

Methodological Problems of Labor Market Evaluation in the Digital Economy

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***Abstract---** The article discusses the behavior of employers and workers in terms of the use of information and communication technologies in labor and economic processes in the context of the development of the digital economy and discusses methodological issues of analysis and evaluation of labor market performance as a result of this behavior. Trends in the use of digital technologies in economic life, employment relations and the impact of digital platforms on the development of education have been studied. In the context of globalization of the economy on a global scale, the main directions and institutional procedures for effective regulation of the labor market have been identified.*

***Keywords---** Digital Economy, Information and Communication Technologies, Digital Platforms, Labor Market, Labor Demand, Labor Supply, Synergetics Bifurcation Point.*

I. INTRODUCTION

Today, as a result of the comprehensive digitalization of the economy, significant changes are taking place in the world's major macroeconomic relations. Trends in the digitization of the economy are complex, as they are difficult to assess on a systematic basis in the framework of economic theories of existing productive forces and production relations. If in these theories the main productive forces are recognized as "living labor", in the present situation this productive force is undergoing transformation; this is explained, firstly, by the fact that the qualifications and talents of a particular worker and a group of occupations and types of occupations cannot be regarded as "living labor" in their essence, because they (qualifications and talents) are expressed in information terms; secondly, in the field of production and services is characterized by a relative increase in the number of informed components in their technological structures; thirdly, in the deepening and development of digital platform-based relations in the field of general consumption. Under these conditions, in turn, there will be significant changes in the labor market.

II. MATERIALS AND METHODS

Given the development of the process of digitization of the economy, research in the field of labor market activities was conducted mainly to answer the following questions:

1. What knowledge and skills should workers in the social sphere, as well as in all sectors of the economy, have in the digital economy?
2. Given the global transformation of the economy, in which areas of social life will there be structural changes in the context of employment under the influence of information technology and the development of digital platforms for decision-making in all areas of activity?

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3. Under what conditions should a system of continuous training of personnel be established in the field of information and communication technologies, especially for the economy?

In the context of globalization of society and the economy on a global scale, the general and methodological issues of labor market research have been little studied. In this regard, given the stable trends in the development of digitalization of the economy, it is relevant to ask the problematic question of what the labor market should be like in general.

The main features of the digital economy are interpreted as follows:

- Information as the main resource;
- Unlimited online trading platforms;
- The ability of small companies to compete with the largest market participants;
- The scope of operations is limited only by the size of the Internet.

It can be concluded that, firstly, the digital economy is an area where society can reshape the primary economic relations and existing business models, and secondly, the digital economy is an economic system in which digital information and communication technologies are introduced and widely used in all spheres of economic activity. can be defined as a system of relationships. If we look at all this in terms of jobs and labor, then it will be possible to identify the scope of problems and tasks that can be solved in the context of digitalization of the economy and, of course, the methodological problems of labor market, its efficiency and institutional behavior of its participants.

According to N. Davis and S. Schwab's research, "there are two opposing camps in terms of the impact of new technologies on the labor market: those who believe that a technology-squeezed worker will find a new job, and that technology will start a new prosperous era; and that technology will create mass technological unemployment." To those who believe that Armageddon will lead to progress" [2, p. 32]. Researchers found that V.M. Svistunov and V.V. Lobachev writes: "The digital economy is leading to the transition of the employee from manufacturing to management, coordination and inspection. Thus, "The digital economy is affected by a decrease in the number of employees in production and an increase in the number of employees in the field of service management" [1. p.67]. Researcher E.V. Shirinkina examines the state of the labor market related to the educational process and says, "Digitalization makes it easier to find employees, reduces job search time, increases employee productivity, improves the situation with the involvement of personnel in the economy through remote jobs and quality education. "States [3. p.108]. improves the situation with the involvement of personnel in the economy through the use of remote jobs and the provision of quality education".

III. RESULT AND DISCUSSION

As a result of the further development of the digital economy, many new professions will emerge, mainly in the field of management and services, especially in the field of structured professions. It is known from the history of the development of economic activity that the emergence of new methods and means of management led to the disappearance of some professions and the emergence of others, thereby eliminating structural unemployment. "Many professions related to the use of horses as a means of transportation are a thing of the past, however, many

new professions have emerged in the field of transport (automobile, subway, surface public transport, railway, etc.)”
[4]

From the point of view of jobs, the digitization of the economy is reflected in the transformation of the workplace into technology, tools of labor, the environment of interaction, productive production, as well as the mechanism of evaluation of this result, introducing itself into the "digital" workplace. From the point of view of the labor force, the digitization of the economy is reflected in the development of the economy and the network of remote employment by introducing itself in the work process. Hence, in our view, the main goal expected from the mutual economic cooperation of jobs and the workforce in the digital economy is to achieve the highest labor efficiency in this interaction, both in live and material terms.

The labor market, by its economic nature, is seen as a mechanism for the distribution of labor and jobs at the macroeconomic level, which redefines the parameters of their counterparty parameters, namely the total set of labor and jobs, as well as aggregate labor supply and demand and institutional regulation. determines the appropriate direction of impact. In this context, the digitization of the economy means an environment of interaction between the workforce and the workplace in a balanced labor market.

Such an interpretation of the digitization of the economy implies the regulation and improvement of the labor market in order to make efficient use of living labor resources, and this efficiency should be assessed not only by the effectiveness of continuing education, but also by the introduction and development of the information space. In this context, the elements of the labor market and digitization of the economy are the state of the labor market, which is the state of digital platforms in terms of the total volume of labor supply and demand by the labor market, the effective and targeted use of a large array of information on economic activity of all economic entities and the level of development of the digital economy should be considered as a system. The operation of this system should involve the use of assessment methods aimed at improving the efficiency of information resources, both in the labor market and in the information space of the national economy.

The efficiency of information resources in the labor market, in our opinion, is such that in the hierarchical structure of the national economy the labor market is balanced on the parameters equal to the required volume of processing of information related to the labor market and the use of relevant personnel in decision-making and management. The efficiency of information resources in the information space of the national economy is a balanced state of the national economy in terms of effective use of the necessary information by all economic entities. The interdependence of the efficiency of these information resources determines the ways of further development of the digital economy, taking into account the development requirements of the labor market.

IV. CONCLUSIONS

Based on the analysis of methodological approaches aimed at assessing the labor market in the context of the digital economy, the following conclusions can be drawn.

1. The use of synergetic principles in the development and application of criteria for assessing the efficiency of the labor market and the information space of the national economy will be methodologically correct. The

essence of this principle is that the labor market and the information space will have maximum efficiency based on the principles of synergetics and form a macroeconomic system that depends on the bifurcation points of the above-mentioned macroeconomic system. In this case, the bifurcation points are a complex economic, which represents the state of development of individual training programs in the field of information and digital technologies, which structurally change the state of the labor market, as well as digital platforms for modern business and economic activities;

2. Information affects the labor market as an economic resource and the basis of information technology. This will change the structure of the dynamics of the total workforce, mainly in the field of expansion and updating of information resources, large-scale data processing, transformation of information into specific knowledge and decision-making processes, and, accordingly, the information services sector increases. Under the influence of digitization of the economy, the main areas and directions of labor market development are identified, in particular: the growing demand for information and communication skills of employees; increase in the number of people employed in the field of information and communication technologies and digital platforms; sustainable development of labor market globalization indicators and meeting their needs with relevant personnel with different qualifications; the emergence of new and non-standard forms of employment.
3. It is necessary to develop effective cooperation between educational and research organizations in the field of information and communication technologies and digital platforms, as well as their interaction with the business community, government agencies. At the same time, in the context of progressive digitalization of economic systems at the national and global levels, the relevance and high importance of educational programs must be ensured, while reducing the time to adapt the education system to the requirements of the labor market.
4. It is necessary to systematize the structural links between the structure and level of employment in the economy associated with the spread of information and communication technologies and digital platforms. At the same time, new jobs will be created, non-competitive ones will be squeezed out, and the effectiveness of these changes will depend on the competitiveness of individual firms by sector, industry and region, public policy on regulation and development of the country's information space, institutional environment and the global economy will depend.
5. The level and structure of employment depend in large part on the decisions of the state to regulate social relations in the use of information and digital technologies, and in this regard, the legal distribution of working hours (including the legalization of remote labor), as well as new system of relations in various sectors of the economy. will depend.

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