

**IMPROVING THE MECHANISM OF EMPLOYING YOUNG SPECIALISTS IN THE  
CONTEXT OF THE DIGITAL ECONOMY.**

**M.S.Djurayeva**

Asia international university, Bukhara

**Annotation:** This article provides a scientific analysis of the structural changes occurring in the labor market as a result of the rapid development of the digital economy, particularly the formation of new mechanisms for employing young specialists. Digital platforms, the online labor market, remote work, the demand for digital skills, and processes related to the development of human capital are examined in depth. The current state of mechanisms for employing young specialists, existing challenges, and prospective directions for improvement are substantiated. The article presents proposals and recommendations based on modern trends such as artificial intelligence, the “gig-economy,” e-learning, and the integration of innovative personnel training systems with the labor market.

**Keywords:** digital economy, young specialist, labor market, remote work, digital skills, innovative education, platform economy, gig economy, IT professions, personnel policy.

Since the beginning of the 21st century, the profound processes of digital transformation occurring in the global economy have reshaped not only the sphere of production but also the entire structure of the labor market. The widespread implementation of information and communication technologies, the penetration of artificial intelligence into production and management systems, and the rapid development of the platform economy have fundamentally renewed the demand for labor. On one hand, this process has given rise to new professions and forms of employment; on the other, it has led to the obsolescence and transformation of existing professions.

Young specialists represent a strategic resource for the economic development of any country. However, in the digital economy era, the qualifications, level of digital literacy, and competencies required of them have been rapidly changing. Naturally, this transformation necessitates reviewing the personnel training system, higher and vocational education standards, and employment mechanisms.

In Uzbekistan, the widespread adoption of the digital economy, the implementation of the “Digital Uzbekistan — 2030” strategy, the establishment of IT Parks, business incubators, and the formation of a startup ecosystem are expanding opportunities for young people to enter the labor market. At the same time, several challenges remain, including skill mismatches in the labor market, the inconsistency of higher education graduates’ competencies with employer demands, and insufficient sustainability of youth employment.

Therefore, this article aims to provide an in-depth scientific analysis of the mechanisms for employing young specialists in the context of the digital economy and to develop practical recommendations for their improvement.

**Digital Economy and Changes in the Labor Market** - The digital economy differs from the traditional economic model by being based on digital platforms, data flows, online services, and advanced technologies. As a result, the labor market is undergoing significant changes in several directions:

**1. Digitalization of Professions and the Emergence of New Occupations** - Hundreds of professions worldwide are becoming automated through artificial intelligence, analytics, and digital technologies. At the same time, new professions are emerging, including:

1. Data analyst, data scientist

2. Digital marketing specialist
3. Cybersecurity expert
4. Mobile application developer
5. UX/UI designer
6. Artificial intelligence engineer

Preparing young specialists for these professions will significantly increase employment levels.

**2. Remote Work and the Gig Economy** - Another essential element of the digital economy is the expansion of remote work. This trend strengthened even further after the pandemic. Today, young people can obtain employment through:

1. Freelancing platforms (Upwork, Fiverr, Freelance, Kwork)
2. Project-based online work
3. Temporary contract-based employment

The gig economy is a flexible and adaptive economic model that plays an important role in youth employment across many countries.

**Current State of Youth Employment in Uzbekistan's Labor Market** - In recent years, the expansion of higher education coverage, the development of IT Park networks, and youth-targeted programs (Youth Notebook, Youth Entrepreneurship, Startup Programs) have increased opportunities for young people's employment.

**Challenges** - Despite progress, several systemic problems remain:

1. A mismatch between labor market needs and the personnel training system
2. Shortage of specialists in high-demand IT and digital professions
3. Insufficient practical skills among graduates
4. Differences in digital literacy across regions
5. Limited access to startups and innovative companies

#### **Strengths**

1. Existing governmental policies supporting the digital economy
2. Tax incentives for IT Park residents
3. Retraining programs that have prepared more than 150,000 young people in IT fields
4. Rapid development of digital education (online courses, bootcamp programs)

#### **New Mechanisms for Employing Young Specialists Digital Platform-Based Labor Markets**

- Globally, one of the most effective mechanisms for employment is digital platform-based labor markets. Although this system is developing in Uzbekistan, it is not yet fully formed.

The following measures are important to expand:

- 1) Enhancing the functionality of the national electronic labor market ("ish.mehnat.uz")
- 2) Introducing a unified "digital resume" system for every young specialist
- 3) Implementing algorithms for automatic matching between employers and candidates
- 4) Creating online internship platforms

**Model for Developing Digital Skills** - Youth employment depends directly on their qualifications. Therefore, the following system is proposed for improving digital skills:

1. Mandatory teaching of digital skills across the School-College-Higher Education-Retraining continuum
2. Equal distribution of IT education centers across regions
3. Short-term bootcamp programs for high-demand professions
4. Introducing the principle: "One student — one digital certificate"

**University-Employer Integration** - To enable young specialists to enter the labor market with practical skills, cooperation between education and industry must be strengthened through:

- 1) Expansion of the "dual education" system in higher education institutions
- 2) Joint laboratories with IT companies, banks, and telecommunications enterprises

- 3) Mandatory 6–12 month internship programs for students
- 4) Integration of startup projects into higher education (incubation centers)

**Developing a Startup Ecosystem for Youth** - Startups are the core innovation driver of the digital economy. Therefore:

1. Increasing the number of grants for youth
2. Simplifying entry into IT Park incubators
3. Expanding tax incentives for youth-led startups
4. Supporting the activities of business angels and venture funds

**Recommendations for Improving Employment Mechanisms in the Digital Economy. Short-Term Recommendations:** Introducing accelerated training programs for 20 high-demand digital professions, Providing tax incentives for young people earning income through online platforms, Opening “Digital Skills Centers” in universities, Digitalizing and monitoring students’ internship processes

**Long-Term Recommendations:** Creating an AI-powered national employment portal, Implementing a “Smart Employment” system to guide students from admission through labor market monitoring, Developing a digital career roadmap for every young specialist, Introducing new education standards aligned with the digital economy

**Conclusion:** The rapid development of the digital economy is causing deep structural changes in the labor market. While this process creates new opportunities for young specialists, it also requires updating qualifications, increasing competitiveness, and modernizing employment mechanisms. In Uzbekistan, the expansion of the digital economy demands new platforms, startups, online labor markets, and integration of innovative education with the labor market.

Ensuring youth employment in the digital economy requires a complex set of measures, including: improving digital skills, expanding digital labor platforms, strengthening cooperation between education and industry, supporting the startup ecosystem, and creating a modern state labor market model.

Through these measures, youth employment in the digital economy will become more stable, innovative, and efficient.

**References:**

1. Djurayeva, M. S., & Safarova, J. (2025). RAQAMLI IQTISODIYOT SHAROITIDA MOLIYAVIY BARQARORLIKNING TA’MINLANISHI: NAZARIY ASOSLAR VA AMALIY YO’NALISHLAR. *Modern Science and Research*, 4(6), 548-550.
2. Djurayeva, M. S. (2024). BASICS OF DIGITAL MARKETING. *Gospodarka i Innowacje*, 51, 153-159.
3. Djurayeva, M. S. (2024). ORGANIZATIONAL STRUCTURE OF A MODERN ENTERPRISE. *Ethiopian International Journal of Multidisciplinary Research*, 11(12), 222-227.
4. Yunusovana, U. N., Munira, D., Nigina, M., & Munojot, M. (2021). WAYS OF DEVELOPING DIGITAL ECONOMY IN UZBEKISTAN. *САМАРҚАНД ДАВЛАТ УНИВЕРСИТЕТИ*, 527.
5. Джураева, М. С., & Алимова, Ш. А. (2025). РОЛЬ ИННОВАЦИЙ В ПОВЫШЕНИИ КАЧЕСТВА ОБРАЗОВАНИЯ: НАЦИОНАЛЬНЫЙ И МЕЖДУНАРОДНЫЙ КОНТЕКСТ. *THEORY OF SCIENTIFIC RESEARCHES OF WHOLE WORLD*, 1(3), 41-49.
6. Sadillovayna, D. M. (2024). Role of commercial banks in the development of the modern economic system. *Ethiopian International Journal of Multidisciplinary Research*, 11(11), 241-248.
7. Djurayeva, M. S. (2024). BASICS OF DIGITAL MARKETING. *Gospodarka i Innowacje*, 51, 153-159.

8. Djurayeva, M. S., & Davlatov, A. (2025). BUGUNGI KUNDA MENEJMENTNING JAHONDA TUTGAN O'RNI. *Modern Science and Research*, 4(3), 151-155.
9. Алимова, Ш. А., & Джураева, М. С. (2025). СТРАТЕГИЧЕСКОЕ УПРАВЛЕНИЕ В ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЯХ: ТЕОРИЯ И ПРАКТИКА. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(4), 82-89.
10. Алимова, Ш. А., & Джураева, М. С. (2025). ИННОВАЦИИ И ЦИФРОВИЗАЦИЯ В ОБРАЗОВАТЕЛЬНОМ ПРОЦЕССЕ: ПЕРСПЕКТИВЫ И ПРОБЛЕМЫ. *MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC SOLUTIONS*, 1(4), 120-126.
11. Алимова, Ш. А., & Джураева, М. С. (2025). ИНВЕСТИЦИОННЫЕ ПРОЕКТЫ: УПРАВЛЕНИЕ И ЭФФЕКТИВНОСТЬ. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(4), 81-87.
12. Djurayeva, M. (2025). ISSUES OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP DEVELOPMENT. *International Journal of Artificial Intelligence*, 1(3), 596-598.
13. Sadilloeyvna, D. M. (2025). Prospects for Investments in Modernization of the Economy in the Agricultural Sector. *Ethiopian International Journal of Multidisciplinary Research*, 12(01), 217-222.
14. Djurayeva, M. (2025). FEATURES OF THE ORGANIZATION OF PERSONNEL MANAGEMENT IN MODERN ORGANIZATIONS AND ENTERPRISES. *International Journal of Artificial Intelligence*, 1(2), 287-289.
15. Джураева, М. С. (2025). АВТОНОМНЫЕ И ИНТЕГРИРОВАННЫЕ МЕТОДЫ УПРАВЛЕНЧЕСКОГО УЧЕТА. *ANALYSIS OF MODERN SCIENCE AND INNOVATION*, 1(4), 135-141.
16. Джураева, М. С., & Алимова, Ш. А. (2025). АНАЛИЗ БЕЗРАБОТИЦЫ В РАЗВИВАЮЩИХСЯ СТРАНАХ АФРИКИ И УЗБЕКИСТАНЕ. *STUDYING THE PROGRESS OF SCIENCE AND ITS SHORTCOMINGS*, 1(4), 122-128.
17. Djurayeva, M. (2025). ADVANCING COMMERCIAL BANKING THROUGH INNOVATIVE APPROACHES. *International Journal of Artificial Intelligence*, 1(4), 1125-1128.
18. Вахтиёрова, Ж., & Djurayeva, M. S. (2025). BOZOR IQTISODIYOTI SHAROITIDA RAQOBATNING ROLI. *Modern Science and Research*, 4(2), 477-485.