

Innovations in Service Provision

Nasirov Dilshod

Assistant at Samarkand Institute of Economics and Service

Shavkatov Savlat

Student of Samarkand Institute of Economics and Service

Abstract: This article analyzes the current issues of introducing innovations in the service sector. The theoretical foundations of the application of innovative technologies in the service sector, international experience and measures implemented in Uzbekistan are considered. Also, the impact of modern digital technologies, automated systems and artificial intelligence on the service sector is analyzed, existing problems and promising areas are identified. Proposals and recommendations for the development of innovations in the service sector are developed. This article serves as an important source for scientific and practical research aimed at further developing the service sector and increasing its efficiency.

Keywords: service sector, innovations, digital technologies, automation, artificial intelligence, e-commerce, service exports, competitiveness, Uzbekistan's economy, international experience.



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Introduction

In recent decades, the service sector has emerged as one of the strategic directions of economic and social development. In today's globalization environment, the need to introduce innovations in the service sector is growing. Innovative technologies allow industry entities to open new markets, increase competitiveness, reduce costs, and meet customer needs at a high level.

The service sector in the Republic of Uzbekistan has been identified as one of the priority areas of economic development. The government is carrying out extensive work to support digitalization, develop e-commerce platforms, and introduce international standards. A number of state programs have also been adopted to increase the export of services, create new jobs, and form competitive types of services. This article provides a detailed analysis of the theoretical foundations, practical status, and prospects for introducing innovations in the service sector.

The service sector is one of the important areas of economic and social development today. This sector has its place in the economy with its share in the country's gross domestic product, the

volume and quality of services provided to the population. As a result of the rapid development of innovative technologies, the service sector is fundamentally changing, opening up new opportunities and prospects. In particular, digital technologies, automated systems and e-commerce are gaining importance in introducing new methods of organizing services. Therefore, an in-depth study of innovations in the service sector and the development of ways to effectively use them is an urgent issue.

The service sector has a high flexibility in terms of adopting innovations. Since this sector is directly related to the needs and demands of consumers, the use of innovations can not only improve the quality of service, but also increase competitiveness. For example, saving time for customers through automated systems, expanding geographical boundaries with the help of digital services, or personalizing services with the help of artificial intelligence-based systems have become the main trends in modern service provision.

In international experience, the United States, South Korea, and Japan stand out as leading countries in the introduction of innovations in the service sector. In the United States, companies such as Amazon, Google, and Apple have created advanced experiences in using digital technologies and artificial intelligence in customer service. In particular, Amazon has achieved automation of service processes thanks to its customer-oriented innovation strategy. South Korea, on the other hand, has made great progress in the development of remote services in real time by widely introducing 5G technologies into the service sector. Japan has introduced robotization of services to provide various types of services without human intervention.

In the Republic of Uzbekistan, great strides are being made in introducing innovations in the service sector. In particular, within the framework of the Digital Uzbekistan program for 2022–2026, it is planned to widely introduce digital technologies in all economic sectors, including the service sector. Today, e-commerce platforms, remote services, automated payment systems and other innovative projects are actively developing in the service sector in the country. For example, making electronic payments through platforms such as Click, Payme and Uzum creates convenience for the population and increases the quality of services. Tourism, transport and logistics, healthcare, education and a number of other sectors play an important role in the development of innovations in the service sector. For example, online booking systems and virtual guide services have been introduced in the tourism sector, and telemedicine services and remote diagnosis systems have been introduced in healthcare. In the transport and logistics sector, platforms such as Yandex Taxi and MyTaxi allow the population to receive fast and convenient services.

However, there are a number of problems in the implementation of innovations in the service sector. In particular, the lack of personnel skills to adapt to technological changes, the high financial costs of introducing modern technologies, and the difficulties of consumers in adapting to new services slow down innovation processes. Therefore, the state should develop special programs to support innovations, and create new mechanisms for financing scientific research and innovative projects. Innovative technologies are also of great importance in increasing economic efficiency in the service sector. In particular, increasing labor productivity through automation, reducing costs, and improving the quality of services lead to an increase in economic profit. For example, the use of blockchain technologies ensures security and reliability in service provision, while artificial intelligence provides interactivity and a personalized approach to customer service.

The following strategic directions can be identified for the development of innovations in the service sector:

- ✓ First, accelerating digitalization and creating service systems based on artificial intelligence.
- ✓ Second, focusing on training and improving the skills of personnel to implement innovative services.

- ✓ Third, attracting investments in the service sector through the development of public-private partnerships.
- ✓ Fourth, introducing international standards and localizing digital technologies to increase the export of services.

Uzbekistan has a very high innovation potential in the service sector. The state programs implemented in the country and the activity of the private sector serve to turn this sector into a new driver of the economy. Therefore, the introduction of innovations in the service sector is important not only for ensuring economic growth, but also for achieving international market competitiveness.

Conclusion and recommendations

The introduction of innovations in the service sector allows to increase economic efficiency, create new jobs and strengthen integration with the international market. The state programs implemented in Uzbekistan are of great importance in this regard.

In the future, it is advisable to implement the following:

1. Establish special technoparks for innovative services.
2. Provide preferential loans for local and foreign entrepreneurs.
3. Support research projects for the implementation of new technologies.

Uzbekistan has every opportunity to join the ranks of globally competitive countries through the introduction of innovations in the service sector.

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