

DEVELOPMENT OF SERVICES AS A STRATEGIC DIRECTION TO INCREASE INCOME OF EMPLOYED PEOPLE IN THE FIELD

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Abstract. The article identifies the role of the service sector in the socio-economic development of the country, based on the relationship between the dynamics of development of the service sector and the increase in incomes of the population employed in it. The development of the service sector and the improvement of its sectoral structure have proven to be one of the strategic directions of increasing the income of those employed in the sector.

The results of the study show that the income of employees in the service sector is significantly lower than in the material production sector, which does not meet the essence of the industry in the transition to post-industrial development, its role and importance in the national economy. based on. Therefore, it was noted that the problem of equalizing the level of material production sectors on the basis of a sharp increase in wages of employees in the service sector has become more urgent.

In solving this problem, it is important to increase the volume of services, optimize its sectoral structure, effectively stimulate human capital, strengthen the link between wage incomes and the results of business entities. recommendations developed.

Keywords. Postindustrial Society, Economy, Material production Sector, Service, Service Sector, Structure of Service Sector, Population Income, Wage Income.

I. INTRODUCTION

One of the important features of the current stage of development of human society is that the service sector has become the leading sector of the economy. According to the World Bank, today "in developed countries, the share of industry in GDP is 74%, total employment is 70-75% and the total number of enterprises is 90-95%." The level of development of the service sector has become a determining factor in ensuring a high quality of life and accelerating economic growth. In particular, the invaluable role of this sector in solving the problem of employment and increasing the income of the working population, especially the able-bodied population, should be recognized as a great achievement of human society. The problems of increasing the income and welfare of the population on the basis of the rapid development of the service sector in the world economy, increasing its share in GDP and providing socially useful employment to the able-bodied population are becoming increasingly important. In this regard, it is necessary today to analyze the methodological and practical aspects of the rapid development of the service sector, expand the range and radically improve the quality of services, strengthen the position of this important sector in the national economy and identify prospects.

During the years of independence, the service sector in Uzbekistan has developed rapidly. It is noteworthy that in the GDP of Uzbekistan from 1990 to 2017 the share of the service sector increased from 33.8% to 47.3%, as well as the share of the employed in the service sector in the total number of people employed in the economy increased from 35.6% to 49.7%. At the current stage of socio-economic development, the role of the service sector in Uzbekistan in addressing the most pressing issues such as "... reducing unemployment among the population, increasing the income of people and families ..." is invaluable.

II. LITERATURE REVIEW

General theoretical bases of income of the population, and such research has been written by many scientists in their scientific works. General theoretical bases of income of the population had been studied by Mirziyoyev Sh. [1], [2], Gulomov S.S., Dadaboev Yu.T. [3], Olmasov A., Vahobov A.V. [4], Abdurahmonov K.Kh. [5], [6], Allakulov Kh. [7], Beknazov N.U. [8], Abdullaev Yo.A. [9], Rakhmatov A.A. [10], Rahimov M., Qalandarova N. [11], Akhmedov B.B. [12], Kasanov R.R. [13], Izvekov K.V. [14], Mikhailova E.M. [15], Maxkamov B.Sh. [16].

III. RESEARCH METHODOLOGY

In this research, we used of methods of analysis and synthesis, grouping, comparative and structural analysis, induction and deduction and monographic observations.

IV. ANALYSIS AND RESULTS

The service sector as an important sector of the economy is characterized by a specific dynamism of development and qualitative changes in recent years. Rapid development of the service sector is one of the priorities of the Action Strategy for the further development of the Republic of Uzbekistan. It is noteworthy that as a result of successful implementation of the State Program for the development of the service sector for 2016-2020, the quantitative growth of the industry has accelerated, the network structure of services has improved, the range of services has expanded. Information and communication, banking, insurance, leasing, tourism and other modern high-tech and market-oriented services are developing rapidly. For example, communication and information services grew 4.9 times between 2010 and 2018, with an average annual growth rate of 20-21 percent. The development of telecommunications networks, computerization and information technology has led to an increase in services such as mobile communications, high-speed Internet, cable television. The development of modern services such as remote banking, credit card payments, Internet trade led to a 9.2-fold increase in the volume of financial services in 2010-2018. Also, modern high-tech services such as repair and maintenance of agricultural machinery, automobiles and process equipment are becoming increasingly popular among the population. It is worth noting the new shopping centers, catering establishments, the increase in the number of hotels, the increase in the range of educational services, the expansion of competitions in the field of recreation, and more.

The great impact of the development of the service sector on increasing incomes and improving the quality of life requires identifying promising areas of development of the sector, rationalizing the structural structure of the industry and improving the activities of its constituent entities.

We justified the need to rapidly increase the volume of services in Uzbekistan in the near and long term as follows:

First, in terms of the use of efficient resources in the formation of GDP, the service sector is quite significant. This is due to the fact that the gross value added in the production of goods is currently 42%, while in the services sector it is 63%. It follows that goods and services are mass-produced at uniform volumes of output, 1.5 times in the service area many

added values are created. Thus, the development of the service sector at a faster pace than in the field of material production will inevitably have a positive effect on solving the problem of ensuring a stable high growth rate of GDP, provided for in the Action Strategy of Uzbekistan.

Second, it is necessary to develop the service sector in terms of increasing the income of the population. When assessing the demand for services, it should also be noted that it is somewhat limited. This is due to the fact that the volume of services per capita is currently very low. A comparative analysis of official statistics shows that in developed countries this figure is 30-45 thousand US dollars, and in our country it is slightly more than 700 dollars (Table 1). Especially in the field of education, there are sharp differences in the volume of services per capita. For example, in 2017, the volume of these services in Uzbekistan amounted to 4226.2 billion soums, the share of total services was 3.6%.

Table 1
Volume of services per capita in the world in 2017 (in US dollars)

Service sector networks	The volume of services per capita							
	USA		Germany		Russia		Uzbekistan	
	amount, in US dollars	share, in %	amount, in US dollars	share, in %	amount, in US dollars	share, in %	amount, in US dollars	share, in %
Trade and catering	9168,1	19,2	5526,6	16,0	2364,9	35,0	162,4	22,8
Education	9406,3	19,7	7264,9	21,0	666,5	9,9	21,1	2,9
Health							7,5	1,1
Transport	4226,9	8,9	3164,4	9,1	935,2	13,8	178,9	25,2
Communication and information services							40,6	5,7
Financial services	19288,8	40,4	14440,6	41,7	1289,9	19,1	76,7	10,8
Public services	2917,1	6,1	2183,9	6,3	1117,9	16,5	-	-
Other services	2738,5	5,7	2050,2	5,9	387,0	5,7	224,1	31,5
By specialization	47745,7	100	34630,6	100	6761,3	100	711,3	100

Third, the share of GDP created in the service sector in Uzbekistan (47.3% in 2017) is much lower than in developed countries (75-80% in 2017). According to modern scientific

views (e.g., according to the theory of postindustrial society of U.Rostow, D.Bell, R.Aron, E.Toftler, J.Gelbright and others) the share of services in the country's GDP should prevail. In order to bring this indicator to the level of the average of developed countries, it is necessary to sharply increase its growth rate (Table 2). Because increasing the share of services in the country's GDP is of great importance for Uzbekistan, which in the future seeks to become one of the developed countries.

Table 2
Services in 2017 in countries around the world Share in GDP
(in percent)

Service sector networks	The share of services in GDP			
	USA	Germany	Russia	Uzbekistan
Trade and catering	15,4	12,4	22,0	10,8
Education	15,8	16,3	6,2	1,4
Health				0,5
Transport	7,1	5,6	8,7	11,9
Communication and information services				2,7
Financial services	32,4	29,0	12,0	5,1
Public services	4,9	6,0	10,4	-
Other services	4,6	-	3,6	14,9
Total	80,2	69,3	62,9	47,3
In material production	19,8	30,7	37,1	50,7

Fourth, the uneven development of the service sector in the regions of the Republic. In 2017, the most territorially developed regions are Fergana, Andijan, Kashkadarya, Samarkand regions and the city of Tashkent (Table 3). The lowest level of development of the service sector was recorded in Syrdarya, Jizzakh and Navoi regions.

Table 3

Territorial structure of services per capita in Uzbekistan in 2010-2017

(in thousands of soums)

Regions	Years				2017 compared to 2010 change (+, -)
	2010	2015	2016	2017	
Republic of Uzbekistan	911,7	2407,6	2905,6	3606,2	+2694,5
Republic of Karakalpakstan	325,4	1345,7	1634,7	1931,8	+1606,4
Andijon	439,7	1411,8	1712,4	2223,2	+1783,5
Buxoro	563,4	1816,4	2290,8	2889,0	+2325,6
Jizzax	358,1	1275,5	1566,9	1899,7	+1541,6
Kashkadarya	380,8	1215,5	1510,9	1873,0	+1492,2
Navoi	783,6	2363,1	2906,9	3193,1	+2409,5
Namangan	394,5	1222,0	1571,7	1895,9	+1501,4
Samarkand	458,6	1365,0	1675,0	2235,0	+1776,4
Surxandaryo	375,2	1291,8	1583,3	1780,4	+1405,2
Sirdaryo	423,2	1254,5	1522,6	1953,3	+1530,1
Tashkent	890,7	2422,9	3005,4	3260,5	+2369,8
Fergana	411,0	1342,2	1667,9	2105,3	+1694,3
Khorezm	479,9	1266,3	1529,8	1983,6	+1503,7
Tashkent city	3859,6	9657,5	12185,4	15350,1	+11490,5

In the future, based on the elimination of shortcomings and barriers in the organization of services in these regions, it is necessary to take measures to bring their performance closer to the national average.

Fifth, the very weak development of the service sector in rural areas of the republic. In 2017, only 21.7% of the total market services fell to the rural population, while the share of consumer services accounted for 41.6%. If we take into account that about half of the population of the republic (49.3%) live in rural areas, then this figure is very low. At the same time, the Action Strategy sets the task of closing the existing gaps between the living conditions of the urban and rural population, the implementation of which requires the rapid development of the service sector in rural areas compared to urban areas.

Sixth, the share of services in the structure of consumer spending in the country is very low. In 2017, only 20 percent of consumer spending fell on services. This figure is much lower than in developed countries (Table 4).

Table 4

**In the consumption of the population in 2016 in countries around the world
share of services**

The share of services in consumption			
USA	Germany	Russia	Uzbekistan
70,2	62,9	45,3	20,0

Seventh, the average monthly wage in the industry is also significantly lower than in developed countries. In developed countries, the average salary in the industry is \$ 4,500-4,600, while in Uzbekistan the figure is \$ 220 (Table 5).

The results of the analysis of the development of the service sector in the country, to determine the level of provision of the population with various types of services showed that there are many untapped opportunities for the development of the service sector in the country. We recommend two ways to develop the service sector in the country: the first - the efficiency of the scale, and the second - to improve the quality, increase the volume and improve the content of services.

Table 5
Average monthly salary in the service sector in the world in 2017
(in US dollars)

Service sector networks	Average monthly salary			
	USA (1160,0)	Germany (1678,0)	Russia (174,0)	Uzbekistan (25,0)
Trade and catering	4760	4234	453	281
Education	3550	4970	442	169
Health		6093	462	149
Transport	3760 5670	6292 6216	572	343
Communication and information services				
Financial services	5540	6290	1145	405
Public services	3263	4438	-	-

Other services	3080	-	-	-
By specialization	4580	4576	560	219

One of the ways to develop the service sector is the scale effect. Expanding the scale of production, ie increasing the volume, has a positive effect. The higher the production volume, the higher the chances of using the most advanced technology and high-quality automated equipment. As the scale of production increases, there will be an opportunity to take advantage of specialization in production and management. Revenues increase as a result of efficient use of production resources. In turn, an increase in income creates opportunities to increase wages.

As mentioned above, in developed countries, the bulk of the population employed in the economy is engaged in the service sector. The growth of the employed population in the service sector also determines the development of the country. The results of the analysis show that while this figure was 49.7% in Uzbekistan, it was 70-80% in developed countries. If we increase the employment of the population in the service sector in Uzbekistan to 70%, and as a result of increased employment in the sector and their effective use, the volume of services will reach 167339.4 billion soums. According to our calculations, if 2744.6 thousand people are involved in the service sector, and each of them will provide services worth 17681.3 thousand soums, a total of 167339.4 billion soums will be created.

Another way to develop the service sector is to improve the structure of the industry by industry. For example, in Uzbekistan, the share of educational services in total services is only 3.6%, while in developed countries this figure is 15-16%. In developed countries, the number of young people admitted to higher education is 1% of the total population of the country, while in our country the figure is around 0.2%. Due to the large number of highly qualified specialists in the field of services in developed countries, the quality of services is high, so the demand for it is strong, resulting in high salaries of employees engaged in the field. If we increase the share of the education services sector in total services, the average wage in this sector will increase. According to our estimates, if the share of educational services increases by 15%, the volume of these services will increase from 4277.2 billion soums to 17821.7 billion soums or 4.2 times. At the same time, if the number of employed (1108.7 thousand people) does not change, the average salary in the industry will increase from 1160.2 million soums to 4838.4 million soums.

Prospective segments of the services market include transport, tourism services, education services, health services, as well as computer and information and communication services (ICT). Studies have shown that 30 to 50 percent of GDP growth can be achieved through the development and dissemination of information and communication technologies. In the field of computers and information and communication technologies, our country has demonstrated its competitiveness in the world market, this industry has a large number of specialists. But it is emerging as an importer of a variety of services. If the appropriate legal, tax and financial conditions are created, we can play a significant role in the field of software development and the global computer technology market, despite the fact that it lags behind in the field of hardware.

In this regard, the example of India is exemplary, it lags far behind in terms of informing the public, but now exports \$ 3 billion worth of software products per year. This result was achieved due to the tax, customs and fiscal policies that supported this direction of the government service sector.

Uzbekistan has significant potential for ICT development. Currently, the number of public Internet access points is 228 per 10,000 people (Iceland - 5,200 people, Norway - 4,300, the United States - 4,000, Canada - 3,600). The number of basic telephones is 1161.38, their density is 6.76 per 100 population. Coverage of digital telecommunication networks in the cities of the country is 86%, in regional centers - 33%, in rural areas - 71.9%, including digital telecommunications networks - 0.5%.

Foreign experience also shows that tourism plays an important role in economic growth. The share of tourism in Uzbekistan's GDP is about 2.5%. In developed countries with a large tourism sector, this figure is up to 10%, in the island countries and less developed countries this share is from 30 to 50%. Tourism accounts for 8% of world exports of goods and services, making it the largest export sector, ahead of exports of automobiles, chemicals, food, computers and fuel.

In 83 WTO member countries, tourism is one of the top five export sectors, and in 38% of countries it is the main source of foreign exchange earnings. Moreover, in countries where tourism is an important part of income, it has become a major source of employment. For example, 66.7% of the population is engaged in tourism in the Seychelles, 52.2% in Grenada, 48.2% in the Bogama, 33.3% in Iceland, 22% in Cyprus and 15% in Thailand.

According to the WTO, in the third millennium, the demand for tourism products that provide the most satisfaction in a short period of time will be high. Uzbekistan has all the necessary resources for the development of tourism: there are monuments of ancient

historical architecture, monuments of folklore, nature reserves, mountain and water tourism and others. The development strategy of Uzbekistan until 2035 is expected to increase the share of tourism in GDP from 1.4% to 28%.

The rapid development of market services meets the requirements of modern world trends formed in developed countries. In the near future, the number of employees in the field of paid services should approach the level of highly developed countries. Growth is primarily due to the complex structure of the network, ie the increase in the share of professional services (audit, marketing, information services).

Another strategic direction in the development of the service sector is the development of entrepreneurship in this area. The emergence of many small businesses in the services market, the provision of various types of services by them, will allow to saturate the market with a wide range of services, coordinate pricing policies for services, create an effective competitive environment.

More than 16.5 thousand legal entities (including non-profit enterprises providing market services) and more than 126,000 small businesses operate in the service sector in the country at present. The expansion of the production of services by small businesses will contribute to the rapid development of the services sector. As part of the program for the development of the services sector, a large number of soft loans were provided to businesses for the purchase of equipment for technological equipment of the enterprise. As a result, the share of small businesses in the total market of services increased from 53.9% to 61.4%.

The practice of developed countries in the world shows the need to develop the market of educational services for economic growth. In developed countries, an increase in the level of knowledge and skills of employees provides an increase in labor productivity in social production, which, in turn, leads to an increase in national income by up to 30%. In our opinion, the development of educational services in Uzbekistan at this stage is associated with an increase in the level of complexity of the education system and the formation of a network of non-governmental educational institutions. From the 2000-2001 academic year to the 2016-2017 academic year, the number of higher education institutions in Uzbekistan increased from 60 to 72, and the number of students increased from 183.6 to 288.5 thousand.

The increase in the number of higher education institutions in Uzbekistan was due to public educational institutions. In other CIS countries, the number of higher education institutions and the number of students studying at them was mainly due to non-governmental higher education institutions. In Russia, for example, non-state higher education institutions account for 35% of the total number of educational institutions and enroll about 10% of the

total number of students. The number of students in non-state higher education institutions is 24% in Kazakhstan, 8% in Ukraine, 6% in Belarus, and 22% to 35% in Azerbaijan, Armenia, Georgia and Moldova. Fifty-five percent of higher education institutions in the United States and 70 percent in Japan are non-governmental educational institutions, with 22 percent to 80 percent of students, respectively.

The extrapolation method of forecasting was used to determine the prospects for the role of service sector development in increasing employment and income, and thus improving living standards and quality of life, and the average salary of services and service sector employees in 2019-2026.

Using the capabilities of SPSS 19 software package, we developed analytical equations for forecasting key indicators of service sector development.

The Fisher criterion was used to test the significance of the developed econometric models. In this case, the actual value of the Fisher criterion (F_{real}) is compared with the critical value (F_{table}) of the criterion, and a significant model is determined. According to the results of the analysis, to predict the volume of services created in the service sector, the real value of the Fisher criterion is the largest of all functions with $F_{\text{real}} > 4.41$, $F_{\text{real}} = 1693,162$ ($1693,162 > 4.41$), to which the first function $y = 9985,396 - 4364,604t + 547,973t^2$ corresponds and is significant for prediction.

Table 6

Forecast indicators of the volume of services created in the service sector and the average salary of employees in the service sector in the Republic of Uzbekistan in 2019-2026

	Indicator name	The most convenient features for forecasting	F_{real}	Years			
				2019	2021	2023	2026
1	Volume of services, billion soums	$y = 9985,396 - 4364,604t + 547,973t^2$	1693,162	141882,5	179183	220867,3	291613,4
2	Average salary in the service sector, thousand soums	$y = 54,672 - 33,440t + 5,973t^2$	2881,997	1775,072	2209,924	2692,56	3506,109

For predicting the average salary of service sector employees and forecasting from this table, the largest value of all functions where the actual value of the Fisher criterion is $F_{\text{real}} > 4.41$ is $F_{\text{real}} = 2881,997$ ($2881,997 > 4.41$), the first of which is the first function $y = 54,672 - 33,440t + 5,973t^2$ corresponded and were considered significant for prediction. As a result, the forecast indicators of the development of the service sector in the country in 2019-2021 and a list of the most convenient functions for their calculation are given (Table 6).

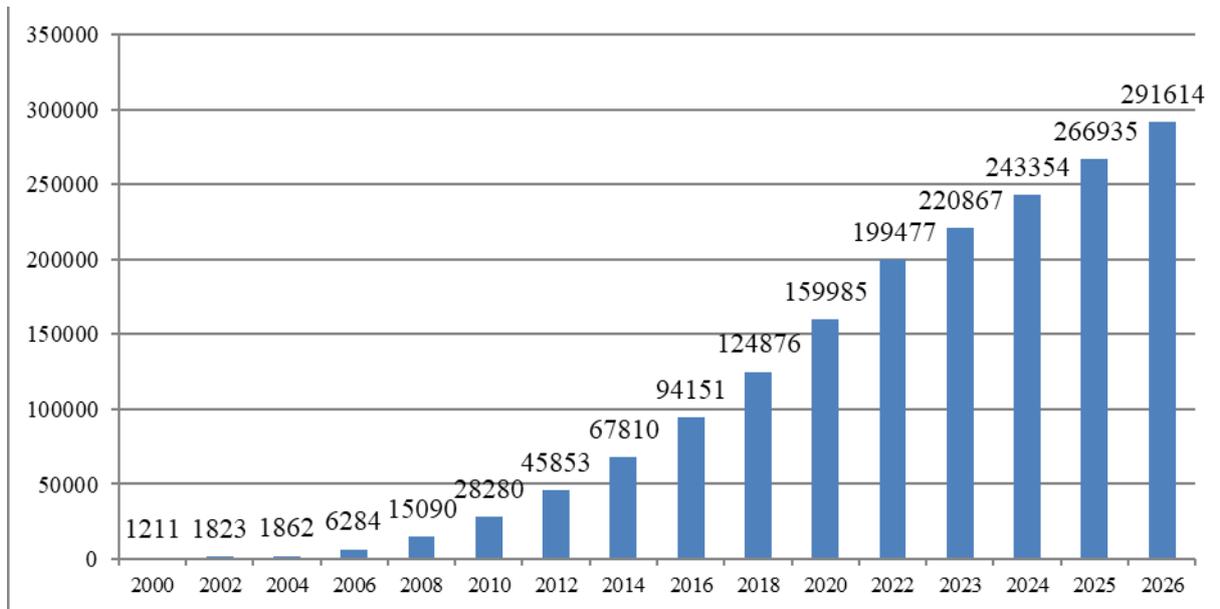


Figure 1: Prospective changes in the volume of services created in the service sector in the Republic of Uzbekistan.

Prospective indicators analyzed by the method used in the study indicate that they can be used in practice and the growth of forecast indicators of the volume of services in the future. The dynamics of changes in the forecast indicators for the period 2019-2026, calculated for use in planning the impact of the services sector on income, is reflected in Figures 1 and 2. As can be seen from Figure 1, the volume of products created in the service sector has been growing steadily from year to year.

The service sector is developing rapidly, its share in GDP was 37.0% in 2000, and in 2017 it reached 47.3%. According to estimates, in 2026, 291614 mln. UZS are expected to be created. This figure is 263,334 million more than in 2010. soums or 10.3 times. Our calculations show that the service sector will grow rapidly in 2026, and its share in GDP may reach 50-55%. This means that the industry's potential for future employment and, as a result, income growth, living standards and quality of life will increase. Research has shown that the average salary of the population employed in the service sector will also grow, and in 2026 it

will reach 3506 thousand soums. This figure is 3096 thousand soums or 8.6 times more than in 2010.

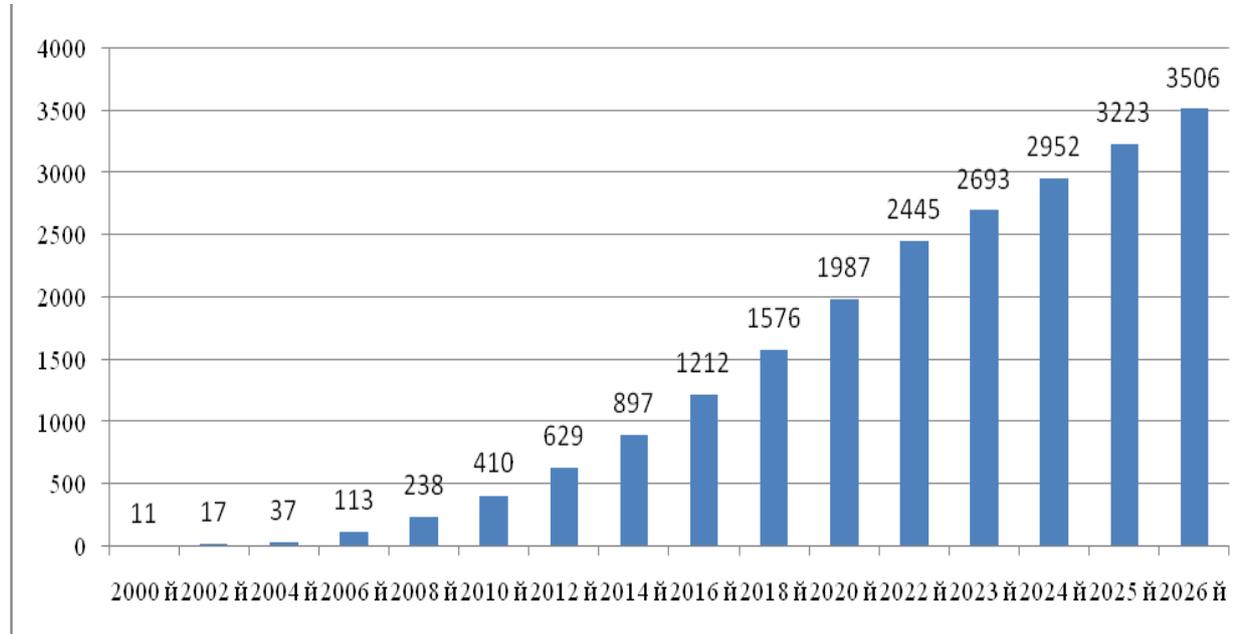


Figure 2: Prospective changes in the average salary of service workers in the Republic of Uzbekistan.

V. CONCLUSION/RECOMMENDATIONS

At the current stage of socio-economic development, the development of the service sector in Uzbekistan is seen as an important direction in improving the welfare of the population. Raising the service sector and its critical sectors to a new stage of development will not happen automatically. In our view, the measures to address these important tasks include the creation of a motivational mechanism to encourage productive work of managers and employees who are engaged in the service sector, organizers and executors of the functions assigned to the service sector and its individual sectors. its application in practice is of paramount importance.

In our view, the service process, improving the quality of service and competitiveness of enterprises in the sector should be considered as one of the most important areas of development of the service sector in the country.

The priorities for the development of the service sector in Uzbekistan are:

- further development and expansion of the service sector should be based on the development of paid services;

- ensuring the uniform development of the service sector in the regions of the country, including rural areas;

- relatively rapid development of tourism services, educational services, computer and information and communication services, audit, marketing, finance, consulting and information services in terms of optimizing the structure of the service sector, the structure of the industry;

- development of small business and private entrepreneurship in the service sector.

Given the importance of developing the market for educational services in the transition to an innovative economy in Uzbekistan, it is necessary to implement the following measures:

- development and implementation of programs that take into account the needs of highly qualified personnel as a result of structural changes in the economy in the long run, based on the best practices of developed countries;

- creation of a regulatory framework for the formation and further development of a network of non-governmental educational institutions and the creation of a competitive environment between governmental and non-governmental educational institutions;

- strengthening the interaction between the employer and the trainee in vocational education (organizational, especially financial);

- development and implementation of economic mechanisms to encourage enterprises to increase the cost of training and retraining;

- strengthening government support for students from low-income families, improving the system of regular regulation of tuition fees in connection with the acquisition of students in order to improve the quality of education.

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