is important to have a real understanding of the potential of technology and the inevitability of change. Digitization inevitably entails that the processes of building a new business model are themselves changing. Any change involves risk for business owners, which is usually understandable, but those who take risks win. This will create a wave of success for digital ideas that will break the fear of entrepreneurs and ultimately drive the digital economy forward.

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change. Digitization inevitably entails that the processes of building a new business model are themselves changing. Any change involves risk for business owners, which is usually understandable, but those who take risks win. This will create a wave of success for digital ideas that will break the fear of entrepreneurs and ultimately drive the digital economy forward. It should be noted that in addition to information systems, enterprises must implement a suitable culture. In order to solve the problems that have arisen in enterprises related to the transition to a new work format, qualified specialists are needed in this matter. Therefore, the main factor of successful professional growth in the modern digital world can be calculated as follows: the ability to constantly learn and constantly learn new knowledge about new developing technologies, in other words, it is necessary not only to know specific sciences, but also to master their new stages. In the era of the growing digital economy, there is a shortage of specialist personnel who are able to process large flows of information and at the same time separate the most important issues from it.

The digital economy sets huge goals for humanity, companies and countries of the future. Key issues for the economy, education and society as a whole: the aspects of training, personnel development are focused on increasing digital literacy. The main goals and positions of the development of the digital economy are as follows: elimination of illiteracy of personnel in the digitalization process; including the study of advanced educational areas or, in other words, the replacement of the "obsolete" system, etc.

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