

**PERSONNEL ISSUES IN IMPROVING SMALL BUSINESS MANAGEMENT IN THE
DIGITAL ECONOMY DEVELOPMENT**

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ABSTRACT

The article analyzes the socio-economic processes of the economy of the country in recent years and makes detailed proposals on “The issue of human resources in improving small business management in the digital economy development”.

Key words: *digital economy, small business, the fourth revolution, “Youth register”, “Women’s register”, “Iron notebook”.*

Аннотация: Мақолада мамлакатимиз иқтисодиётининг сўнги йилларидаги ижтимоий-иқтисодий жараёнлари таҳлил қилиниб, “Рақамли иқтисодиётни ривожлантириш шароитида кичик бизнес бошқарувини такомиллаштиришда кадрлар масаласи” юзасидан атрофлича таклифлар келтирилган.

Калит сузлар: рақамли иқтисодиёт, кичик бизнес, тўртинчи инкилоб, “Аёллар дафтари”, “Ёшлар дафтари”, “Темир дафтар”.

Аннотация: В статье анализируются социально-экономические процессы экономики страны за последние годы и вносятся подробные предложения по “Кадровым вопросам совершенствования управления малым бизнесом в условиях развития цифровой экономики”.

Ключевые слова: цифровая экономика, малый бизнес, четвертая революция, “Молодежная тетрадь”, “Женская тетрадь”, “Железная тетрадь”.

In recent years, radical changes and reforms are taking place in various spheres of economic and social life of our country. The pandemic, in particular, has caused huge damage to the global economy, causing about \$ 400 billion in damage every month. As a result, 500 million jobs have been lost worldwide today. In overcoming such difficult days of our people, of course, the state policy of President Shavkat Mirziyoyev to preserve our economy power, the people interests and welfare is reflected in the current legislation and their implementation.

To mitigate and eliminate the pandemic consequences, the state has taken comprehensive measures worth a total of 82 trillion soums. In particular, the Anti-Crisis Fund has been established, more than 16 trillion soums have been allocated from the budget for measures to combat the coronavirus, support the population and businesses. In addition, state-owned enterprises and more than 500,000 business entities and about 8 million citizens were provided with practical assistance in tax benefits, loan extensions and financial support totaling 66 trillion soums.¹ Despite such tests, according to the International monetary fund and international rating agencies analysis, our country has maintained a positive growth rate among the few countries in the world.

Despite the fact that such economic difficulties have had a negative impact on the world economy, the fourth industrial revolution has begun in the countries of the world. Some of the most developed countries in the world, such as Germany, the United States, China, and Japan, have already switched to the digital economy. In order for our country to move to this stage, it is necessary to carry out large-scale reforms step by step, first of all, to improve the management of small business and pay great attention to the training of qualified personnel.

¹Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on the results of 2020.29.12.2020.

It should be noted that the young people role with intellectual potential, modern staff in improving the small business management in the digital economy development is high. In particular, it is expedient to approach the future from the investment point of view in order to ensure the youth role and influence in the management of public and state affairs, to support their socio-economic and political activism, to create opportunities for further development of knowledge and democratic skills of young people with modern worldviews. After all, in the developing world, young people are both active users and creators of modern information technologies.

In accordance with the State program "Development of science, enlightenment and digital economy", 197 large, thousands of small and medium enterprises and infrastructure facilities have been built in the country in the process of reforms in all areas to build a new Uzbekistan. Many benefits and privileges have been provided to support entrepreneurship, and 100 trillion soums, or almost 4 times more than in 2016, have been allocated to businesses. In the economy of our country, 2020 was a turning point in the field of social protection. In addition, 500,000 citizens have legally started working due to the provision of tax benefits for the self-employed population and the abolition of many restrictions.

In recent years, more than 13 trillion soums of soft loans have been allocated under the "Every family is an entrepreneur", "Youth is our future" and other social programs aimed at attracting a wide range of people to entrepreneurship and expanding their income sources, and more than 600,000 families were reached.²At the same time, 2021 will be called the "Year of youth support and public health" with a strong focus on science-hungry, passionate youth and women, Among the low-income people, the state has provided targeted benefits through the targeted study, registration and establishment of the "Youth register" and the "Women's register". In all districts and cities, in every mahalla, a completely new system of targeted work with needy families, women and youth has been introduced - the "iron notebook". In a short period of time, 527,000 people were employed through this system. In particular, preferential loans for self-employment, small business startup projects, or a doubling the number of educational grants for young people to become professionals in their field are not the first steps in achieving the third renaissance in our country. In order to improve the entrepreneurship system, and to continue the ongoing reforms to develop entrepreneurship:

- training in the basics of computer programming will be organized for 587 thousand people, including 500 thousand young people under the "One million programmers" project.³
- carrying out fundamental and applied research on priority areas in the information technology;
- measures will be taken to study the virtual and augmented reality potential, artificial intelligence, cryptography, machine learning, big data analysis and the use of "cloud" computing technologies in the economy and their implementation;

²*On Additional Measures to Improve the System of Entrepreneurship and Entrepreneurship Development of the President of the Republic of Uzbekistan Shavkat Mirziyoyev № PD4862. 13.10.2020.*

³*Decree of the President of the Republic of Uzbekistan on measures to implement the Strategy "Digital Uzbekistan - 2030".5.10.2020.*

- implementation of promising innovative developments and startup projects and support their commercialization and technology transfer;
- improving the system of support for the management data reception, including through the introduction of a real-time business analysis system.

It is no secret that in the regions, especially in rural areas, the majority of the population does not have a sufficient income source. As in any country, we have low-income groups. According to various estimates, they make up about 12-15 percent. We are not talking about small numbers, but about 4-5 million people. Poverty reduction in our country means the awakening of entrepreneurial spirit in the population, the full realization of the inner strength and potential of man, the implementation of a comprehensive economic and social policy to create new jobs. At the same time, if we achieve the consistent development of knowledge and skills of small business and private entrepreneurship management, we will not only reduce poverty in our country, but also take a worthy place in the world rankings and directly solve social problems.

In improving the small business management in the digital economy, the human resources issue as one of the most pressing issues today, I consider it appropriate to make the following proposals to address this sector development problems:

- training of qualified specialists to manage in the digital economy;
- revolutionary thinking in the leadership, the expansion of worldview;
- establishment of a personnel training system working in advanced technologies;
- providing a wide range of facilities for young people working on innovation;
- career motivation of young people and women in rural areas;
- collaboration in the startup projects implementation for young people to start their own business,
- consistent formation of IT system education, which is one of the new areas

etc., I think it will play an important role in solving the problems of human resources in the small business management.

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