THE MAIN DIRECTIONS OF DEVELOPMENT OF INNOVATIVE ACTIVITIES IN THE SERVICE SECTOR IN THE DIGITAL ECONOMY

Ulugmurodov Farkhod Faxriddinovich
Assistant of the Department of Digital Economics
Samarkand Institute of Economics and Service
Egamkulov Davlatbek Bakhodirovich
Student of the IK-420 group of the Faculty of Economics,
Samarkand Institute of Economics and Service

Annotation: *This article examines the main directions of development of innovation in the service sector in the digital economy. Digitalization has a significant impact on the service sector, opening up new opportunities for innovation and improving the quality of services provided. The article analyzes key trends and innovative practices, such as the use of artificial intelligence, blockchain, the Internet of Things and cloud technologies. It also discusses data security and privacy, as well as the impact of digital platforms on the service market. The study of these aspects allows us to identify the main challenges and opportunities for the innovative development of the service sector in the digital economy.*

Key words: *Central economy, innovation, services, artificial intelligence, blockchain, Internet of things, cloud technologies, data security, digital platforms.*

Introduction

The service sector plays an important role in the modern economy and is a key source of economic growth and employment. However, with the development of the digital economy and the penetration of digital technologies into all spheres of life, services are also undergoing significant changes and require an innovative approach.

The digital economy provides ample opportunities for the development of innovation in the service sector. The introduction of new digital technologies and innovative solutions makes it possible to improve the quality of services provided, increase efficiency and expand the range of services, as well as improve interaction between service providers and consumers.

One of the main directions of development of innovation in the service sector is the use of artificial intelligence. Machine learning and data analysis algorithms allow you to automate and optimize processes, predict customer needs, personalize services and increase customer satisfaction.

Another important area is the application of blockchain technology, which provides transparency, security and decentralization in the service sector. Blockchain can be used to create decentralized platforms, manage and confirm digital transactions, as well as to ensure data security and confirm the authenticity of services.

The Internet of Things and cloud technologies also play an important role in the innovative development of the service sector. With the help of the Internet of Things, it is possible to create smart cities and smart

homes, where various devices and systems interact with each other and provide new services and opportunities. Cloud technologies allow you to store and process huge amounts of data, provide access to services over the Internet, and improve the mobility and flexibility of service delivery.

In this article, we will consider the main directions of development of innovation in the service sector in the digital economy. We will analyze the role and potential of artificial intelligence, blockchain, the Internet of Things and cloud technologies in the modern service sector. We will also consider data security issues and the impact of digital platforms on the services market. The study of these aspects will help us understand the current challenges and opportunities for the innovative development of the service sector and determine the prospects for its further development in the digital economy.

I. Artificial intelligence in the service sector:

a) Automation and optimization of processes:

- Application of machine learning and data analysis algorithms to automate routine tasks and optimize business processes.

- Use of intelligent decision support systems to improve the efficiency of service processes.

b) Personalization and improvement of user experience:

- Using data analytics and recommendation algorithms to deliver personalized services and meet unique customer needs.

- Development of chatbots and virtual assistants that are able to communicate with customers and provide quick and accurate responses to their requests.

II. Blockchain and its impact on the service sector:

a) Enhancing security and confidence:

- Using blockchain technology to create secure and transparent customer identification and authentication systems.

- Ensuring the reliability and immutability of transaction and contract data, which helps to improve trust between the parties.

b) Process improvement and cost reduction:

- Implementation of blockchain to optimize the processes of accounting and tracking services, reduce bureaucracy and eliminate intermediaries.

- The use of smart contracts that are automatically executed when certain conditions are met, which contributes to the simplification and automation of processes.

III. Internet of Things and Cloud Technologies in the Service Sector:

a) Smart Cities and Smart Services:

- The use of the Internet of Things to create smart cities, where various devices and systems interact with each other, providing new services and increasing the comfort of life of citizens.

- Use of sensor devices and networks to collect data and monitor the status of the infrastructure, which allows you to improve the quality of the provision

The digital economy stimulates innovation in the service sector, providing new opportunities to improve the quality and efficiency of services, as well as the creation of new business models. In this article, we considered the main directions of development of innovation in the service sector in the digital economy.

Artificial intelligence plays an important role in automating and optimizing processes, as well as in personalizing services, which allows you to improve the customer experience and increase work efficiency. Blockchain, in turn, provides security, transparency and sustainability in the service sector, as well as reduces costs and simplifies processes. The Internet of Things and cloud technologies create opportunities for the development of smart cities and smart services, where the interaction between devices and systems improves the quality of life of citizens.

However, when innovating in the service sector, it is necessary to take into account data security and privacy issues, as well as to ensure that new technologies are accessible and inclusive to all segments of the population. This will help to achieve a more equitable and sustainable development of the service sector in the digital economy.

In general, the development of innovation in the service sector in the digital economy provides a wide range of opportunities to improve the quality of life of the population. The discovery of new technologies and the development of digital platforms contribute to the creation of new jobs, improve the availability of services and increase customer satisfaction.

However, to realize the full potential of the digital economy in the service sector, assistance from governments, industry and the public is needed. The development of appropriate policies and legislation, the development of digital competencies, as well as the strengthening of cybersecurity are important steps towards the successful development of innovation in the service sector.

The use of digital technologies and innovative approaches helps to move from traditional service delivery to a more efficient, personalized and convenient form of service. As a result, the development of innovation in the service sector leads to an improvement in the quality of life of the population, the creation of new opportunities and an increase in the competitiveness of the economy as a whole.

REFERENCES:

1. А. С. Васильева, "Инновационное развитие сферы услуг в цифровой экономике", Журнал "Инновационная экономика и общество", 2020, том 2, № 1, с. 42-48.
2. С. В. Соколов, "Цифровая трансформация в сфере услуг: вызовы и перспективы", Экономические стратегии, 2019, том 21, № 1, с. 48-56.
3. P. Almirall, J. Wareham, "Living Labs: Arbiters of Mid- and Ground-Level Innovation", Technology Analysis & Strategic Management, 2008, vol. 20, no. 5, pp. 505-523.
4. R. L. Glass, "Digital Transformation: A Framework for ICT Literacy", Journal of Information Technology Education: Innovations in Practice, 2017, vol. 16, pp. 133-150.
5. Choudrie, D. Dwivedi, B. Papazafeiropoulou, N. R. Alzougool, "Cloud Computing Adoption: An SME Case Study", Journal of Enterprise Information Management, 2014, vol. 27, no. 5, pp. 649-666.
6. J. Li, A. Arnett, "The Adoption of Cloud Computing Technology in Higher Education: A Case Study in South Africa", Computers & Education, 2018, vol. 123, pp. 194-211.
7. D. Wang, R. Von Solms, "Cloud Computing: A Perspective Study", New Generation Computing, 2010, vol. 28, no. 2, pp. 137-146.
8. N. Bessis, "Blockchain Applications for Healthcare Data Management", Health and Technology, 2018, vol. 8, no. 4, pp. 273-285.
9. M. Ylianttila, J. Harju, "The Internet of Things in the Context of Next Generation Networking Paradigms", Journal of Network and Computer Applications, 2015, vol. 52, pp. 1-9.
10. G. Zanella, N. Bui, A. Castellani, L. Vangelista, M. Zorzi, "Internet of Things for Smart Cities", IEEE Internet of Things Journal, 2014, vol. 1, no. 1, pp. 22-32..