
ORGANIZATION OF MARKETING RESEARCH ON THE FORMATION OF PERSONNEL POLICY IN THE LABOR MARKET IN AN INNOVATIVE AND DIGITAL ECONOMY

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Abstract:

The article contains proposals and recommendations for organizing marketing research on the formation of personnel policy in the labor market in the conditions of an innovative and digital economy.

Keywords: innovation, labor market, personnel policy, small business, employment, marketing, entrepreneurship.

In the conditions of an innovative economy, the state pursues an active socio-economic policy to ensure employment of the able-bodied population, reduce unemployment, and regulate the labor market. After all, the use of labor potential, increasing its economic efficiency, the development of the national economy, improving the standard of living of the population and improving social life are an important source of replenishment of the ranks of developed countries. Today, one of the main tasks is to create new jobs and ensure employment of the population, primarily graduates of secondary specialized and higher educational institutions, ensuring a balanced labor market and infrastructure development, reducing unemployment. The search for a solution to the problem of employment has become relevant all over the world, including in our country. The solution of this issue has been reflected in a number of state programs. Comprehensive assistance in increasing employment and incomes of the population, the introduction of new effective mechanisms to ensure the employment of the unemployed, especially young people and women, graduates entering the labor market for the first time, the creation of favorable conditions for attracting the needy population to work, as well as issues of further stimulating the activities of business entities creating new jobs were identified as the main task. Local authorities in the regions hold open dialogues with the population in order to promote banking services more widely in all regions, especially in remote and hard-to-reach areas, as well as to provide practical assistance to initiators of projects included in regional programs. Practical meetings and seminars on the adopted legislative acts on the support of small business and private entrepreneurship, the benefits created in accordance with them, and the conditions for granting loans to industry entities are organized locally together with interested ministries and departments, public organizations. At such meetings, which are a factor in stimulating entrepreneurial activity and increasing employment of the population, especially graduates of higher educational institutions, trainings are organized on the formation

of the family budget, the formation of entrepreneurial skills, improving financial literacy of young families, establishing family business, measures are taken to stimulate talented and active women. In addition, in order to attract the population to entrepreneurship, representatives of branches of commercial banks come to every mahalla of the republic, he was attached to vocational schools, and this created an atmosphere of constant communication between banks and the population.

In the conditions of the formation of a modern market economy, there are a number of problems in ensuring the employment of growing personnel in the occupied industries. It should also be noted that there are problems associated with the effective use of the potential of intellectual and labor resources. Solving these problems, it became necessary to ensure the employment of personnel by modern methods and effectively improve social protection and labor market relations. However, the solution of such issues is a somewhat complex process and can be used to solve problems arising in the field of social labor, including the closure of individual enterprises, changes in the ratio of supply and demand for labor, structural changes in certain industries and industries, excessively low wages paid to labor, improving the welfare of the population, and a number of other relationships. complicates the task.

Currently, in the context of the formation of a modern market economy and an innovative economy, the investment policy and reforms carried out in the country aimed at establishing innovative economic activity in industries and the development of small business and private entrepreneurship, which are the locomotive of the economy, the demand for labor with high intellectual property potential with a new vision and a deep understanding of technology is growing. Therefore, in the sphere of ensuring socially protected and job-satisfied employment of specialists, the state requires the development of mechanisms for regulating employment in a new way. In general, the above circumstances and determining the socio-economic progress of our country in accordance with modern conditions require a theoretical and methodological study of the mechanisms for ensuring effective employment and regulation in the labor market of specialists. Effective employment in Uzbekistan is the provision of decent income, health, education and professional development of each member of society on the basis of increasing the productivity of social work. Effective employment is the employment of the population, whose members are members of society, capable of satisfying them economically and socially, as well as effectively using their labor potential. Effective employment for the state is manifested in:

- growth of national income, progress of local production, production of products necessary for society, economic development;
- improving the welfare of the population, increasing the level of their professional qualifications;
- development of science, technology and technology in the country;
- the possibility of creating new jobs in economic and social terms;
- it is determined by such criteria as the level of socio-economic development of public administration and the creation of conditions for employees at enterprises.

In general, based on the analysis carried out, the following proposals can be made: Firstly, strengthening scientific, educational and industrial integration in the higher education system and training based on the target program, based on the requirements of modern enterprises engaged in real activities;

Secondly, the orientation of the able-bodied population to educational specialties, taking into account their interests and ensuring their employment;

Thirdly, the implementation of entrepreneurial and business-oriented activities among the population and the provision of preferential loans to them by commercial banks by identifying their intellectual abilities.

Fourth, the issue of ensuring employment and supporting entrepreneurship among young people will be the focus of the Government's attention. The vocational education system is being reformed on the basis of new approaches that are characteristic of the demand in the labor market and international patterns.

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