



SCIENTIFIC AND THEORETICAL FOUNDATIONS OF THE FUNCTIONING AND EFFECTIVENESS OF DIGITAL SERVICES

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Abstract. *Digital services play a major role in accelerating and optimizing economic processes through the introduction of modern technologies. Therefore, this topic is especially important for developing countries such as Uzbekistan. The work carried out within the framework of the state digital economy development strategy of Uzbekistan is aimed at increasing the economic efficiency of digital services and improving the well-being of the population.*

Keywords: *Digital economy, modern technologies, scientific theories, information technologies.*

The digital economy has become an integral part of the modern world economy and social life. Scientific research in this area focuses not only on the technological, but also on the economic and social aspects of digital services. There are many opinions of economists on the basic principles of the digital economy, its impact on service activities and areas for increasing efficiency.

One of the scientists who introduced the concept of the digital economy into scientific circulation is D. Tapscott, who interprets the digital economy as the process of creating new business models through information technologies. “In his opinion, the development of the digital economy creates the basis for the expansion of digital services and their integration into economic activity.” New business models formed on this principle have created the opportunity to provide users with individual services.

Another researcher, Klaus Schwab, “called the digital economy the “fourth industrial revolution” and noted that the technologies underlying it (artificial intelligence, “big data”, cloud computing technologies, etc.) have deeply penetrated all spheres of social life.” Based on Schwab’s research, it is shown that increasing the efficiency of digital services consists in optimizing the economic and social impact of technological innovations.

On the issue of the efficiency of digital services, one of the economists B. Brynjolfsson emphasized the importance of human capital in the process of providing digital services. He noted that “digital technologies are capable of increasing efficiency, but a skilled workforce is needed to effectively manage these technologies. Brynjolfsson's research shows that increasing efficiency is not limited to the availability of technologies, but also requires a strategic approach to their application.



"I. Goldfarb and A. Tucker analyzed the economic efficiency of digital services through innovations in the field of advertising. In their opinion, the efficiency of digital services often depends on the accuracy of individualized services and the economic results achieved through them. Based on their research, it was determined that a flexible approach to customer requirements is required to increase the efficiency of digital services."

The development of digital services in Uzbekistan is being implemented within the framework of the State Strategy for the Development of the Digital Economy. This strategy is based on a number of measures aimed at developing digital services and increasing their efficiency. In terms of increasing the efficiency of the development of digital services, J. Stiglitz's theory of "information asymmetry" can be used. According to Stiglitz, reducing information asymmetry through information technologies increases the efficiency of economic activity.

This principle is being successfully applied in the automation of public services in Uzbekistan.

To increase the efficiency of digital services, it is important to apply theoretical principles in practice. M. Porter's digital "theory of competitiveness in the economy" defined the main principles of strategic planning in the field of digital services. According to Porter, the development of their innovative aspects and the creation of competitive advantages play an important role in increasing the efficiency of digital services. In the conditions of Uzbekistan, this principle is mainly observed in the digitalization of e-commerce and public services.

Today, digital services have become an integral part of the modern economy, which not only contribute to technological development, but also to increasing economic efficiency and have a profound impact on various sectors of society. To increase the efficiency of these services, it is necessary to use modern theories and scientific approaches.

"Digital services optimize production and service processes in various segments of the economy. Research conducted by S. Devarajan and his colleagues on this issue shows that digital services are aimed at increasing economic inclusion. In their opinion, digital services create equal opportunities for participation in economic processes and strengthen interoperability through innovative services.

Artificial intelligence (AI), networked systems and "Big Data" technologies serve to improve the quality and efficiency of digital services. "According to research conducted by the McKinsey Global Institute, by using artificial intelligence, companies will be able to increase the individual flexibility of their services and save resources." This principle plays an important role in strengthening the infrastructure of digital services.

The State Strategy for the Development of the Digital Economy of Uzbekistan is creating the basis for the development of digital services in the country. "The principles of automating public services and expanding the provision of electronic services to citizens are at the heart of this strategy. The "Electronic Government" system being implemented



in Uzbekistan stands out among the examples aimed at increasing the efficiency of public administration. Digital services have a significant impact not only in economic but also in social aspects. In particular, the use of digital technologies in the education and medical sectors allows to improve the quality of services and make them accessible to a wide range of the population. For example, digital health systems provide remote services to patients and efficient use of resources. According to the World Health Organization (WHO), the use of digital technologies is showing significant results in improving the health of the population in developing countries.” . To increase the efficiency of digital services, it is necessary to introduce modern technologies, develop infrastructure, and train human capital. “Supporting innovative entrepreneurship and localization of digital technologies is an important direction for the sustainable development of the economy of Uzbekistan.” It is also possible to increase the efficiency of digital services by studying international experience and adapting it to local conditions.

Digital services have become an integral part of the modern world economy and society. Their development allows for rapid changes in various areas and affects almost all aspects of social and economic life. At the same time, the quality and effective operation of these services depends on many factors. From technological infrastructure to personnel qualifications, from financial resources to international cooperation, each factor presents its own opportunities and challenges. Their analysis serves not only to identify existing problems, but also to develop new approaches and innovative solutions. In particular, progress in areas such as the introduction of modern technologies, improving the legal environment, and training citizens in digital literacy is an important basis for the development of countries.

In the field of digital services, scientific and theoretical approaches are of great importance in increasing their efficiency, and on their basis serve to improve the characteristics, components, organizational, economic, technological mechanisms for increasing the efficiency of digital services, as well as to coordinate tested models and strategies for the application of scientific recommendations. These approaches help to identify types of services, determine the forms of their use, and determine the criteria for efficiency. At the same time, innovative approaches to the development of services and their management are considered a key factor in ensuring not only economic, but also social and technological stability. By analyzing international scientific research, national legislative frameworks and existing experiences in improving the efficiency of digital services, it is possible to identify new opportunities in this area in our country.

The legislation of the Republic of Uzbekistan has created a solid legal framework for the development of digital services, but there is a need to improve legal and regulatory documents in some areas. In particular, the Law "On Electronic Government" serves as an important basis for the digitization of public services. At the same time, there is a need to introduce special regulations for e-commerce, education and healthcare services. This will



not only increase the efficiency of these services, but also expand the opportunities for the population to use them.

By studying international scientific experiences and improving national legislation, new achievements can be achieved in the field of digital services. At the same time, by expanding the IT infrastructure in our country, training qualified personnel and increasing digital literacy, the social and economic significance of services will be further increased.

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