



IQTISODIYOT & TARAQQIYOT

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LITERATURE REVIEW

The level of use of digital technologies predetermines promising directions and stable dynamics of the socio-economic development of the state and society. The features of the development of the modern digital economy as a driving force for the acceleration of economic processes associated with innovations have been studied by many modern researchers, including O.V. Bartyuk [3], J.U. Kambarova [4], A.A. Kisurkin [5], I.L. Kovalyov [6], L.A. Milnikova [7], I.V. Solovyova, L.I. Ushvitsky [8], E.V. Shilova [9] and other authors.

In the conditions of the digital economy, it is precisely through the development of an innovative economy based on knowledge that it is possible to achieve the prospects for economic growth and increase the competitiveness of the state in the world market. Describing the concept of “innovation”, L.A. Milnikova in her scientific works showed that some scientists study “innovation” as a “new input”, others define it as the result of innovative activity, and still others understand it as an investment in innovation.

Innovation is a novelty in the form of the final result of scientific and entrepreneurial activity, interpreted as an investment in a scientific project. Innovations, as an economic category, are considered as a set of knowledge participating in innovation processes, and this, in turn, is the driving force determining technological changes that provide economic benefits and meet the needs of modern society. The role of innovation is constantly growing and is associated with the concepts of innovation, innovation process, innovation potential, and digitalization. This aspect characterizes the presence of elements of action that indicate the dynamics of innovative development.

The implementation of priority innovative development occurs due to the internal innovative potential and the effective influence of management. The innovative development strategy is developed to regulate innovative processes in the state. When developing a specific management influence, it is necessary to take into account the conditions and factors of innovative development of the modern economy.

O.V. Bartyuk noted that in a broad sense, innovative development and economic growth factors should be understood as processes that contribute to a positive change in certain quantitative and qualitative economic indicators.

A.A. Kisurkin's study provides a classification of factors affecting the innovative development of the region, which was obtained by a multi-criteria classification method divided into 12 blocks and assumes the decomposition of all factors depending on their belonging to a particular method in terms of their impact on the object of study. The author identified 75 factors that allow determining the level of innovative development of a country, region or province [5]. The main classification criteria and factors of innovative development are presented in Table 1.

Research Methodology. In the implementation of this study, scientific conclusions were made using the methods of analysis and synthesis, comparison, economic statistical analysis, expert evaluation of scientific research.

ANALYSIS AND RESULTS.

The digital economy is a system that implements production, distribution and consumption processes based on information and communication technologies.

The provision of innovative services in the conditions of the digital economy is a service activity based on new technologies, digital platforms, artificial intelligence, automation, “cloud” computing, fintech, e-commerce and other advanced solutions.

The main characteristics of such services are as follows (fig.1):

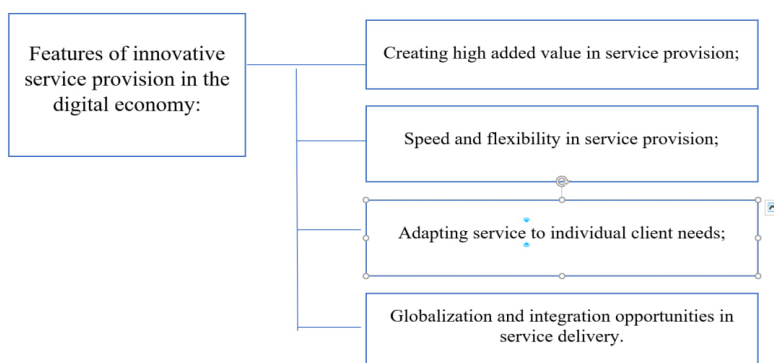


Figure 1. Features of innovative service provision in the digital economy



According to the results of the study, the level of innovative service provision in the digital economy in the Republic is determined by assessing its effectiveness. In our opinion, the following criteria are used to assess the effectiveness of innovative services in the digital economy:

- economic efficiency (profitability, profitability, cost reduction);
- social efficiency (employment, service quality, population coverage);
- technological efficiency (level of automation, digitization indicator);
- institutional efficiency (regulatory and legal environment, competitive environment).

In the digital economy, efficiency is measured not only by financial results, but also by the level of satisfaction of consumer needs.

The efficiency of innovative services in the digital economy requires a number of directions of transformation in accordance with digital technologies. These include:

1. Transition to a platform model - services are provided through mobile applications and online platforms (for example, fintech, e-commerce).
2. Data-driven management – using Big Data and artificial intelligence.
3. Remote service provision – telemedicine, online education, remote banking.
4. Automation and robotization – reducing the human factor in service processes.

According to the results of the study, we conducted a comparative analysis of the effectiveness of innovative and digital services to assess the effectiveness of innovative services (Table 1).

Table 1. Comparative analysis of the effectiveness of innovative and digital services

№	<i>Innovative services efficiency</i>	<i>Efficiency indicators</i>
1	IT outsourcing services	Profitability level, export share
2	Fintech services	Transaction speed, operating cost reduction
3	Startup projects	Return on investment (ROI)
4	Consulting and analytical services	Value added
5	Telemedicine	Service coverage, time savings
№	<i>Digital services efficiency</i>	<i>Efficiency indicators</i>
1	Electronic government services	Application processing time, number of users
2	Electronic commerce (e-commerce)	Sales volume, conversion rate
3	Online education (EdTech)	Coverage level, course completion percentage
4	Digital banking services	Transaction number, cost reduction
5	Cloud services (Cloud)	IT cost savings

As the table shows, innovative services are a significant driver of economic growth. They are characterized by high profitability, export potential, and the creation of new jobs. Digital services, in turn, improve operational efficiency across all sectors of the economy, reduce transaction costs, and ensure governance transparency. In the future, the integration of these two areas—that is, the large-scale implementation of innovative ideas through digital platforms—will ensure the sustainable development of the services sector. In particular, thanks to the development of e-commerce, fintech, and cloud technologies, Uzbekistan will have the opportunity to increase service exports and expand the share of the digital economy.

The development of Uzbekistan's e-government system, the expansion of the unified government services portal, and digital payment systems contribute to the increased effectiveness of innovative services.

Digital services, in turn, enhance the effectiveness of innovative services. Based on the results of the analysis conducted as part of the study, a number of factors influencing the development and increased effectiveness of innovative services in the digital economy were identified. We believe these include:

- Technological infrastructure for service delivery (internet speed, mobile coverage, servers and data centers);
- Human resources for service delivery (IT specialists, startup ecosystem);
- Investment environment for service delivery (venture capital, government grants);
- Regulatory framework for service delivery (digital signatures, data protection legislation);
- Presence of a competitive environment in the services sector, etc.

The influence of such factors is particularly significant in our Republic, expanding opportunities for supporting innovative startups, developing export-oriented IT services, and attracting foreign investors (investments).

Based on the analysis results, the following strategic areas for the development of innovative services in the digital economy in our Republic were identified, creating opportunities for increasing the economic efficiency



of the sector. These include:

1. Developing a digital transformation strategy in the services sector—a customized digitalization model for each service provider.
2. Expanding the startup ecosystem for the implementation of innovative services—developing incubation and acceleration programs.
3. Modernizing the training system in the services sector—expanding IT and digital business programs in higher education institutions.
4. Developing public-private partnership (PPP) mechanisms in the services sector.
5. Ensuring digital security in the services sector—strengthening the cybersecurity system, etc.

Conclusions and suggestions. Based on the results of the study, in our opinion, to improve the effectiveness of innovative services in the digital economy, it is advisable to implement the following:

- first, prioritizing criteria for evaluating innovative services suitable for the digital economy, especially in terms of achieving economic, social, and technological efficiency;
- second, systematically implementing the transformation of innovative services and the widespread use of a number of modern digital economy technologies, namely artificial intelligence, big data, etc. — Third, a number of factors increase the effectiveness of innovative services development in the digital economy, including technological infrastructure, human resources, the development of an investment climate, the availability of a regulatory framework, and the creation of a digital environment conducive to innovative services;
- Fourth, ensuring the effectiveness of innovative services in the digital economy requires identifying important strategic areas for the sector's development, namely, digital transformation strategies, expanding the startup ecosystem, ensuring digital security, and others.

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