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Саидахроп Саидахмедович Гуломов, Мамаюнус Қаршибаевич Пардаев Ақлий меҳнатнинг ўзига хос хусусиятлари, унинг самарадорлигини ошириш йўналишлари	5
Умар Худайбердиев “Яшил” иқтисодиёт ривожланишининг муҳим омиллари	9
РАҚАМЛИ ВА ИННОВАЦИОН ИҚТИСОДИЁТ	
Зарина Муродовна Мухаммедова Хизматлар соҳасининг виртуаллаштирилган инновацион инфратузилмасини шакллантиришда электрон иқтисодиёт воситаларидан фойдаланиш имкониятлари	12
Sirojiddin Abdullayevich Maxmudov Raqamli iqtisodiyot sharoitda elektron savdoning rivojlanishiga ta'sir etuvchi omillar	16
Jonibek Adxam o'g'li Maxmudov Mintaqani barqaror rivojlantirishda turizm sohasidagi tarkibiy o'zgarishlar va ularda raqamli texnologiyalarning ahamiyati	22
САНОАТ ВА ҚИШЛОҚ ХЎЖАЛИГИ	
Бекзод Низамкулович Атамуродов Respublikamizda maxsus iqtisodiy zonalarining bugungi kundagi holati tahlili	28
ТАДБИРКОРЛИК, МЕҲНАТ, БАНДЛИК ВА КАМБАҒАЛЛИКНИ ҚИСҚАРТИРИШ	
Ашур Али Рустам ўғли Латипов Камбағалликни қисқартиришда иш билан бандликни таъминлашнинг стратегик йўналишлари	31
ХИЗМАТ КўРСАТИШ ВА СЕРВИС	
Тулкин Саидахмедович Шарипов Овқатлантириш хизматларини ривожлантиришда оммавий ахборот воситалари ва ижтимоий тармоқлардан фойдаланиш имкониятлари	39
Шохида Ильясовна Артикова, Дилафруз Бахриллоевна Абдуллаева Развитие сферы услуг в условиях цифровой трансформации экономики	43
Zafarjon A'zamovich Axmedov Tibbiy xizmatlari bozorida iste'molchi (bemor)larning talabini baholash borasida yondoshuvlari	47
Мурод Нозирович Ибрагимов Совершенствование формы и содержания технического задания на оказание консультационных услуг	51
Фарход Анварович Сафаров Хизмат кўрсатиш корхоналари фаолиятини такомиллаштиришда innovatsion jarayonlarning xususiyatlari	57
Nasiba Ergasheva Keytering outsorsing xizmatlarini rivojlantirishning zamonaviy tryendi sifatida	62
Khudoynazar Ergashev, Azizbek Khabibullaev, Odiliya Soibnazarova Supporting the service sector from the state government mechanism	66

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SUPPORTING THE SERVICE SECTOR FROM THE STATE GOVERNMENT MECHANISM

Abstract. Today Uzbekistan is at the initial stage of the formation of small businesses, and at the present stage, priorities are determined by hiring a critical mass of small businesses and increasing their role in the country's economy. Although the service sector has currently achieved some success, the article addresses issues of bringing service delivery to the next higher levels, supporting small businesses at the state level in the results that follow. The purpose of this article is to analyze the removal of the service sector into the framework of Public Policy, develop the theoretical foundations for the development of forms and institutions of state support, as well as practical recommendations on the direction of state support for small businesses.

Keywords: entrepreneurship, business theory, economic entity, commercial introduction, market orientation, production activities, socio-economic basis.

Introduction. Service sector is a prerequisite for the successful development of every country. Small business is primarily an institution that provides employment for the population. In addition, small companies contribute to solving the tasks of ensuring economic growth and transition to the path of innovative development of the country. Special attention is paid to small businesses in the context of crisis phenomena, since they, due to their inherent mobility and flexibility, can smooth out negative processes in the field of employment, ensure social adaptation of workers released from large enterprises, as well as form new market niches and points of economic growth.

Small and medium-sized businesses in Uzbekistan account for up to 2.2 million entities, where every fourth employee is officially employed. At the same time, the contribution of small businesses to the overall economic performance in Uzbekistan is significantly lower than in most developed and developing countries. Thus, the share of small and medium-sized businesses in the country's GDP is at the level of 20-21%, small and medium-sized companies account for only 5-6% of the total fixed assets and 6% of investments in fixed assets in the country as a whole. The multidirectionality and inconsistency of measures in relation to small businesses reduces the level of confidence of entrepreneurs in the state, leads to the departure of businesses into the illegal field, negates the positive effects of the implementation of state support measures.

Methods. The theoretical and methodological foundations of the development of the service sector were engaged in many domestic scientists: E.V. Bashmachnikova, Yu.S. Valeeva, D.I. Valigursky, L.P. Dashkov, N.V. Mordovchenkov, O.A. Novikov, A.M. Ozina, V.K. Pambukhiyants, E.V. Romaneva, O.V. Chkalova. The study of various aspects of small business management in the areas of the service sector is devoted to work: O.V. Anufrieva, K. Vipperman, J. Viters, G.A. Gainullina, R.B. Mushroom, M.A. Gaysumova, I.Yu. Dmitrochenkova, V.V. Kalmykova, O.V. Korse, L.A. Kulaginina, M.Ya. Magomerzaeva, M.V. MA - MUTs, G.D. Mardanova, M. Peter, M. Porter, D.A. Tajibaeva, F. Hayek, R. Hizrich, O.M. Shestoperova.

Despite the great contribution of domestic and foreign scientists to solving the problems of managing the development of small businesses of the service sector, it should be noted that issues of developing methodological approaches as cooperating, problem solving and communicative methods are mentioned in managing small enterprises of the service sector that allow you to comprehensively manage the development of small business as a whole in the region and at the level of individual enterprises with taking into account the features of the functioning of small organizations, they did not find sufficient reflection in the economic literature.

The global and domestic experience of the last three decades confirms that entrepreneurship, being an important component of the economic system, largely determines the pace and nature of economic growth, the structure and quality of a country's GDP. There can be

no well-coordinated social development without entrepreneurship [1].

The progressive role of small business in the development of economic relations in the economy is one of the prevailing modern trends. This fact is primarily due to the fact that small businesses assume significant socio-economic functions, creating conditions for the reproduction of market relations in the country and regions, taking into account the balance of interests between supply and demand. In addition, the progress of this sector of the economy does not directly stimulate the production efficiency of large enterprises operating in its territory by exploring new markets that these enterprises consider insufficiently capacious [2]. The functioning and development of small business as a flexible producer that quickly reacts to changes in market conditions, gives the market economy the necessary elasticity, promotes the formation of a competitive environment and has, to a certain extent, antimonopoly potential.; It also acts as a shock absorber for fluctuations in the economic environment.

Despite the fact that the phenomenon of business is the subject of a number of studies in many countries, a unified theory of current entrepreneurship has not yet been formed, and even a common definition of business is still missing [3].

Results. Any well-known scientists have made a great contribution to the evolution of business theory, among them I would like to single out: R. Cantillon, he was the first to define entrepreneurship as an economic entity that took on the risk associated with the organization of a new enterprise or with the commercial introduction of a new concept; A. Smith and D. Ricardo, who distinguished in the market orientation of production activities the socio-economic basis of entrepreneurship; J. Say, who created an economic program for the progress of entrepreneurship and the increase of capitalist production [4]; Schumpeter, who showed for the first time a consistent theory of business; F. Knight, who gave economics a satisfactory explanation of business profits; J. Keynes, who established the main figure of the capitalist economy in business, A. Marshall, who introduced the concept of "entrepreneurial income", and others. The Uzbek scientific literature did not address this problem at all, since it was outside the scope of the object of socialist political economy.

The increased interest among Uzbek economists in studying the problems of improving small business in recent years is predetermined by various factors, the main of which is that the potential of this sector of the economy in the reproduction process is quite large [5].

In particular, small business makes it possible to establish an effective economic base for the exploitation of production potential, creates conditions for sustainable progress of entrepreneurship in all market areas, creates a large number of new jobs, provides satisfaction of the needs of the population in goods and services, to a certain extent reduces the consequences of social unrest associated with the economic transformation of Uzbek society.

Discussion. Small business is an initiative economic activity not on a large scale, which is created at the expense of its own or borrowed funds at its own risk and under its own responsibility, which assigns the main goals to the acquisition of profit and the progress of its own business [8].

A synonym for small business in the assigned study is small business, which represents entrepreneurial activity on a relatively small scale. At the same time, small business entities are individuals who are engaged in entrepreneurship without a diploma from a legal entity, as well as small commercial companies [6].

The distinguishing features of a small business are:

- merging of the owner, manager and often employee in one person;
- a relatively small number of manufactured products and/or services;
- relatively tight resources (production, financial, human resources, etc.) and the preferred use of non-centralized sources of financing, which includes going beyond the core business;
- relatively low organizational and functional flexibility and portability;
- undeveloped management systems, relatively simple procedures for assessing and monitoring the strategic position of the company;
- instability of the management process, as well as the dominance of "common sense management";

- the accumulation of managerial positions among the founders of the company or their relatives, the functions of ownership and management are often not separated;
- the ability to occupy only limited market segments [10].

Strengthening the regulatory role of the state in the process of establishing civilized entrepreneurship, protecting the legitimate interests of entrepreneurs, and providing them with guarantees to both citizens and organizations in connection with the above advantages and disadvantages of operating small businesses is of great importance at the current stage of economic development [7]. Of course, the state should not interfere in competitive business activities, since entrepreneurship is essentially the free activity of capable citizens, but at the same time, the state must ensure the protection of this economic and political freedom.

Today, there are three traditional sources of support for small businesses in the world:

- bank loans;
- State support at the national level;
- international organizations that support small businesses at the multinational level.

Government support for small enterprises is represented by a wide range of tools, namely:

- loans to small businesses;
- government grants;
- venture capital;
- tax-free bonds [6].

The costs that the state imposes on an enterprise can be divided into three main categories: taxes, regulation, and payments related to property rights [7].

Justifying the need for state regulation of entrepreneurial activity, experts identify several reasons for the need for such regulation (primarily the legislative activity of the state) [1].

First, the need for firms to protect themselves from each other. Entrepreneurs unanimously praise competition, but when their own interests are affected, they try to neutralize it. Hence the adoption of laws to prevent unfair competition.

Secondly, the need to protect consumers from unfair business practices. This explains the focus of the laws against those firms that, left unchecked, may begin to produce low-quality goods, mislead consumers by falsifying the quality of goods, false advertising, price manipulation, etc.

Thirdly, the need to protect the highest interests of society from the "unbridledness" of entrepreneurs.

In the economic literature, government support for small businesses is understood as the functioning of a support infrastructure aimed at implementing measures to develop small businesses [9].

The purpose of the State policy to support business entities should be an adequate means of adopting a common goal of such support. The common goal of state policy to support the economy is to ensure rational management, implementation and protection of public interests.

The purpose of the State policy to support business entities should be an adequate means of adopting a common goal of such support. The common goal of state policy to support the economy is to ensure rational management, implementation and protection of public interests [10].

Conclusion. In conclusion, the study of the goals and objectives of government regulation and support of SS will draw the following conclusions.

First, in a highly competitive environment, government policy in the field of small business can count on success only when it is aimed at encouraging small-scale production and creating an integrated economic order with a small producer at the center.

Secondly, various non-governmental support structures for SS are being created, which have an increasingly noticeable impact on the development of this field of activity. The non-governmental infrastructure of small businesses includes: banks, insurance and leasing companies, factoring companies, consulting firms, venture funds, holding companies, audit firms, arbitration courts, associations of small businesses.

Thirdly, the SS infrastructure is designed to provide a variety of assistance and support to

enterprises in organizing their business, obtaining subsidies, contracts, training and consulting in order to preserve and strengthen free competition. It allows implementing state policy in the field of small business, promoting the development of this category of enterprises in individual administrative districts and territorial entities, implementing appropriate programs, conducting expertise of entrepreneurial projects, and facilitating direct business contacts and investments.

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<p>X. Ergashev, A.Xabibullayev, O.Soibnazarova Xizmat ko‘rsatish sohasini davlat hokimiyati mexanizmi yordamida qo‘llab-quvvatlash Annotatsiya. Bugun O‘zbekiston kichik biznesni shakllantirishning dastlabki bosqichida bo‘lib, hozirgi bosqichda ustuvor yo‘nalishlar kichik biznesning kritik massasini yollash va ularning mamlakat iqtisodiyotidagi rolini oshirish yo‘li bilan belgilanadi. Maqolada hozirgi vaqtda xizmat ko‘rsatish sohasi ma‘lum muvaffaqiyatga erishgan bo‘lsa-da, bundan keyingi natijalarda xizmat ko‘rsatishni keyingi yuqori bosqichlarga olib chiqish, kichik biznesni davlat darajasida qo‘llab-quvvatlash masalalari ko‘rib chiqilgan. Ushbu maqola maqsadi, xizmat ko‘rsatish sohasini davlat siyosati doirasiga olib chiqilishini tahlil qilib chiqish, davlatning qo‘llab-quvvatlash shakllari va muassasalarini rivojlantirishning nazariy asoslarini, shuningdek, kichik biznesni davlat tomonidan qo‘llab-quvvatlash yo‘nalishi bo‘yicha amaliy tavsiyalarni ishlab chiqishdir. Kalit so‘zlar: tadbirkorlik, biznes nazariyasi, xo‘jalik yurituvchi subyekti, tijoratni joriy etish, bozor yo‘nalishi, ishlab chiqarish faoliyati, ijtimoiy-iqtisodiy asos.</p>	<p>X.Эргашев, А.Хабибуллаев, О.Соибназарова Поддержка сферы услуг с помощью механизма государственной власти Аннотация. Сегодня Узбекистан находится на начальном этапе становления малого бизнеса, и на современном этапе приоритеты определяются путем найма критической массы малого бизнеса и повышения их роли в экономике страны. Хотя в настоящее время сектор услуг добился определенного успеха, в статье рассматриваются дальнейшие результаты по продвижению услуг на более высокие уровни, а также по поддержке малого бизнеса на государственном уровне. Целью данной статьи является анализ вывода сферы услуг в рамки государственной политики, разработка теоретических основ развития форм и институтов государственной поддержки, а также практических рекомендаций по направлению государственной поддержки малого бизнеса. Ключевые слова: предпринимательство, теория бизнеса, хозяйствующий субъект, внедрение коммерции, рыночная ориентация, производственная деятельность, социально-экономическая основа.</p>
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