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## ISSUES OF THE DEVELOPMENT OF FREELANCE ACTIVITY UNDER THE DEVELOPMENT OF THE DIGITAL ECONOMY

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**Abstract:** In the article, in the context of the ongoing COVID-19 pandemic in the world economy, each country is developing ways to sustainably develop the economy and ensure the employment of the existing population. It is aimed to develop freelance activities by opening a wide path to digital technologies and platforms in the economy.

**Keywords:** Industry 4.0, society 5.0, digital society, digital technology, freelancing, households, virtual, internet-freelancing, IT, online platform, digital platform, digital economy, freelance-exchange.

**Introduction.** As each country tries to integrate into the international economic society, it is necessary to develop in accordance with the requirements of the modern world. In this regard, if we consider that the achievements of "Industry 4.0" are currently taking over the world economy, it is necessary to widely apply the achievements of the fourth industrial industry to life. The Japanese state has made significant progress in this field and has managed to establish a new digital society called "Society 5.0", which will completely change the way of life of a person.

In the conditions of the COVID-19 coronavirus pandemic, which has engulfed the world economy today, providing employment to the population is one of the first tasks. Therefore, it is appropriate to develop the activities of new professions through the wide use of digital technologies in a complex society. In our opinion, it is necessary to develop freelance activity in this area.

As stated in the Decree of the President of the Republic of Uzbekistan of February 7, 2017 "On the Strategy of Actions for the Further Development of the

Republic of Uzbekistan"[1], the development of households in the Strategy of Actions for the five priority directions of the country's development in 2017-2021, the entrepreneurial skills of citizens within the framework of the program of entrepreneurship of each family It is aimed to develop small business through formation and development of local entrepreneurship.

Based on these tasks, in the development of households in the conditions of the digital economy, it is necessary to introduce new forms of small business to the country's economy, to develop objects operating on the basis of digital systems. First of all, those who work on the basis of digital systems can receive a high salary, the ability to effectively distribute working time, and work at home, taking into account the fact that the worker works mainly in a virtual state. This will create opportunities for many workers to earn higher wages and incomes at home and help solve the problem of poverty reduction, which is now recognized as a pressing issue.

**Methods.** As a result of the scientific research conducted today, in the

conditions of the ongoing coronavirus pandemic in the world economy, they are looking for ways to develop the economy of all countries in a sustainable manner, they are developing ways to provide employment to the population, and not to lower the level of well-being. It is desirable to expand the activities of digital platforms in the economy and accelerate the activities of freelancers working online. Changes in this regard have been studied, with the wide use of methods of observation, survey, comparison, systematic analysis, improvement of the stagnant situation in the economy, development of ways of self-employment of the population. Scientific conclusions and proposals on the development of freelance activity in the country have been developed.

**Results and discussion.** Today, the digital economy is causing new trends in the household system. One of them is the freelance system, where the customer orders the services he needs online. Freelancers can provide any kind of service, even government services. Freelancer performs all tasks online and always uses innovative new technologies. Freelancer (in English freelancer - free creator) is a free creator [3], quoted by Walter Scott in his novel "Ivengo" published in 1819 [4,5]. Freelancer (freelancer from English means free, hired) - people engaged in intellectual work, they perform the task of a certain organization by accepting various orders without a long-term contract and without an office. Among such tasks, the television industry changes the traditional working conditions due to the rapid development of communication and computer technologies [14]. In Internet research, freelance journalists in the United States in 2004 were 73% female and 65% between the ages of 40 and 60. 65% are married, 57% have children, 92% of them have higher education. 52% of them live in millionaire cities [15]. A number of studies show that the salaries of a number of

freelance journalists are lower than those of employees, and in some countries, except for Italy, Norway, and Sweden, their salaries are lower than the average salary in the country [16].

The freelancer provides his services through special online resources. They do it through advertisements in newspapers and magazines, radio-television, internet networks and mobile phones.

The characters that are so for freelancers are:

First, being independent, freedom of working hours;

Secondly, all work can be done at home (attracting young mothers, people who cannot move due to their health to new areas of business);

Thirdly, minimal expenses are incurred (freelancer office rent, lack of transportation expenses) and only receives timely salary for services performed;

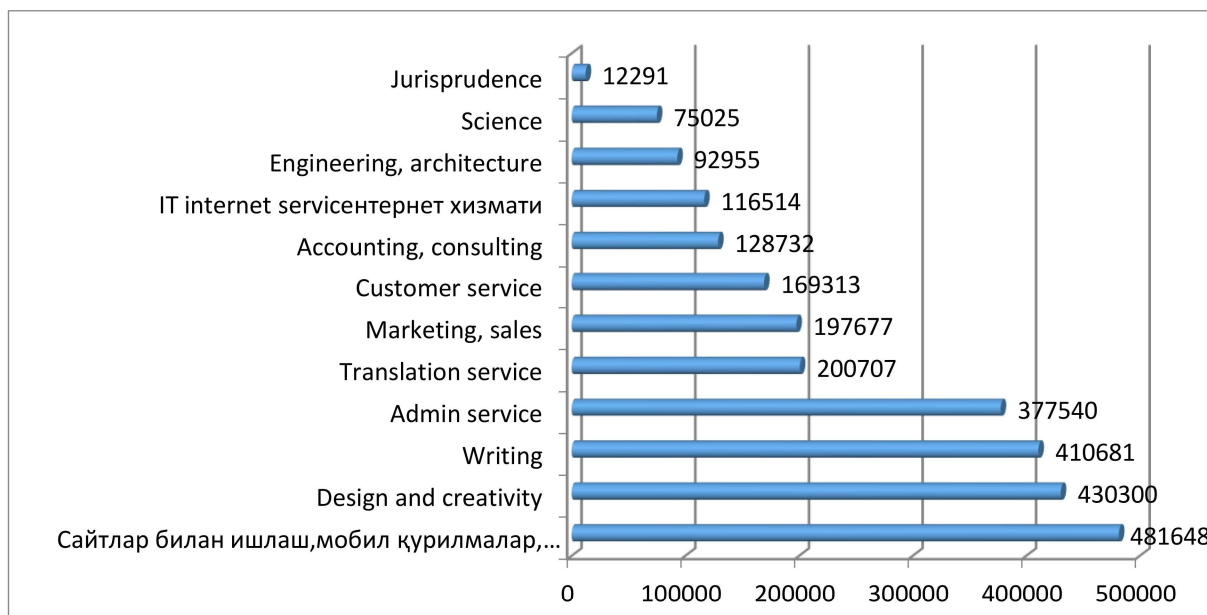
Fourthly, he can only perform his duties, create favorable conditions for work;

Fifth, conduct business independently, abandon ineffective projects and choose independent partners;

Sixth, freelancers also work in high-tech and knowledge-intensive industries.

The statistics agency "Analyticshelp.io" manages the development and statistics of freelance activities. The United States is the leader in the number of freelancers, and they exceed half a million. The second place is occupied by India (245 thousand freelancers), the third place is Great Britain (54 thousand freelancers), and the next place is the Russian Federation (44.5 thousand freelancers). Also, in Canada, Pakistan, representatives of this field are the majority. Many new talented workers can be discovered through freelancing. There is a desire to work, but there is a possibility to involve some persons with disabilities in this process. Many talented people can be found in this field. In the conditions of the digital economy, opportunities will certainly

open up to return the owners of such skills to the labor process through freelance activities.



**Figure 1. Distribution of freelancers worldwide by profession<sup>19</sup>**

From the data of Figure 1, it can be seen that the spheres in which freelancers are active in the world are presented, the most 481,648 freelancers work in the field of working with websites and mobile device technical service, and the lowest figure is 12,291 people in the field of jurisprudence. 75,025 in science, 92,955 in engineering and architecture, 116,514 in IT and internet services, 128,732 in accounting and consulting, 169,313 in customer service, 197,677 in marketing and sales services, 200,707 in translation services, 377,540 in administrative services, and 410,681 in writing. 430,300 freelancers are employed in design and creativity.

From the results of the research, it can be seen that 55% of freelancers are digital freelancers and are discovering new directions, new professions, and taking measures to keep themselves busy. "Digital Freelance" is widespread in USA, Great Britain, India, Philippines, Pakistan,

Canada, Bangladesh, Russia, Ukraine. Under the influence of the rapid development of international relations, economic agencies have established new labor exchanges, namely "Freelance Exchanges". Examples of such exchanges are freelance exchanges such as Kwork.ru, FL.ru, Freelancehunt.com, Work-zilla.com, Freelance.ru, Weblancer.net (Russian Federation). The Kwork.ru exchange alone provided services worth 80 million rubles per month through separate orders in 2017-2018 [2]. Since 2004, internet research and freelance journalists have increased in the United States. 73% of this field is occupied by women, they are given the opportunity to work without leaving home. 65% of them are 40-60 years old, 65% are married, 57% have young children, 97% have higher education. Half live in cities, and the other half live in rural areas.

<sup>19</sup> "Analyticshelp.io" статистика агентлиги маълумотлари асосида

Table 1

**Average monthly income of freelancers, thousand US dollars<sup>20</sup>**

No	What percentage of freelancers	Income, thousand US dollar
1	1.1% are freelancers	200-249 thousand US dollars
2	2.1% are freelancers	150-199 thousand US dollars
3	4.0% are freelancers	100-149 thousand US dollars
4	23.9% are freelancers	50-99 thousand US dollars
5	68.9% are freelancers	50 thousand US dollars

At the same time, the provision of services through freelancing is entering many fields. In the context of the coronavirus pandemic, which began in the first quarter of 2020 due to the spread of the COVID-19 virus, working at home has become one of the most urgent issues.

It serves as an important criterion for providing employment to the population. In Italy, Sweden, and Norway, freelancers earn higher than the average income of the country's population. According to the Business Practices Education Committee, freelancers work 30-40 hours a week, working in the UK IT industry and in government and finance. 35% of ARESMA union members in Australia are self-employed workers. The medical industry is also the majority in the Canadian trade union [7].

Earning such income is necessary for everyone, especially women who stay at home, it provides an opportunity to work in comfortable conditions. Freelance activity is also widespread in Uzbekistan, and according to the "Prospect of Freelance" forum and the presentation of [www.hirelancer.uz](http://www.hirelancer.uz), more than 40 freelancers are currently working in our country. "Hirelancer.uz" is considered the first freelance company in our country. This firm provides advertising and marketing, legal services, creation of various computer games, 3D graphics preparation, architecture and interior design, site development and processing, programming, translation services,

engineering, polygraph, design and ART services.

At the same time, digital platforms engaged in freelance activities such as [giglancer.uz](http://giglancer.uz), [freelancer.mehnat.uz](http://freelancer.mehnat.uz), [OLX.uz](http://OLX.uz), [ishkop.uz](http://ishkop.uz) are operating in Uzbekistan. [Hirelancer.uz](http://Hirelancer.uz) is a system created in cooperation with the Youth Union of Uzbekistan, Youth Future Foundation, SPACEMOS SWLHWAT company to develop freelance direction and remote work. [Freelance.admin.uz](http://Freelance.admin.uz) is one of the first freelance exchanges in our country. This exchange also provides 3D graphics, 3D models, video designs, IT programming, computer repair and programming, marketing and advertising, and translation services.

**Conclusions.** As one of the promising directions of the country's economy, it is necessary to give wide access to digital platforms in the economy, to ensure employment of the population through new directions and professions based on digital technologies. In the same direction, it is desirable to widely develop freelance activities in all industries, sectors and regions of our country.

According to The Center for Global Enterprise, digital platforms fall into four major groups:

1. Transaction platforms - Uber, Amazon, eBay
2. Innovative platforms - Android, IOS, Linux
3. Integration platforms – App Store, Play Market

<sup>20</sup> Никиткина К.М, Привалова А.О (2020). Западные количественные исследования фрилансеров: профессиональный обзор. Экономическая социология. Т.10 №1. Январь. 140 с.

4. Investment platforms - Kickstarter can be used as an example.

From the above scientific studies, it can be seen that it is necessary to digitize the main sectors of the economy, the areas where there are many employment opportunities for the population.

First, it will be necessary to digitize the labor market, in which it will be necessary to provide information about the nature of freelance activities among the rural population;

Second, it will be possible to digitize service industries, through which new

digital professions will be formed and developed by providing many services at home and with high wages;

Thirdly, development of the "Concept for the development of Freelance activities in the Republic of Uzbekistan in 2021-2030" and presentation to relevant ministries;

Fourthly, in order to support the activities of freelancers, the draft Law "On Regulation and Development of Freelance Activities in the Republic of Uzbekistan" should be developed and submitted to higher organizations.

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