

Digital Services: Essence and Importance

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Abstract

the article reveals the nature and characteristics of digital services, and develops a definition of the concept of digital services. It is argued that the transition to providing and receiving digital services will significantly improve the quality of life of the population.

Keywords: *globalization, digital technologies, information and communication, service, digital service, electronic tools, Internet, software, platform.*

The main element of the transition from a production-based economy to a knowledge-based economy is the rapid development of digital technologies and the acceleration of the replacement of traditional business processes with digital processes. One of the signs of digital globalization, which is considered a new stage of globalization, is the transition from physical trade of goods to digital trade of goods and services.

Analysis of statistical data has shown that digital services are developing rapidly in recent years, especially operations such as selection, ordering, delivery and payment of goods are carried out electronically on the Internet. The increase in the share of digital services is the main sign of the developed economy of the 21st century.

In 2022, 63 percent of the planet's population, i.e. 5 billion a person is connected to the Internet.¹ According to the number of Internet users, Uzbekistan.² occupies 42nd place in the world, their number is 31 million. reached a person. McKinsey predicts that 50 percent of the world's operations will be automated in the next 20 years. With the shift to digital products and electronic services, the world is becoming more transparent.

Due to the widespread use of digital technologies, the term "digital services" entered the economy and began to be used. Economists have studied this phenomenon and developed definitions for it. However, there is still no consensus among scientists on the definition of digital service, as well as the criteria for distinguishing them, as well as the classification of digital services. As a rule, in most studies, digital services are traditional services provided via the Internet (online advertising services; online mediation services; sales of information obtained from data left by users on digital interfaces, etc.). The most common among them are education, information, advertising, consulting, accounting, legal, scientific and technical services.

¹ Kolichestvo polzovateley internet v mire. [Electronic resource] – The mode is accessible. – URL: <https://www.likeni.ru/events/kolichestvo-polzovateley-interneta-v-mire-dostiglo-5-mlrd-chelovek/>

² Spisok stran po chislu zovateley Internet. [Electronic resource] – The mode is accessible. – URL: <https://ru.wikipedia.org>

The term digital services is defined by the European Commission as follows: "digital services are services that are usually provided at a distance, by electronic means and at the individual request of the customer for a certain fee."³

EAI's report on the development of digital (Internet) trade defines: "digital services are services provided automatically with the help of information technologies through information and communication networks." A wide range of services can be included in this category, for example, exposure software, Internet advertising, data storage and processing, hosting, digital content, etc.⁴

According to the Russian economist N.Sh. Vitolkina, who conducts scientific research on this topic, digital services are: "the creation, search, collection, storage, processing of data and products in digital form based on the needs and interests of consumers in the Internet information and communication network through the use of information technologies, is meant to provide and distribute".⁵

It should be noted that when receiving a digital service, it is not the physical movement of goods across the border, but the exchange of electronic data that forms the content of a digital object. But this does not mean that the interaction when receiving a digital service is entirely digital, for example, the Amazon.com website provides digital services that often involve the delivery of a physical product. However, this interaction is changing rapidly, as Amazon.com already offers a wide variety of e-books.⁶

Another difference in digital service is ownership. A service provider can be a large number of interacting owners (for example, a platform, the essence of which is to provide a specific service to businesses and citizens to coordinate the activities of various market participants).

Digital service is primarily aimed at meeting the needs of the buyer, that is, the nature of the relationship is secondary, because in most cases the seller does not know about the social, cultural, emotional qualities of the buyer. If we talk about typical service, it is based on personal relationship and interaction. Thus, the research allowed us to determine that digital services should have the following characteristics:

- in which service is provided (goods are not sold);
- services are provided in real time through the Internet or other alternative networks using various platforms or equipment (in most cases, mobile communication devices);
- service can be provided only using digital technologies;

³ Digital goods - goods or services? [Electronic resource] – The mode is accessible. – URL: <http://moglobi.ru/stati/cifrovoj-tovar-tovar-ili-usluga/main.html> (data obrashcheniya: 12.01.2019).

⁴ Directive (EU) 2015/1535 of the European Parliament and of the Council of 9 September laying down a procedure for the provision of information in the field of technical regulations and of rules on Information Society services (OJ L 241, 17.09.2015, pp 1–15) [Electronic resource] //EUR Lex. Mode of access: -<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF>

⁵ Doklad o razvitii tsifrovoy (internet) trading EAES EEK [Electronic resource] // - Mode available: <http://eurasiancjmmission.org/ru/act/dmi/workgroup/Documrnts/-Data> available: 20.09.2022.

⁶ Vatolkina, N.Sh. Razvitie upravleniya kachestvom uslug v usloviyakh tsifrovoy transformatsii ekonomiki: dis. ... it is d-ra. Nauk: 08.00.05/ N.Sh. Vatolkina; Saint-Peterburg State Economic University. - SPb., 2019.

- the service is provided in ways that are simple to understand and use, and is fully automated using software, with minimal human intervention;
- the provided services are controlled by the client through applications on a computer, mobile phone or tablet;
- the service is usually provided for a certain fee.

Thus, summarizing the above, we believe that digital services can be defined as follows: "Digital services are services that are performed in a simple and secure manner in real time using digital technologies, fully automated and with minimal human intervention, usually for a fee."

The transition to providing and receiving digital services can significantly improve the quality of life of the population and reduce social inequality caused by different levels of income or living in remote parts of the country. Digital services, first of all, serve as a mechanism of social progress, serve to increase the quality and convenience of providing services to the population in medicine, education, communal services, culture and other areas. Secondly, digital services make it possible to create comfortable and safe conditions for community life. Third, in the modern world, companies need skilled personnel with digital literacy, and such talented personnel are serious about choosing a place to live and work. Creating comfortable living conditions is becoming a mandatory requirement to attract highly qualified specialists and large employers, especially in high-tech industries. Today, a better quality of life is directly related to the improvement of the business environment and economic growth. Fourth, digital services can help improve the business and investment climate by improving the availability and efficiency of public services.

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