

THE RELEVANCE OF QUALIFIED PERSONNEL IN THE DIGITAL ECONOMY

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Abstract:

The problem of personnel in the digital economy is one of the topics that have gained importance in recent years. As technology and innovation continue to grow, it is critical that students and the workforce have the skills and knowledge they need for the digital economy.

Keywords: digital economy, specialist, personnel, innovation, cyber security, investment, blockchain.

At the current stage, more precisely, in the transition period to the market economy, there is a widespread opinion that dealing with theory is for the majority of scientists and leaders. It should be noted that in this practical life, many citizens are constantly dealing with the theory, but they do not know about it, just as people for thousands of years have no idea about its existence from the law of gravity. For example, you decide to buy a house or change an apartment. Where do you start? From studying the issue and analyzing it from many aspects - price, area, transport routes, ecology, condition, etc. Thus, a serious theoretical study of the problems begins again, and only then a practical decision is made.¹

It is necessary to train personnel for the digital economy as a priority for each higher education institution. According to experts in the field of digital transformation, training young professionals based on the methods, textbooks and manuals of the last century can slow down their development and do more harm than good. Consequently, the entire period of our country's independence prepared personnel for the construction of the "Uzbek model" for the market economy. How can you prepare a specialist of various profiles without studying economic education? After all, market relations have spread to all spheres of economic life, in particular, to production and services, including education, health care, and others. As it turns out, the answer to this question means that they did not sufficiently

¹ Gulyamov S.S. and others. Blockchain technologies in the digital economy. Tashkent. 2021.



evaluate the role and importance of economic theory in the formation and development of the market economy in the conditions of the transition period. After all, we are building a socially oriented market economy.²

Moreover, according to the Constitution of New Uzbekistan, our country is already a social state. Based on the experience of a number of advanced Western countries, it should be emphasized that "Economic theory is the scientific basis of the welfare state". Therefore, it is impossible to build a new civilized social system by underestimating the role and importance of economic theory. In addition, the study of modern schools of the West shows that their recommendations contain many ideas for the creation of an integrated economic theory of the welfare state. In this regard, the works of prominent representatives of institutionalism, J. Galbraith and G. Myrdal, deserve special attention. In order to raise the process of training highly qualified personnel with qualities, to raise higher education to a new level in terms of quality, it is planned to develop social sphere and economic sectors based on advanced educational technologies.³

In this digital economy, employees now have remarkable work choices, inclusive of where, when, and how they pick out to work. They desire a new cost proposition that offers superior help for their careers and flexibility in managing their work and creating their skills. There has in no way been a greater pressing need for greater agility in luring, developing, and retaining onto talent. New trends are reworking how we see the team of workers and how it affects company success. The use of contingent labor, the demand for bendy work schedules, the personalization of rewards, and value propositions that are appropriate to each customer's needs are all familiar in these trends.

Some people dispute the price of a well-defined job structure given the emergence of flexibility as a differentiating characteristic in employment. But the actual question ought to be: Can flexibility and agility be absolutely enabled to fulfill the altering Genius requirements of agencies besides a formal framework? We accept as true with that a well-designed employment structure serves as each a sturdy platform for innovation and serves as an organizational device to hold matters from getting out of control. Job constructions provide flexibility, enabling HR to manage

² Ravshan Hamdamovich Ayupov. New technologies in the digital economy and e-commerce. Tashkent. 2022.

³ Dr Murugappan. Value of Jobs in the Digital Economy. 2023.



a customized worker ride whilst upholding the imperative governance and brain insights indispensable in latest environment. A person interface like Facebook, on the floor it seems to be an almost infinitely customizable platform the place customers can pick out their names, write non-public profiles, submit pictures, create a newsfeed personalized to their interests, etc. However, underlying this is an unalterable structure, or framework, that provides specific selections and establishes parameters. It is this shape that permits for most flexibility whilst keeping order and, most important, enabling instantaneous world communication.

Today's staff is seeing a shift in mentality, which is ensuing in new methods of doing things at work. A symbiotic agenda is taking the region of the conventional concept of work-life balance and permits human beings to juggle their expert responsibilities with their non-public hobbies and aspirations. When the use of flexible work arrangements, like work from somewhere (FWA), the center of attention is greater on getting the job performed than on where or when it is done. Traditional HR paradigms are being tested in quite a few ways through this sample change. The choices for the place of job have multiplied thanks to technological developments, which additionally permit personnel to pick out their very own schedules and enable world document alternate and seamless communication. The surge of millennials has increased demand for far flung work probabilities and portfolio arrangements—where a person has part-time jobs as phase of being a contributor towards gig economy. Hot desking is another improvement that influences administrative center architecture and the need for adjusting worker technological needs.

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