

Issues of Development of Freelancing Activities in the Globalization of the 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

At the beginning of the 21st century, the population began to look for more self-employment measures. At the same time, they began to want to be more independently employed or to be mostly freelancers without having to set their own time in advance. It is necessary to build a digital economy by modernizing the economy and improving the social life of the population, developing the economy under the influence of the global pandemic crisis, the introduction of more digital technologies in employment. 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. [2]

Today, in the context of the COVID-19 coronavirus pandemic, which covers 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. In this area, in our opinion, it is necessary to develop freelance activity.

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 includes household development, entrepreneurship skills in each family. 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 introduce new forms of small business in the 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 will enable many workers to earn higher wages and incomes at home, and will help address the problem of poverty reduction, which is now recognized as a pressing issue.

II. MAIN PART

As a result of current research, in the context of the ongoing coronavirus pandemic in the world economy, all countries are looking for ways to sustainably develop their economies, develop employment, do not reduce the level of welfare. It is desirable to accelerate the development of online freelance activities by expanding the activities of digital platforms in the economy. Changes in this area have been studied, including the development of ways to improve the state of economic stagnation, self-employment through the widespread use of methods of observation, questionnaires, comparisons, systematic analysis. Scientific conclusions and recommendations for the development of freelance activities in the country have been developed.

III. RESULTS AND DISCUSSION

Today, the digital economy is leading to the emergence of new directions in the household system. One of them is the freelance system, where the customer orders the services he needs online. Freelancers provide 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].

Freelancer (from English *freelancer* - means free, hired) - people engaged in intellectual work, who perform the functions of a particular organization by accepting various orders without a long-term contract and office. Among such tasks, the television industry is changing traditional working conditions under the influence of the rapid development of communication and computer technology [14].

In online research, freelance journalists developed extensively in the U.S. in 2004, with 73% women 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 some freelance journalists are lower than those of full-time employees, and in some countries, except Italy, Norway, and Sweden, their salaries are lower than the national average [16].

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:

First, independence, freedom of working time;

Second, the ability to do all the work at home (attracting young mothers, people who are unable to move due to health reasons, to new areas of entrepreneurship);

Third, the minimum costs incurred (freelancer office rent, no transportation costs) and only timely payment for services performed;

Fourth, it can only perform its function, create a comfortable environment for work;

Fifth, the business operates independently, abandons inefficient projects, and chooses independent partners;

Sixth, 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. Many new talented workers can be discovered through freelance activities. There is a desire to work, but there is also the opportunity to involve some people with disabilities in the process. It will be possible to find many talented people in the industry. In the digital economy, of course, there are opportunities to bring such people back to work through freelance work.

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 professions based on digital technologies. In the same direction, it is expedient to develop freelance activities in all sectors, industries and regions of the country.

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.

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