

## MANAGEMENT OF PROCESSES FOR THE IMPLEMENTATION OF STATE INTERACTIVE SERVICES THROUGH INFORMATION TECHNOLOGY

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**Abstract** The article considers the world experience in providing interactive services with the involvement of information and communication technologies. An analysis of studies related to the study of the digital economy of many world scientists, as well as scientists from neighboring countries, is given. Definitions of the concepts of information and electronic services are given. As well as the author's opinion on the definition of the concepts of the system of innovative management of the implementation of interactive services and the marketing component. A SWOT analysis of JSC "Uzbektelecom" was carried out. Based on the results of the study, conclusions and proposals for the development of state interactive services with the involvement of information and communication technologies were formed.

**Keywords:** digital technologies, interactive, information and electronic services; e-government, telecommunications, information and communication technologies, electronic state interactive service.

**Introduction.** World experience shows that the field of information and communication technologies is becoming increasingly important in the provision of services. Today, digital technologies have penetrated all aspects of socio-economic life and their scope is expanding day by day. According to the experience of countries such as South Korea, Germany, the United States, China and India, which have great potential in this area, the development of the telecommunications sector, in turn, serves to accelerate innovative development, increase export potential, ensure investment attractiveness and employment, as well as further increase in the rate of economic growth.

According to the data, 10.9% of the world's GDP is in the field of information and communication technologies, of which 10.0% is in China and 5.5% in India. In order to provide a scientific solution to a number of problems associated with the development of processes for the implementation of public interactive services by means of information technology in the world experience, targeted scientific research was carried out by the world's largest research institutes and companies, such as ITU, Garner Research, Software and UNESCAP, McKinsey, NASSCOM, IBM, IICD.

In the context of globalization, the development of the digital economy has become a task not only for individual economic systems, but also at the national level. With this in mind, Uzbekistan is implementing consistent measures to actively develop the digital economy, the widespread introduction of modern information and communication technologies in all sectors and areas, primarily in public administration, education, healthcare and transport.

Public interactive services are important in the development of the economy of any country, especially in the field of telecommunications.

If you look at world practice, today the digital economy is not limited to the sphere of e-commerce and services, but is rapidly penetrating into all spheres of life and gives its high results in each of them. In particular, if we look at the telecommunications sector, various projects are currently being implemented in Uzbekistan within the framework of e-government.

The effective implementation of these tasks requires the introduction of automated information systems and resources in the management of public interactive services in Uzbekistan, as well as the formation of an effective management structure, the implementation of research activities aimed at improving the implementation of innovative interactive services, services within the framework of rational decision-making.

**Methodology.** Scientific activity, covering the fundamental and practical problems of studying the digital economy, is considered a relatively new direction for scientists in our country. Therefore, if a modern approach to these problems was carried out in the works of such foreign scientists as K. Davis, T. Hogarth, L. Gambin, Z. Breuer, R. Garrett, P. Evans, A. Gaver, K. Kelly, R.D. Shalmo, K.A. Williams, M. Skilton and D. Tapscott, then research on the concept of the digital economy was carried out by such scientists as M.A. Averyanov [1], A.V. Babkin [2], A. Batalov [3], E.V. Bolgova, A. Bushek [5], A.V. Georgian, Ch. Gere[6], Yu.I. Griбанov, V.V [7], Danekina, A.S. Denisov, N.V. Dneprovskaya [8] and others. Fundamental and practical research on the formation and development of information and communication technologies and "Electronic government" was carried out by such foreign scientists as Bell D [4], Masuda Y [9], Stonier T [10], Habermas J [11], Giddens A [12], Schiller H [13].

According to many scientists, an information service is a service aimed at meeting the needs of users for information by providing information products. An electronic service is an information service aimed at meeting the needs of the applicant, provided using automated electronic forms.

The state interactive service is understood as a normatively defined method of ensuring the legitimate interests, rights and freedoms of citizens and organizations on the part of state bodies, khokimiyat or a civil servant, carried out in active cooperation of an individual or legal entity (users) with executive authorities.

According to the author, the electronic state interactive service provides services through the Single Portal of Interactive Public Services, which is a single point of use of interactive services indicated by state bodies and official websites of state bodies to users.

State bodies for the provision of electronic state interactive services have information on their official websites, in central databases, systems of electronic cooperation between institutions, based on the procedure for the provision of electronic state interactive services, you can actively use the state infrastructure, which includes information systems and resources of state bodies, in complexes, in the Unified portal of interactive public services.

The innovative management system for the implementation of interactive services involves an innovative management model with economic and social efficiency in the implementation of services, justified by effective criteria for

organizing innovative processes in a modern organizational and economic system associated with innovative activities.

As a result of the research, the concept of a "component of marketing" of the relevant area was commented on based on a new approach. The marketing component is a comprehensive review of the marketing policy in relation to the corporate sector and the creation of tools and channels for effective targeted, individual marketing, the modernization of tariffs and service packages for the corporate sector, as well as the development of proposals for the introduction of completely new types of services for the corporate sector.

Managers of enterprises using information and communication technologies should be able to determine the economic effect of the costs of creating information and communication networks, a database of information, communication lines, and others. Various indicators in various areas of economic activity: trade, business, advertising, publishing and others - can reflect the effectiveness of the use of information technology.

To date, in the regions and the city of Tashkent, Internet subscribers of JSC "Uzbektelecom" have exceeded 1394 thousand people. The Uzmobil branch of JSC Uzbektelecom provides mobile communication services in Uzbekistan according to GSM CDMA standards.

The new peer-to-peer network developed by JSC "Uzbektelecom" makes it possible to create projects for the development of high-quality national content, as well as to adapt well-known world Internet resources and portals to local conditions. This has a positive impact on the level of Internet use.

The implementation of this project in Uzbekistan creates the possibility of accepting at a certain level the burden of the international Internet channel and ensures an objective distribution of Internet resources. To date, there is a joint project of JSC "Uzbektelecom" with a large media content providing Russia LLC "Ivi.ru". The project serves to provide high-quality, licensed media content in Uzbekistan.

Uzbeks have the opportunity to watch the latest foreign films, series and music premieres simultaneously with the world population. The Uz-IX network is an infrastructure managed by JSC "Uzbektelecom", all its participants (peering participants) can exchange traffic with each other. A legal entity that has an appropriate license and provides services for using the network, hosting sites or media content, may be a member of the peer-to-peer network.

It must be emphasized that the establishment of a new Uz-IX peer-to-peer network is not considered a replacement or acceptable peer-to-peer network TAS-IX. JSC "Uzbektelecom", as before, is considered a member of the NGO TAS-IX "Center for Mutual Cooperation on the Data Transfer Network" and a user of the TAS-IX traffic exchange network.

In a rapidly developing world, in order to strengthen the sovereignty of the Republic of Uzbekistan from the economic and political side and become a full member of the world community, it is necessary to develop a telecommunications service at a high level.

JSC "Uzbektelecom" provides "free international call" service, prepaid card service, services directly from home. The increase in the volume of incoming traffic

indicates the continued active participation in the market of international operators of JSC "Uzbektelecom". Active work with foreign operators to optimize the construction of international telecommunications, the transition to new technologies and an increase in the number of international channels increase the volume of incoming and outgoing international traffic.

Based on the analysis of forecast production indicators from enterprises with the participation of Uzbektelecom in 2022-2026, one can observe an increase in the volume of products produced to provide services to the population. However, despite this, it is advisable to carry out practical work on the effective and productive use of opportunities using the example of JSC "Uzbektelecom".

### SWOT - analysis of JSC "Uzbektelecom"

Strength	Weakness
<p>Large market share</p> <p>It has sales and service offices widely distributed geographically in the Republic</p> <p>Regional coverage and connectivity indicators</p> <p>Wide range of telecommunication services</p> <p>Competitive rates</p> <p>Has strong technological capability</p> <p>High profit</p> <p>Adaptability</p> <p>Positive trend in the provision of Internet services</p>	<p>Security policy</p> <p>Excessive advertising</p> <p>Cases of Outdated Public Administration Practices of Local Authorities</p> <p>Low level of reliability of telecommunications</p> <p>Insufficient provision of information security</p> <p>Insufficient continuous monitoring of the provision of the population with state interactive services</p> <p>Lack of information and communication infrastructure convenient for the population in the regions</p>
Opportunities	Threats
<p>Managed Market</p> <p>cloud computing</p> <p>Ad-Free Business Model</p> <p>Increasing investment attractiveness</p> <p>Strengthening services in the regions to provide broadband data</p> <p>Expansion of types of interactive services</p> <p>Strengthening and occupying leading positions in all segments of the telecommunications market</p>	<p>Inflation</p> <p>A crisis</p> <p>Change information</p> <p>Contradictions against monopoly</p> <p>Censorship policy</p> <p>Competitors</p>

Summarize rating by Standard and poor's global rating agency	
Improving the practical transformation strategy of JSC "Uzbektelecom"	

**Conclusions and offers.** Based on the results of the study, the following conclusions were drawn.

1. Improving state interactive services based on ICT is an important factor in ensuring the transparency of the activities of public authorities by eliminating and optimizing administrative procedures, reducing outdated public administration methods, and introducing fundamentally new management methods. In this regard, for the effective implementation of the Law “On Electronic Government”, it is necessary to accelerate the further improvement of the current legislation, adopt a new legal document, amend and supplement the government decree, and develop a draft Law “On Administrative Procedures”.

2. Broadband connection to the Internet based on fiber-optic communication lines makes it possible to further improve the reliability of telecommunication networks and ensure information security, as well as create a data processing center for the e-government system.

Studying foreign experience in the field of improving public interactive services based on ICT for the population, the following suggestions can be used to improve it in Uzbekistan:

- it is required to assess the potential of civil servants providing services to the population, and constant monitoring of their activities;
- public opinion should be focused on the efficient and high-quality use of interactive public services;
- it is necessary to provide public services using mobile devices and services;
- it is necessary to create a convenient information and communication infrastructure for the population;
- today there is a need for a systematic approach to the provision of services to the population in electronic form, including the solution of organizational, economic, legal and some other issues;

An important task is the formation and development of this sector, as well as the development of an appropriate infrastructure using information (electronic) resources. It will increase the level of demand for electronic services aimed at mass consumers, ensure high quality, convenience and efficiency in the provision of electronic public services.

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