

Issues Of Development Of Freelance Activities In The Context Of 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 ensure sustainable economic development and existing employment. The goal is to develop freelance activities in the economy by paving the way for digital technologies and platforms.

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

I. INTRODUCTION

Every country must develop in accordance with the requirements of the modern world, the world economy is dominated by the achievements of Industry 4.0, so it is necessary to widely apply the achievements of the fourth industrial industry. The Japanese government has made great strides in this area and has managed to build a new digital society called “Society 5.0” that will completely change the way people live their lives.

Today, in the context of the COVID-19 coronavirus pandemic, which affects the world economy, employment is one of the top priorities. Therefore, in a complex environment, it is expedient to develop the activities of new professions through the widespread use of digital technologies. It is necessary to develop freelance activity in this area.

As stated in the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Action Strategy for further development of the Republic of Uzbekistan" [1], the Action Strategy for the five priority areas of development in 2017-2021 formation, development of small business through the development of entrepreneurship of the population in the regions.

Based on these tasks, in the development of households in the digital economy, first of all, it is necessary to create new forms of small business in the country's economy, the development of facilities operating on the basis of digital systems. Those who work on the basis of digital systems, first of all, can receive a high salary, the ability to efficiently allocate working time, the employee can work at home, taking into account that they work mainly in a virtual state. This allows many workers to earn higher wages and income at home.

II. MAIN PART.

The development of small business and private entrepreneurship in the development of the economy, the widespread use of freelance services in providing employment at home during the COVID 19 coronavirus pandemic is a comprehensive and effective tool. Many scientists have conducted scientific research in this area. At the same time, freelancers around the world can be included in the category of high-wage earners. The United States, Australia, and New Zealand earn an average of \$ 70 per hour. According

to Shevchuk A, Strebkov D, Davis S.N (2015), the horizontal dependence of the self-employed and their dependence on the education system has been studied, and 1602 Russian-speaking Internet freelancers are active [10].

The results of research by Nawaz Z, Zhang J, Mansoor R, Hafeez S, Ilmudeen A (2020) are aimed at examining the value levels of freelance applications. The most striking manifestation of freelancing is the high level of opportunity for IT specialists, designers, scientists to work independently through online. And freelancers are subject to multifaceted stresses, in which they operate under high blood pressure, high work stress. Freelancers are provided with assistance and psychological counseling through online platforms [11]. According to the study, digital platforms do not have a permanent workplace, but provide opportunities for workers to find the jobs they need. The online freelancer operates on digital platforms [11].

IV Gorokhova, NK Klimova considered freelance as a new direction of the household and described that this field accepts orders online [2]. A.I. According to Gratchenko, digital platforms are developing rapidly in the world economy. According to the Boston Consulting Group, the digital economy could earn \$ 16 trillion by 2035. The digital platform is a new business model, an integrated system, emerging as the core of sustainable development [7]. Under the influence of the creation of digital platforms, the creation of technologies for the multifaceted use of resources, the transition to the use of information technologies with a number of interfaces. Z. Ahmed's research shows that freelancers are on the rise in Pakistan. According to the Oxford Internet Institute, Pakistan ranks fourth in the freelancing industry, followed by the United States, Bangladesh and India. Computer science and software engineering are developing rapidly in Pakistan. According to Nawaz Z, Zhang J, Mansoor R, Hafeez S (2020), Pakistan's IT sector earns about \$ 2.6 billion a year, and about \$ 2.1 billion from IT exports. Pakistan has 47 million large broadband internet users, according to the Telecommunications Authority. While T-Lansing is one of the fastest growing digital platforms, Guru, Peopleperhour, Mylittlejob are the main freelance platforms [11].

III. RESULTS AND DISCUSSION.

Today, the digital economy is giving rise to new directions in the household system. One of them is the freelance system, where the customer orders the services he needs online. Freelancers perform any kind of service, they can even provide public services. The freelancer does all the work online and he always uses innovative new technologies. A freelancer is a freelance writer, quoted by Walter Scott in his 1819 novel *Ivanhoe* [4,5]. The freelancer provides its services through special online resources. They do this through ads in newspapers and magazines, radio and television, the Internet and mobile phones.

Symptoms for freelancers include:

1. independence, freedom of working time;
2. the ability to do all the work at home (attracting young mothers, people who can not move due to health reasons to new areas of entrepreneurship);
3. minimal costs are incurred (freelancer office rent, no transportation costs) and only timely payment for services performed;
4. it can only do its job, create a comfortable environment for work;
5. the business operates independently, abandons inefficient projects, and chooses independent partners;
6. freelancers also operate in high-tech and knowledge-intensive industries.

The development and statistics of freelance activities are carried out by the statistical agency Analyticshelp.io. The U.S. leads in the number of freelancers, and they number more than half a million. In second place is India (245 thousand freelance), in third place is the United Kingdom (54 thousand freelance), followed by the Russian Federation (44.5 thousand freelance). In Canada and Pakistan, the industry is in the majority.

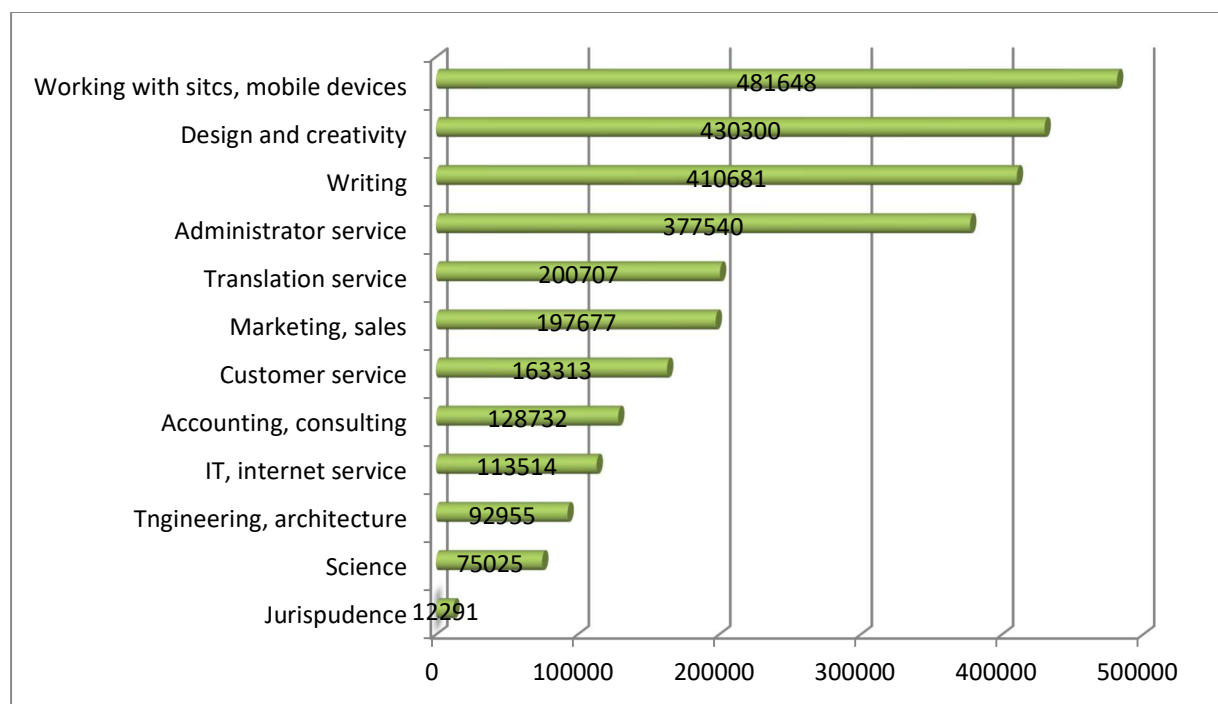


Figure 1. Distribution of freelancers around the world by profession¹

Figure 1 shows the areas where freelancers operate around the world, with 481,648 freelancers working in the field of working with websites and maintenance of mobile devices, and the lowest number in the field of jurisprudence is 12,291 people. 75,025 in science, 92,955 in engineering and architecture, 113,514 in IT and Internet services, 128,732 in accounting and consulting, 163,313 in customer service, 197,677 in marketing and sales services, 200,707 in translation services, 377,540 in administrative services, 410,681 in writing, 430,300 freelancers are engaged in design and creativity. The results of the study show that 55% of freelancers are digital freelancers and are discovering new directions, new professions, as well as self-employment. "Digital freelance" is widespread in the United States, Great Britain, India, the Philippines, Pakistan, Canada, Bangladesh, Russia and Ukraine.

As a result of the rapid development of interaction in international relations, economic agencies have established new labor exchanges, ie "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, there has been an increase in online research and freelance journalism in the United States. 73% of the sector is occupied by women, who have the opportunity to work without leaving home. 65% of them are 40-60 years old, 65% are married, 57% have young children and 97% have higher education. Half live in cities and the other half live in rural areas.

Table 1. The average monthly income of freelancers is one thousand US dollars²

№	How many percent freelancers	Earnings, thousand US dollars
1	1,1 % freelancers	200-249 thousand US dollars
2	2,1 % freelancers	150-199 thousand US dollars
3	4,0 % freelancers	100-149 thousand US dollars
4	23,9 % freelancers	50-99 thousand US dollars
5	68,9 % freelancers	50 thousand US dollars

¹ Based on data from the statistical agency Analyticshelp.io

² Nikutkina K.M., Privalova A.O. (2009). Западные количественные исследования фрилансеров: профессиональный обзор. Экономическая социология. Т.10 №1. January. 140 s.

At the same time, freelance service is entering many areas. In the context of the coronavirus pandemic caused by the spread of the COVID-19 virus, which began in the first quarter of 2020, working at home has become one of the most pressing issues.

It serves as an important criterion in the employment of the population. In Italy, Sweden, and Norway, freelancers earn more than the average income of the population in the country. According to the Business Practices Education Committee, freelancers work 30-40 hours a week, serving in the IT sector and government, finance in the UK. 35% of the ARESMA trade union in Australia are self-employed workers. The medical industry also dominates the Canadian trade union.

Making such an income is necessary for everyone, especially for women living at home, which provides an opportunity to work in comfortable conditions. Freelance activities are also widespread in Uzbekistan, and according to the forum "Freelance Prospects" and the presentation www.hirelancer.uz, there are currently more than 40 freelancers in our country. The first freelance company in the country is Hirelancer.uz. The firm provides advertising and marketing, legal services, creation of various computer games, 3D graphics, architecture and interior design, site creation and processing, programming, translation services, engineering, printing, design and ART services. At the same time, there are digital platforms in Uzbekistan, such as giglancer.uz, freelancer.mehnat.uz, OLX.uz, ishkop.uz. Hirelancer.uz is a system created in cooperation with the Youth Union of Uzbekistan, the Fund for Youth Future, SPACEMOS SWLHWAT to develop freelance and remote work. Freelance.admin.uz is one of the first freelance exchanges in the country. The exchange also provides 3D graphics, 3D models, video designs, IT programming, computer repair and programming, marketing and advertising, translation services.

IV. CONCLUSIONS.

As one of the most promising areas of the country's economy, it is necessary to provide broad access to digital platforms in the economy, to provide employment through new areas and occupations based on digital technologies. In the same direction, it is expedient to develop freelance activities in all sectors, industries and regions of the country.

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

1. Transaction platforms - Uber, Amazon, e Bay
2. Innovative platforms - Android, IOS, Linux
3. Integration platforms - App Store, Play Market
4. Investment platforms - Examples include Kickstarter.

From the above scientific research it can be seen that it is necessary to digitize the main sectors of the economy, the areas with high employment potential.

1. It is necessary to digitize the labor market, which will provide information about the nature and activities of freelancing among the rural population;
2. It will be possible to digitize service industries, through which new digital professions will be formed and developed through the provision of more services at home and higher wages;
3. Development and submission to the relevant ministries of the "concept for the development of freelance activities in the republic of uzbekistan in 2021-2030";
4. To develop and submit to higher organizations a draft law "on regulation and development of freelance activities in the republic of uzbekistan" to support the activities of freelancers.

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