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IMPROVING THE MANAGEMENT SYSTEM IN THE CONTEXT OF THE DEVELOPMENT OF THE DIGITAL ECONOMY

Abstract: The paper deals with the importance of the development of the digital economy, and its direction. The conclusion about the need for human adaptation to the conditions of digitalization of society is justified. The issues of improving the management system in the development of the digital economy are considered. The ways of improving personnel management with the use of digital technologies are proposed. The objective necessity of the emergence of new specialties that are in demand in the digital economy, the organization of their training in universities is justified.

Keywords: digital economy, personnel management system, electronic currency, blockchain, bitcoin)

One of the realities of the development of modern society is the increasing use of modern information technologies. If at the initial stage computer processing of information and the issuance of relevant reporting documents were carried out, now the approach to the use of information technologies and the implementation of management functions are changing more and more.

One of the central places in the January Message of President Sh. Mirziyoyev to the Parliament and the people of Uzbekistan in 2020 was devoted to the issues of digital development. It is also symbolic that the year 2020 in Uzbekistan was declared the Year of Development of Science, Education and the Digital Economy. It was during this period that the fundamental documents were adopted, laying the regulatory foundation for further digital reforms.

On April 28, 2020, the Decree of the President of Uzbekistan "On measures for the widespread introduction of the digital economy and e-government" No. PP-4699 was adopted. This document outlines a range of topical issues related to the widespread introduction of digital technologies into the work of domestic

enterprises and public services, the training of IT specialists, comprehensive support for IT entrepreneurship, and many others.

The logical continuation of these works was the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 "On the approval of the Strategy "Digital Uzbekistan – 2030" and measures for its effective

The "Digital Uzbekistan – 2030 Strategy" approved in Uzbekistan provides the following definition of the digital economy: “The digital economy is an economic activity in which digital data is the key production factor, processing large volumes and using Compared with traditional forms of management, they can significantly increase the efficiency of various types of production, technologies, equipment, storage, sale, delivery of goods and services. The digital economy is an activity related to the functioning and development of digital computer technologies, which includes services for the provision of online services, electronic payments, online commerce, crowdfunding, and so on. The main elements of the digital economy include e-commerce, internet banking and electronic payments, cryptocurrency and blockchain, online advertising and online games.

For example, it has been proven that blockchain, being a young and growing digital technology and which is used by everyone from banks and private companies to the UN and states, is one of the most reliable and has three levels of protection:

- a distributed network that allows you to transparently store data unchanged;
- stores information in a chain of blocks, where each contains information about the previous one;
- information in the blockchain is protected using mathematical algorithms.

Attention is paid to the development of the digital society in various countries.

In the US, for example, at the end of 2018, IBM launched the Food Trust platform to help companies fight counterfeit goods and sell goods that are expiring on time. Manufacturers, suppliers and sellers of products connect to the platform to control

the origin and timing of deliveries and verify product certificates. Companies such as Nestle, Unilever, supermarket chains Walmart and Carrefour have already joined the platform. This costs them tens of thousands of dollars, but saves them hundreds of thousands.

Estonia has developed a blockchain platform for the health department. This platform stores data regarding visits to doctors, prescriptions, tests, medical history, etc. The information is stored for the entire life of the patient and will be available even if the person moves, changes doctors, and the medical card is lost. It is also important to emphasize that this data can be useful, for example, when an emergency doctor needs to find out if a patient is allergic to drugs, and the therapist needs to prescribe an individual treatment plan. In this case, the patient himself decides to whom to open access to his information.

Many companies that until recently carried out traditional activities, with the introduction of information technology, have moved to a fundamentally new level to improve the quality of customer service, and changed the functions of management. So, Yandex taxi companies currently provide traditional public services by providing transportation using modern technologies. As a result, the consumer has received a radically new type of service provision with lower organization costs, which has led to cheaper taxi fares. Another example is when the management of the Korzinka supermarket chain realized that about 70% of the resources used are spent on maintenance, he launched a digital transformation with partner and switched to new information technologies, which made it possible to improve and increase the efficiency of the business model implementation.

The management system of companies that introduce modern information technologies into their business is changing dramatically, introducing such innovative methods and management tools as the big data method, expert systems, blockchain and decentralization. The use of these methods and tools in the future will radically affect all levels of the functioning and development of the economic system. At the same time, there is no reliable forecast of upcoming changes and opportunities for the development of the digital society. According to the state

program "Digital Economy of Uzbekistan", among the advanced digital technologies are: big data, neurotechnology, and artificial intelligence, distributed registry systems, quantum technologies, robotics and sensor components, wireless communication technologies; virtual and augmented reality technologies.

Innovative technologies occupy an increasing place in public life, change the way of implementing its components, reduce the time spent on routine work, and increase the need for intellectual activity. The digital economy has changed the basic principles of the work of company offices, the work of their employees, and the transition to automation of many of their operations. The transition to the widespread use of digital technologies allows many companies to switch to remote work for their employees.

Moreover, it should be emphasized that if the coronavirus epidemic initially forced the management system to switch to remote work, now the management of many companies has come to the conclusion that the transition to permanent remote work is beneficial in terms of cost-effectiveness. Undoubtedly, the objective factor of this is the widespread use of digital technologies.

At the same time, it should be borne in mind that the digital economy involves a change in human activity in all areas. One of the problems, at the same time, is the psychological barrier, and sometimes the shock of people who have to restructure their work, taking into account the digitalization of the economy, and the need to change their way of thinking. In this regard, people need to adapt to new conditions, transform their consciousness, respectively, perceive reality, and use the information received in a completely different way, different from previous experience.

One of the directions for changing the management system based on the digital economy is personnel management.

As you know, the personnel management system includes:

- personnel development strategy;
- search, selection and recruitment of personnel;
- staff development;

- Evaluation and motivation of personnel work.

Based on the use of large databases, as well as the capabilities of artificial intelligence, it is possible to build an effective system of personnel development strategies based on obtaining information about promising specialties necessary to implement the development strategy of a given company, databases of employee competencies, as well as information on training and advanced training programs for employees .

Personnel development strategy is affected by staff turnover. Employee Flight Risk Prediction digital technology predicts the likely departure of employees from the organization, in connection with which it is possible to make the necessary management decisions in a timely manner. There are various digital technologies for finding the necessary workers. For example, Resume Matching - finds the most suitable candidate in the database by making a request for the corresponding vacancy, Job Standardization - allows you to find a vacancy with an existing job description, title, salary.

Digital technologies are widely used for other tasks of personnel management. In personnel management, digitalization is aimed at creating a convenient digital environment for employees, the main goal of which is to reduce the time and effort required to achieve results. For example, using a personal account, you can arrange a vacation or a business trip using the appropriate software. Another advantage of using IT technologies is the organization of distance learning, thanks to which employees can improve their skills and find interesting materials at a convenient time.

With the introduction of digital technologies in the management system, I am changing approaches and requirements for recruitment. One of the requirements for a modern specialist is the ability to adapt to changes, use digital technologies in their work, capable of rapid learning. When applying for a job, in addition to existing knowledge, a future employee is assessed for communication skills, the ability to quickly retrain, work with a large amount of information and knowledge.

Those candidates who are ready to adapt to changes in market conditions, ready and able to make non-standard decisions will have an advantage.

With the development of the digital economy, there is a need for new specialties:

- information systems architect;
- interface designer;
- architect of virtuality;
- network lawyer;
- designer of neuro-interfaces;
- organizer of online communities;
- digital linguist.

An information systems architect is a specialist in a wide range of solving problems related to a data processing system, who designs databases, facilitates and ensures that users access the information warehouse, controls the quality of data storage, etc.

The interface designer is responsible for the development and creation of convenient and efficient, human-adapted interfaces of technology, equipment, software for various levels of management. A virtuality architect is a specialist in designing management solutions that allow you to study, work and relax in virtual reality. The network lawyer carries out the formation of regulatory and legal interaction on the Web, the development of legal protection on the Internet.

A neuro-interface designer is a specialist who develops joint interfaces with the human nervous system for managing computers, databases, home and industrial robots, taking into account the psychology and physiology of the individual. The organizer of Internet communities is engaged in the organization and modeling of forums, educational platforms on the Web. A digital linguist develops linguistic translation systems, taking into account context and meaning, text processing and new interfaces for communication between a person and a computer in various languages.

A special role in the emergence of these specialists is assigned to universities, which must rebuild the education system in relation to the digital

economy. Already now there is an urgent need to develop new curricula, curricula focused on the development of digital technologies by students. It is relevant to improve the qualifications of the teachers themselves, taking into account the digitalization of society. Thus, with the development of the digital economy, the management system must change dramatically, meet its requirements and adapt to the changing reality, including all aspects of managing the internal environment of the organization.

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