

**STRATEGY FOR DEVELOPING THE SERVICES SECTOR AND INCREASING
EMPLOYMENT**

Bultakova Sadoqat

Samarkand Institute of Economics and Service, independent researcher

bultakovasadoqat@gmail.com

Abstract

This article examines the theoretical and practical aspects of the strategy for developing the service sector and increasing employment. It highlights the role of the service sector in the economy, its importance in job creation, and modern development trends. The study focuses on digitalization, innovative services, and the support of small businesses and private entrepreneurship as key drivers of employment growth. It also emphasizes the importance of government policy, investment, and regional development in shaping the service market. The findings indicate that the comprehensive development of the service sector is a crucial factor in increasing employment and ensuring economic stability.

Keywords

service sector, employment, strategy, economic development, job creation, digitalization, innovation, small business, private entrepreneurship, regional development.

The service sector has become one of the most important components of the world economy today, and its development rates are significantly higher than those of the industrial and agricultural sectors. According to reports from the World Bank and the International Monetary Fund, the service sector in developed countries accounts for 70-80 percent of gross domestic product. In particular, in countries such as the United States, the European Union and South Korea, this sector is the main driver of the economy and directly affects the increase in employment in the labor market. The development of the service sector serves to ensure economic stability on a global scale, expand opportunities for the introduction of innovative technologies and the creation of new jobs, and increase the level of competitiveness. Uzbekistan has not been left out of these global trends and has identified the service sector as one of the strategic directions of economic development. The share of the service sector in the country's gross domestic product is increasing year by year and remains an important factor in ensuring employment. Within the framework of the "Uzbekistan-2030" strategy approved by the President of the Republic of Uzbekistan, large-scale reforms are being implemented to increase the efficiency of the service sector and expand the share of this sector in the economy. In particular, significant changes are being observed in the areas of digitization of services, widespread introduction of innovative technologies and automation of business processes based on the "Digital Uzbekistan – 2030" program. As a result of such measures, the service sector has become one of the main sectors of the country's economy, contributing to increasing employment, diversifying sources of income and ensuring economic stability. Currently, the service sector is developing in an integrated manner with other sectors of the economy, and its rapid growth is leading to an increase in production efficiency and the emergence of innovative types of services. In particular, the development of such areas as tourism, financial services, information technologies and logistics is creating an opportunity for the further expansion of the service sector in Uzbekistan. This not only serves to increase economic efficiency, but also to ensure socio-economic stability.

In Uzbekistan, the state is implementing a wide range of strategic measures to further develop the services sector and increase its impact on employment. In particular, special programs have been developed to develop small and medium-sized businesses in the services sector, attract local and foreign investments, introduce innovative services, expand digitalization processes, and create new jobs. The reforms implemented by the government are providing an impetus for the sustainable development of the services sector and its integration into the international labor market. By increasing the export potential of the services sector, developing outsourcing services, and accelerating integration processes with international service markets, the country's economy can reach a new level. Determining the place of the services sector in economic stability, employment, and innovative development, as well as developing scientific and practical proposals for the modernization of the services sector, are one of the main objectives of this study. The development opportunities of the services sector in the conditions of Uzbekistan, existing problems, and ways to overcome them are scientifically analyzed, and strategic proposals are developed. Therefore, the results of this study serve to propose scientifically based solutions to increase the efficiency of the service sector, develop employment and diversify the labor market.

The current modern labor market requires new jobs, including professions related to artificial intelligence and digital technologies. Artificial intelligence specialists are engaged in creating algorithms for digital systems, improving automated decision-making processes and expanding the capabilities of artificial intelligence in business. Data analysts, on the other hand, process large amounts of data, analyze trends and support strategic decisions of companies. These professions play an important role in the development of the digital economy and allow to increase labor productivity in the service sector. In addition, cybersecurity experts are gaining great importance in the modern labor market. Their main task is to protect the data of enterprises and government institutions, develop network security measures and create systems against cyberattacks. Today, as information security issues are on the rise, the demand for professionals in this field is also growing. E-commerce managers are one of the fastest growing professions in the services sector, managing online trading platforms, optimizing customer service systems, and automating business processes. Remote customer service operators contribute to the development of the services sector by providing online customer support services, managing chatbots integrated with artificial intelligence, and analyzing customer needs. With the development of digital technologies, telemedicine specialists have also begun to play an important role in the labor market. They provide online medical consultations, work on telemedicine platforms, develop remote diagnostic systems, and manage digital medical databases. Blockchain developers and UX/UI designers are also creating new opportunities in the services sector. Blockchain specialists develop innovative technologies to make transactions secure and transparent, while UX/UI designers create user-friendly interfaces for customers and develop solutions aimed at improving the quality and convenience of services.

Robotics engineers are one of the leading professions in the development and maintenance of automated systems. Their task is to develop, operate and maintain robots and intelligent systems in industrial and service sectors. These professions, while increasing labor productivity, serve to reduce the human factor in the service sector and increase efficiency. All of these modern professions serve to create new jobs in the service sector and diversify the labor market. Strategies for increasing labor productivity in the service sector are closely related to innovation and technological progress. The labor market can become significantly more efficient by automating production and service processes, introducing digital management systems, and developing remote work formats. The widespread introduction of artificial intelligence and automated systems in the service sector creates the need to increase the level of qualification of

human resources. Compared to traditional service industries, modern services are aimed at increasing labor productivity, and the service sector is being taken to a new level through artificial intelligence and automation technologies.

References

1. Fozilov Vahobjon Akrom O'g'li XIZMATLAR SOHASINI RIVOJLANTIRISH – IQTISODIY O'SISH VA BANDLIKNING MUHIM OMILI // JMBM. 2025. №12. URL: <https://cyberleninka.ru/article/n/xizmatlar-sohasini-rivojlantirish-iqtisodiy-o-sish-va-bandlikning-muhim-omili>
2. https://www.researchgate.net/publication/381382886_O'ZBEKISTON_-2030_STRATEGIYASI_DOIRASIDA_AHOLI_BANDLIGIGA_OID_MASALALAR_RAQAMLARDA
3. Abduraimov Bunyet Muratovich Xizmat ko'rsatish sohasini rivojlantirishda davlatning ahamiyati va roli // JMBM. 2025. №6. URL: <https://cyberleninka.ru/article/n/xizmat-ko-rsatish-sohasini-rivojlantirishda-davlatning-ahamiyati-va-rol>
4. <https://journal2.nordicun.uz/public/Files/XUSANOV-MURODJON-2.pdf>