



## THE ROLE OF INTERACTIVE RELATIONS IN THE MANAGEMENT OF THE PROCESSES OF THE IMPLEMENTATION OF STATE INTERACTIVE SERVICES

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### ANNOTATION

#### ДАВЛАТ ИНТЕРФАОЛ ХИЗМАТЛАРИНИ АМАЛГА ОШИРИШНИ БОШҚАРИШ ЖАРАЁНИДА ИНТЕРФАОЛ МУНОСАБАТЛАРНИНГ ЎРНИ.

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The article considers the role of interactive relations in managing the processes of implementing state interactive services. The definition of the concept of interactive relations is given. The fundamental factors hindering the development of interactive relations in Uzbekistan are considered. Suggestions on the use of interactive relations are given.

**Key words:** interactive relations, interactive payment systems, interactive communication system, interactive environment, goods and services, social and economic transformation, interactive networks.

Мақолада давлат интерфаол хизматларини амалга оширишни бошқариш жараёнида интерфаол муносабатларнинг ўрни кўриб



чиқилган. Интерфаол муносабатлар тушунчасига изоҳ берилган. Ўзбекистонда интерфаол муносабатларни ривожланишига тўсиқ бўладиган фундаментал омиллар ўрганилган. Интерфаол муносабатлардан фойдаланиш бўйича таклифлар берилган.

**Калитли сўзлар:** интерфаол муносабатлар, интерфаол тўлов тизимлари, интерфаол коммуникация тизими, интерфаол муҳит, маҳсулот ва хизматлар, ижтимоий-иқтисодий қайта ўзгаришлар, интерфаол тармоқ.

**Introduction.** The digital economy is an important driving force for the social and economic evolution of any state, which creates huge demands on the development of information and communication technologies.

Implementation of smart systems such as smart e-government, smart healthcare, smart education, smart business, etc. leads to an increase in the transparency of the public and private sectors, increasing profitability and improving the quality of life of the population.

The rapid development of information and communication technologies, which is a global trend of modern world development, entails the need for an appropriate development of the information and communication infrastructure of the Republic of Uzbekistan. New trends taking place in Uzbekistan indicate great prospects for the development of interactive relations in the implementation of state interactive services.

Interest in the processes of digitalization of the economy is growing, interactive payment systems are being developed, and the number of subjects of interactive relations is increasing. The bases of legal regulation of interactive activity are being developed.

Meanwhile, Uzbekistan noticeably lags behind industrialized countries in terms of the development of interactive relations. Meanwhile, Uzbekistan noticeably lags behind industrialized countries in terms of the development of interactive relations. Due to the peculiarities of the historical, socio-cultural, economic



and political development of Uzbekistan, it is necessary to resolve some specific problems that are not typical for other countries.

Interactive relationships are a sign of the times. Until the 1990s, information technology and related interactive relationships did not have a noticeable impact on various aspects of public life.

However, today we are witnessing a fundamental change in the role and place of interactive relations in the daily life of society, as well as its future development.

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This can be seen from the calculation carried out for the training, retraining and advanced training of employees of the Uztelecom Company until 2026.

**Table №1**

**Forecast indicators of training and retraining of the company's employees in 2022-2026**

Types of study	2022 year		2023 year		2024 year		2025 year		2026 year	
	Number of workers	Million soums	Number of workers	Million soums	Number of workers	Million soums	Number of workers	Million soums	Number of workers	Million soums
Targeted training in universities	33	998	20	351	23	770	21	820	23	870
Advanced training in	2294	967,9	2 069	803,9	2 177	564,9	2 251	646,9	2 277	676,9



training centers										
Training courses organized by the company	4 693	730,9	4 424	375,5	4589	486	4593	510	4593	510
<b>Total</b>	<b>7 020</b>	<b>2 696,4</b>	<b>6 507</b>	<b>1 530,7</b>	<b>6 789</b>	<b>1 820,9</b>	<b>6 865</b>	<b>1 976,9</b>	<b>6 893</b>	<b>2059,9</b>

In our opinion, the fundamental factors hindering the development of interactive relations in Uzbekistan include:

- technological backwardness of the country, degradation of science-intensive industries, a drop in the rate of innovative renewal of productive forces;
- the absence in the structure of social production of elements of the formation of the sixth technological mode;
- weak formation of a competitive environment in the domestic market;
- lack of culture of consumption of banking services;
- unstable state of the securities market and its non-compliance with the requirements of a market economy;

- three-level slow, not cohesive structure of the stock market and the corresponding system of infrastructure serving it;
- insufficient foreign investment in interactive projects;
- the predominance in the B2B sector of large, financially stable enterprises in the primary industries (especially oil and energy companies) that are not interested in interactive international economic activity;
- insufficient knowledge in the field of marketing and clientele management.

**Methodology.** Called to life by the needs of the development of social practice, interactive relations more and more cover all its spheres. Interactivization is a deep reform of the system of socio-economic relations that has developed and



functions in society. This socio-economic transformation entails qualitative changes in public life, as it affects all areas of human life.

There are no methodological developments for the analysis of interactive relationships, as a result of which research is conducted haphazardly.

In most scientific works, a one-sided analysis prevails: some problems are the subject of lively economic discussions, for example, the features of the use of various interactive payment systems; other equally important problems remain outside the scope of research.

In many countries, including Uzbekistan, for a number of objective reasons, there is a noticeable lag in the development of interactive relations, which is why research acquires a pronounced technical coloring, despite the fact that interactive relations are a multifaceted, multifaceted socio-economic phenomenon. covering many aspects of the life of both the individual and society as a whole.

The application, use of interactive relations in social practice contributes, first of all, to the development of the process of democratization of society, which is one of the decisive factors in the development of society in all its diversity. In the interactive space, a person has all the rights: freedom of choice, speech, press, conscience, religion.

In an interactive communication system, each participant in communication freely accesses any information, creates and distributes without restrictions his own interpretation of the facts, events, processes and phenomena of public life.

In the economic system of society, in principle, the emergence, formation and development of interactive relations mark an inextricable merger of economic and social processes, their inextricable relationship with scientific and technological progress in general and the development of computer technology in particular. Interactive relations, being the result of the



development of a person's intellectual potential, in turn, elevate his indispensable role in the economic system of society, when the common culture, scientific knowledge, experience and professional skills of the participants in the social production process are a decisive factor in modern economic growth.

Ultimately, the development of interactive relations is the basis for the formation of the digital economy as a higher stage, a new phase in the development of the modern model of a market economy.

In practical terms, using interactive relations, market entities have the opportunity to constantly receive information about its state and the actions of competitors, which allows them to quickly respond to changes in the market. The interactive environment allows you to carry out activities in the market continuously, around the clock. At the same time, the boundaries of the market are noticeably expanding, since the Internet allows for relations between entities, regardless of their location.

Using the most accurate and up-to-date information, a commodity producer can perform almost point segmentation of the market in order to best meet the needs of consumers.

Interactive relations as such are a socio-economic category, since in reality they act as communication, interaction, people's relations regarding the development of various aspects of the life of society using electronic networks without a control center that provide the possibility of communication in real time.

In the economic sphere, societies are relations that objectively arise between market entities regarding the production, distribution, exchange and consumption of material and intangible goods when using interactive networks.

By the nature of their origin, interactive relations are material, because their emergence is due to the development of the productive forces of society, i.e. the level of development of both material and material (technical means of labor, science-intensive technologies) and subjective elements (intellectual



potential of a person) of the system of productive forces.

**Conclusion.** Interactive relationships are based on the use of the latest technologies in the field of communication.

Their existence is based on property relations, since in order to carry out interactive activities, one must have the necessary interactive property.

We can distinguish four main types of interactive relations due to property:

- the relationship between the individuals of the interactive activity and the owners of the interactive property;
- relationships between economic entities that carry out interactive activities and owners of interactive property;
- relationships between interactive property owners who are business entities;
- relationships between the various participants in the interactive activity and government agencies as owners of the interactive property.

Interactive relations cover all stages of the social reproduction process.

At the stage of actual production, interactive relations mark the maturation of a qualitatively new economic structure, in which information and knowledge begin to play the role of the main production resource, which, in turn, has a corresponding effect on the phases of distribution, exchange and consumption.

The subjects, carriers of interactive relations are: the state represented by its bodies, international organizations, legal economic entities, individuals entering into interactive activities and implementing it.

The object of interactive relations are goods and services. Goods and services distributed through interactive relationships are usually divided into "soft" and "hard". Soft goods are goods.

The use of interactive relations is economically beneficial for business entities due to constantly decreasing costs when using



information dissemination tools, as well as the ability to exclude intermediary links from the distribution chain of goods and services. The introduction of interactive relations into the internal management of a commodity producer organization can significantly increase labor productivity due to the computerization of workflow, inform all employees in a timely manner about ongoing changes in the market, and facilitate statistical analysis of the organization's activities.

Significant cost savings, combined with the correct planning of interactive activities, provide an acceleration in the dynamics of development and an increase in the competitiveness of enterprises and, ultimately, industries and the country as a whole.

Consumers also benefit from the use of interactive relationships, as they have a wide choice of products in cyberspace and are able to satisfy almost any need. The awareness of interactive buyers forces producers to

focus on methods of non-price competition, which forms the market variety of goods and services in the interactive market.

The interactive environment makes it possible to maximize the distribution function of the credit and financial system, which forms a more stable economic system in society. Even during an economic crisis, it is impossible to withdraw money from the interactive credit and financial system, thus it becomes practically impossible to cause significant harm to the country's financial system.

The interactive environment creates more favorable conditions for the rapid mobilization of all types of economic resources and the choice of the most optimal direction for their use for organically linking the interests of various business entities.

Thus, interactive relations are undoubtedly one of the most urgent problems of scientific research in modern economic conditions, given the prospects that their application and development open up to society.





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