

**ECONOMIC CONSEQUENCES OF UNEMPLOYMENT IN THE DIGITAL
ECONOMY: CURRENT PROBLEMS AND SOLUTIONS**

Bukhara State University

Faculty of Economics and Tourism

Senior teacher of the Department of Marketing and Management

Ashurova Mubarak Xayrullayevna

Student of group 3-1-MAR-20 Saidov Amirbek

Abstract. *This article highlights the types of unemployment in the digital economy in our country, their content, essence, new problems and opportunities for unemployment in the digital economy, the economic consequences of unemployment in the digital economy, existing problems and ways to solve them.*

Keywords: *digital economy, technological unemployment, artificial intelligence, social inequality, economic inequality, unemployment index, strategies.*

Unemployment in the digital economy has many complex and interesting aspects. Under these conditions, the nature of unemployment will change, and along with new opportunities, new problems will appear. Below we will look at the main aspects of unemployment in the digital economy.

Below are examples of new forms of unemployment. These include technological unemployment. As the digital economy evolves, some traditional jobs will disappear. The widespread use of automation and artificial intelligence will lead to the disappearance of some professions.

An example of platform unemployment is unemployment that occurs as a large economy expands and many workers take short-term or temporary jobs through platforms. This could lead to a loss of stable jobs.

New jobs and skills. In the process, new fields and professions are emerging, for example, the digital economy is creating new fields and professions such as data analysts, cybersecurity specialists and digital marketers. Adaptive skills. Workers need to acquire new skills and master them quickly. Skills required include digital skills, programming and data analysis.

Education and retraining require continuous education, and in the digital economy, workers need to constantly learn new technologies and update their knowledge. Retraining programs, special programs and courses are needed to retrain workers and increase their adaptability to new professions.

Social and economic consequences include social inequality. The gap between workers with and without digital skills is likely to widen. This can increase social inequality and economic inequality. Working conditions The platform economy and

digital working conditions can impact workers' rights and working conditions. Issues of stability and security remain relevant.

Political and economic measures. Policy responses States need to adopt new policies to mitigate the impacts of the digital economy and protect workers.

For example, investing in improving social security systems, increasing unemployment benefits and creating new jobs. Economic strategies. It is necessary to reconsider economic strategies and develop new approaches to adapt to the digital economy. This includes developing digital infrastructure, supporting entrepreneurship and encouraging innovation.

Unemployment in the digital economy creates new challenges and opportunities. Workers, governments and businesses need to work together to adapt to these new conditions. By balancing the positive and negative impacts of technological progress, we can ensure that the digital economy benefits all sectors.

In the world unemployment ranking, Uzbekistan ranks 81st out of 190 countries with a score of 5.9%, and among the CIS countries we rank sixth. The unemployment rate in the CIS countries is 17% in Armenia, 14.4% in Georgia, 11% in Tajikistan, 8.9% in Ukraine, 6.3% in Kyrgyzstan, 5.5% in Azerbaijan, 5.5% in Moldova , 4.6% in Belarus, 4.6%. in Kazakhstan – 4.6% in Russia, etc., and in Turkmenistan – 3.9%.¹¹

When analyzing the economic consequences of unemployment in the digital economy in our country, it is necessary to take into account a number of important aspects and their impact. The rapid development of the digital economy is having a significant impact on the labor market, which can have economic consequences. The economic consequences of unemployment in the digital economy are far-reaching and complex. Governments and businesses need to work together and develop flexible strategies. These strategies are important for reducing unemployment, ensuring economic stability and maximizing the potential of the digital economy.

To solve these problems, the researcher made the following recommendations. Development of digital infrastructure. Development of digital infrastructure, expansion of access to the Internet and technology in all regions of the country.

Training of qualified personnel. Organization of education and retraining programs in accordance with the requirements of the digital economy. Strengthening social protection systems. Development of social protection systems and support for the unemployed. Encourage innovation. Help local businesses adapt to digital transformation and embrace new technologies. These measures will help eliminate the problems of unemployment in the digital economy and ensure the economic development of our country. In our country, in the research process of preventing unemployment and applying innovative methods in the digital economy, the following features were studied.

¹¹ <https://davr24.uz/archives/6103>

Innovative approaches, support for start-ups, promotion of digital entrepreneurship, workforce flexibility, introduction of flexible work models, development of a high economy, social protection and support processes should cover all regions of the country. This helps create technological innovation and modern infrastructure. These programs must be adapted to modern technologies and market requirements, and special courses and programs must be introduced in schools and universities to develop the digital skills of students and workers.

Prevent unemployment in the digital economy, introduce mechanisms such as grants, soft loans and tax breaks to support innovative start-ups and small businesses, introduce and support entrepreneurs with innovative technologies to develop digital entrepreneurship, provide employees with the opportunity to create new employment opportunities through remote work, short-term contracts and other flexible work models, taking advantage of the platform and gig economy. This will help create short-term and temporary jobs.

In conclusion, we can say that in order to prevent unemployment and apply innovative methods in the digital economy, it is necessary to pay attention to the following main areas: development of digital infrastructure, training of qualified personnel, application of innovative approaches, increasing workforce flexibility, improving social protection and support programs, accelerating digital transformation and strengthening international cooperation. These areas will help the successful development of our country in the digital economy and reduce unemployment.

REFERENCES:

1. Авдюшенко, С. RFM потоки и RFM тренды. Новый инструмент для маркетингового аудита / С. Авдюшенко. – URL:
2. <https://vc.ru/marketing/76804-rfm-potoki-i-rfm-trendy-novyuy-instrument-dlya-marketingovogo-audita> (дата обращения: 15.01.2019).
3. Адамчук, И. А. Роль маркетинга в малом бизнесе / И. А. Адамчук, В. Д. Стефанова // Территория науки. – 2014. – № 5. – С. 78–84.
4. Алексеева, С. Г. Взаимодействие органов местного самоуправления с малым бизнесом / С. Г. Алексеева, Е. А. Ионкина // Системные технологии. – 2017. – № 24. – С. 43–46.
5. Алехина, Е. С. Развитие маркетинговых технологий в сфере услуг региона: автореф. дис. ... канд. экон. наук : 08.00.05 / Алехина Екатерина Сергеевна. – Шахты, 2010. – 25 с.
6. Khayrulloevna A. M. The substantial economic benefits of tourism //Academy. – 2020. – №. 3 (54). – С. 39-40.

7. Пирназарович А. Х., Ашурова М. Х. Меҳнат ресурслари ва улардан унумли фойдаланиш йўллари //Экономика и финансы (Узбекистан). – 2015. – №. 11. – С. 52-57.
8. Пирназарович А. Х., Ашурова М. Х. Ишчи кучи сифати ва рақобатбардошлигини ошириш йўллари //Экономика и финансы (Узбекистан). – 2014. – №. 9. – С. 18-27.
9. Ashurova M. K. Environmental problems, the impact of tourism and recreational resources //ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ СОВРЕМЕННОЙ НАУКИ МОЛОДЫХ УЧЁНЫХ АГРАРИЕВ. – 2016. – С. 537-539.
10. Ashurova M. Бухоро вилояти табиий-иқтисодий салоҳиятининг туризм ривожига таъсири //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2020. – Т. 1. – №. 1.
11. Ashurova M. FORMATION OF ENVIRONMENTAL EDUCATION IN PRESCHOOL EDUCATIONAL ORGANIZATIONS //Центральноазиатский журнал образования и инноваций. – 2023. – Т. 2. – №. 8. – С. 92-94.
12. Ashurova M. MINTAQALAR TURIZM SOHASIGA INVESTITSIYA KIRITISHNING SAMARADORLIGI VA INNOVATSION YO‘LLARI //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2022. – Т. 16. – №. 16.