

THE USE OF SOCIAL, INFORMATION AND COMMUNICATION TECHNOLOGIES IN SERVICE INDUSTRIES

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Annotation. Improving the quality of social services is one of the key areas of government reforms, and today, when all sectors of the economy are switching to digital format, the digitalization of the public services sector has been taken over by e-government, an Internet portal operating on the basis of an industry service platform, the purpose of which is to increase the efficiency of interaction between government agencies, citizens and businesses.

To implement the above-mentioned areas, work is underway both on the organization of services directly on electronic ("online") sites (Internet portals of each of the subjects of the Republic of Uzbekistan and the Unified Portal of Public Services) and on "offline" sites (multifunctional centers).

The work of the latter, due to a number of reasons, such as mentality, digital literacy of the population, limited distribution of electronic signatures, as well as other technological difficulties, will remain in demand until information and communication technologies become an everyday component of everyday life, however, the rapid growth of ICT, industrial Internet and biotechnologies will not take long to wait for the widespread digitalization of the sphere services.

Keywords: electronic services, information and communication technologies, digitalization, innovations in the service sector, portals of public services, e-government.



Remote provision of services through the use of information and communication technologies, the Internet and remote access is a modern alternative to personal interaction between the applicant and the contractor.

E-government plays the role of an innovative technology that provides the opportunity to use communication tools, meeting social needs and improving awareness of current issues, strengthening public feedback with government agencies. E-government is used to optimize the provision of public services, increase the self-service capabilities of the population, increase the legal and digital literacy of society, etc.

Today, there is a need to analyze the markers of development of the public services sector, identify factors and identify the main trends that affect the effectiveness and quality of electronic and digital services based on ICT.

Electronic portals for the provision of public services are technologically digital platforms.

A digital platform is a system of algorithmized mutually beneficial relationships between a significant number of independent market / industry/field participants implemented in a single information system (environment), leading to lower transaction costs due to the use of digital technologies when working with information in the form of digital data (big data).

There are three main types of digital platforms: a tool platform, an infrastructure platform, and an application platform. Public service portals are a prime example of the implementation of application platforms.

In the context of the development of information and communication technologies, all spheres of activity of state bodies in electronic form are in demand by citizens and organizations of various forms of ownership.

The demand for electronic services is driven by the rapid growth of such areas as:

- 1) Social;
- 2) Legal (advocacy, notary, prosecutor's office, judicial proceedings);
- 3) Economic (budgetary, finance and credit, taxation);
- 4) Cultural (science, education);
- 5) Healthcare, etc.;

Thus, e-government performs the following tasks:

- Optimization of government service delivery processes;
- increasing the degree of involvement of citizens in the development of the state;
- Provision of support services to citizens;
- Raising public awareness;
- leveling the risks of process errors.

In conclusion, it should be noted that e-government defines an innovative method of interaction based on the use of information and communication technologies (ICT) in order to increase the efficiency and effectiveness of the quality of public services.

The relevance of electronic services is growing every day and is conditioned by the development of digital technologies in Industry 4.0, which are becoming more and more accessible, which contributes to a significant expansion of communication opportunities between government, the public and business.

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