

IMPROVING THE EFFICIENCY OF THE USE OF LABOR RESOURCES IN THE MOST COMPREHENSIVE ENTERPRISES

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Abstract - In the article, the importance and necessity of increasing the efficiency of the use of labor resources in service enterprises, the methods of effective use of labor resources, the criteria and indicators for evaluating the efficiency of the use of labor resources in the service sector is widely covered.

Key words – labor resources, labor force, Labor potential, potential, unemployment, types of unemployment, frictional unemployment, periodic unemployment, technological unemployment, labor organization functions, motivation, efficiency, profitability

Introduction

In the context of the innovative development of the economy, it is important to research the sources and factors of increasing the efficiency of service provision as a means of determining ways of rational use of resources in service enterprises. According to the socio-economic essence of the service sector, it covers a variety of areas and areas of human activity aimed at improving the well-being and quality of life of the population, creating favorable conditions for the development of human capital associated with the formation and development of modern networks and spheres, ensuring a high level of social division of Labor. Under the growing conditions of the digital economy, the services sector is economically efficient in relation to industrial production, since the implementation of initial activities in the services sector does not require too much funds, and the rate of turnover of capital in this area is much higher.

In the context of the transformation of the economy, ensuring the sustainable economic development of service enterprises requires improving the mechanisms of increasing the efficiency of the use of labor resources, which is an important factor in it. Accordingly, in improving the efficiency of the activities of service enterprises and improving the socio-economic mechanism of their activities, issues related to ensuring the intensity of Service and increasing labor productivity, effective use of resources, ensuring the efficiency of Labor potential, improving the quality and productivity of services provided, more fully meeting the needs of consumers are specific and important problems of. At the same time, improving the quality of services and increasing exports of service enterprises in international markets is the main task of the socio-economic development of our country.

For the development of leading countries of the world in the era of innovative changes, the next stage of industrial development is characteristic, at this stage the role and importance of factors of production and economic growth are changing. Within these factors, the development of Science and technology occupies a key place, and in the process of production and service, information and knowledge become important resources. An innovative economy is directly influenced by these factors, in which the human potential becomes decisive.

The development of the economy in the era of today's severe changes is characterized mainly by

the transition from the raw materials and industrial economy to the economy of modern service sectors and sectors. An important focus in this process is the development of industries and sectors with high capacity of Science and technology and information technology in the use of intellectual resources and human capital. This situation in social development makes it necessary to develop the service sector in a large way in relation to other sectors of the economy.

Today, 80.0% of total jobs in developed countries, in particular in the U.S. economy, fall under the contribution of service sector sectors. 85.0% of employees working in this field are professionals with high knowledge and qualifications.

Similar trends can be seen in other countries with leading economies. For example, the UK industry accounts for 14.0% of Employed People, Japan for 18.0%, and Italy and Germany for 20.0%. According to a report in "Economist", the number of people employed in U.S. industrial production is 10.0% of the total working population. Almost half of them are directly related to activities related to the provision of services without being occupied in production (design, distribution of goods, financial planning, marketing, etc.k.) are engaged.

At the current stage of the development of the economy of our country, the requirements for the number and quality of Service services are increasing. The application of the experience of developed countries has led to an increase in demand for services. This in turn created changes in the structure of the consumer market. As a result of the increase in the material well-being of certain segments of the population, a new category of consumers has emerged who have their own requirements and needs for services.

Financially secured consumers are considered to be in great demand for services of various assortment, which provide an increase in their life comfort. For this reason, some service enterprises focus their activities precisely on meeting these requirements and needs of the population.

As a result of the research carried out, it can be seen that economic entities and entrepreneurs engaged in service and service activities are currently making a significant contribution to the country's economy. The Sustainable Development and increased competitiveness of the service sector largely depend on the effective use of the labor resources operating in it.

Labor resources are an integral part of socio-economic and, in particular, Labor Relations, which are among the main factors of production, without labor resources, the satisfaction of the needs of the population and the resolution of the desired economic issues does not occur. Labor resources are the main productive force of society and are understood as the part of the population of the country capable of producing material and spiritual goods and providing services with its psychophysiological and intellectual qualities. They include not only economically active populations, but at the same time able-bodied individuals who are not currently employed and are not looking for work, including those who are training separated from production. Labor resources are real and potential employees.

Labor resources are layers of the population with physical and intellectual capabilities, capable of creating material benefits and services.

In the service sector, labor potential is the sum of real and potential opportunities arising through relationships that represent the quantitative and qualitative characteristics of the employees involved in the service process and characterize the possibilities of their effective use, ensuring a high productivity of Labor. Here are the following recommendations:

1. The principles of goal orientation, Organization of service activities, ensuring the compliance of the labor norm with the standard of remuneration for it, ensuring the increase in labor productivity at a higher pace in relation to the increase in wages, introducing an incentive system for increasing labor efficiency were developed to improve the efficiency of labor in the service sector.

2. The process of improving the efficiency of the activities of Service Enterprises was improved on the basis of analyzing the current state of the personnel management system, modeling all its business processes and developing a classification of optimization stages.

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