

STRATEGIC MANAGEMENT MODEL OF DIGITAL DEVELOPMENT OF HUMAN CAPITAL OF THE ENTERPRISE

TAGAYEV BEXZAD ANVAROVICH

Independent researcher Higher School of Business and Entrepreneurship

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ABSTRACT

In the context of the digital economy, the labor market puts forward its new requirements for employers and those who offer their own labor force. One of such requirements is to improve the quality of human capital of enterprises by effectively using digital technologies. Based on this, this article discusses the issues of digital development of human capital.

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INTRODUCTION.

In any national economy, human capital is a decisive factor in production, an important condition for supporting the national economy and increasing its competitiveness. It is for this reason that, even today, human capital in progressive countries is considered as an important factor in the development of the economy and ensuring economic growth. The transition of economic growth from raw materials to sources of innovation is bringing human capital to the surface as a primary factor, which is becoming the

main resource for creating added value, ensuring an increase in national wealth. Ensuring the accumulation and enrichment of human capital, the activities of people aimed at the consistent implementation of a strategy aimed at improving their professional skills and experience on the basis of continuing education throughout their life activities are an important condition for ensuring the sustainable development of the economy. Currently, to determine the place of human capital in the socio-economic development of society on a global scale, to develop it based on its national characteristics, to use it effectively, the issues of creating conditions for full manifestation have become one of the important areas of scientific research in terms of the role of countries in the international community, ensuring a decent life and sustainable development of the population. In this regard, it is important to research the impact of the level of development of human capital on economic growth, assess the interaction of structural elements of human capital, determine the impact of innovation on the introduction and spread, and research effective methods of human capital development.

Research methodology. The scientific works of scientists and specialists who carried out scientific research in this direction were widely used when assessing the digital development of human capital, researching the impact of digitization processes on the quality of human capital of the enterprise. In order to substantiate the views and approaches advanced in the article, attention is paid to the use of methods of grouping, comparison, economic-mathematical modeling in the coverage of the article.

Literature review. The first group of studies on the role of human capital in ensuring the socio-economic development of society belongs to scientific research based on the scale and quality of influence on the volume of production of human capital, and we can include the works of such scientists (Romer, 1990; Barrow, 1991; Temple, 1999; Kruger and Lindal, 2001; De la Fuente and Dominique, 2005). In this regard, it is obvious that in most studies it is confirmed that there is a significant positive relationship between human capital and economic growth (R. Solou 1992).

Among the second group of studies, we can include the results of the research of scientists such as (Barrow, Kalaytzidakis and Hodjo), who have served to reveal the direct statistical impact of human capital on Innovation development (non-linear and indirect).

The third group included the works of scholars such as Knovl, Owen, Nonneman, Vanhaud, Hoeffler, Pritchett, among others, who identified statistical correlations between human capital and innovation development. Boulhol argues that in the long term, the issues of the impact of human capital on the innovation development of territories have not yet been sufficiently researched (Hervé Boulhol).

The results of the analysis of the impact of investments in human capital on economic growth also provide conflicting conclusions. In the early 2000s, there was a low level of investment in higher education in European countries compared to the United States, notably 1.4% of GDP in the European Union and 3.0% of GDP in the United States as investment in higher education, which today serves as one of the reasons for the EU lag. However, the fact that in the first twenty years after World War II, European countries achieved high economic growth rates compared to the United States, despite relatively low investments in primary and secondary education, is mentioned in agony studies. The Asian Tigers have achieved high economic results, with the countries of the numbered countries of Hong Kong, Taiwan, South Korea and Singapore creating a kind of Miracle at the expense of directing investments in primary and Secondary Education.

There is not enough scientific research that serves to theoretically substantiate the impact of human capital on the popularity of technology and innovation, one can crack the works of the likes of such research Siras (Findlay, 1978; Wang and Blomstraom 1992; Das, 1987; Meyer-Folkis and Nunnenkamp, 2009).

There are a number of studies on the calculation of the minimum level of human capital, which is necessary to eliminate the difference with leading countries in terms of technologies (Borensstein et al.

1998; Crespo et al. 2004; Benhabib and Spigel 2005; Kiruelos and Wang 2005), researchers of technology sharing pathways (Findlay, 1978). The main scientific issue developed by researchers is the question of whether the "capital overflow" embodied in technology can reduce the necessary time frame to eliminate the difference in economic growth rates when comparing developing and developed countries.

To eliminate technological backwardness and ensure the development of Innovation on this basis can be ensured at the expense of creating technologies in the national economy or borrowing them from technologically advanced countries.

The establishment of technology production or imitation of technologically advanced countries is studied at the cross-country and country level, as well as at the micro level. In this regard, the swing of scientific research published in recent years is a minority.

We can put the research carried out by John Weili and Xiliang Jao in the ranks of macro-scale research, as a result of scientific research by scientists in question, the contribution of human capital to China's economic growth in the period 1978-2008 was evaluated, and it was scientifically proven that 38% of economic changes in the country were carried out due to 2010).

The existence of research results, the influence of human capital on the development of innovation of enterprises, which is the product of a number of scientific studies studied in detail, should also be ignored. Among such studies, we can list the scientific research of Carina Hirsch and Giovanni Sulis, who, based on the analysis of data from 37 industries in 42 countries during the period 1980-1990, based on the positive impact of human capital on innovative development, and Di Liberto, who statistically studied the impact of human capital on economic growth (Carina Hirsch, Giovanni Sulis, 2007).

Analysis and results discussion. It is important to research the formation of a strategic model for managing the digital development of human capital of enterprises, which in turn allows us to consider the process of digital development of human capital of enterprises in the context of the integration of the interaction of the following participants-institutions:

1. Labor market Institute, which forms the market environment necessary for encouraging people to choose highly qualified professions.
2. The formation of a technological environment as an ecosystem that unites enterprises that introduce industry, digital technologies and technologies themselves.
3. An educational system that shapes the educational environment to create high-quality human capital with necessary targeted competencies.
4. A system of Health and Social Security that constitutes a social environment for the functioning and digital development of human capital.

In accordance with the presented institutional model, the strategy for the digital development of human capital of enterprises is formed under the influence of the following drivers:

1. Drivers for promoting mass demand for digital knowledge and skills include:

- digital development of all sectors of industry and economy;
- state regulation of the digital development of the economy sectors in order to adapt to digital reality and simplify the regime of regulation of pilot projects in which advanced digital technologies, business models are tested;
- development of research centers that serve to conduct fundamental research in the field of

automation, artificial intelligence and digital business models;

- changing the forms of labor organization from clearly defined task valavoziiim to design work, in which work processes are based on more specific projects than functions;
- changing the content of employment, chunonchi digitization significantly facilitates the transition to independent or hybrid employment, combining traditional and independent activities;
- change of place of work with an increase in the share of automated labor;
- the formation of the need to develop new skills that the digital world requires.

2. Drivers for the establishment of modern digital personnel supply of the educational system.

In addition to the fact that the educational system creates human capital as a key factor in the development of the economy in the 21st century, it is itself one of the rapidly growing sectors of the economy. Providing the economy of Uzbekistan with the necessary level of high-quality capital is becoming a priority of State Economic Policy, and the fact that this task can be solved with the help of a modern high-quality education system is a vital fact.

The following can be included in the list of drivers for creating an extended offer of digital personnel by the educational system:

- large-scale transformation of the national education system into the paradigm of "continuing education", which implies the flexibility of Educational Trajectories;
- development of interaction between educational organizations and business circles in order to ensure the relevance and importance of educational programs and reduce the time to adapt the educational system to the requirements of the digital economy;
- ensuring professional development through the improvement of digital education platforms.

3. Drivers for creating a social environment favorable for the formation and digital development of human capital contribute to the formation and digital development of human capital and are formed from:

- development of a network society and popularization of decisions based on artificial intelligence;
- development of new forms of coexistence in society and the organization of cooperation: coworking, Carshering and other such attributes of the digital economy;
- changing the composition of educational needs, chunonchi digitization helps to increase life expectancy, which requires new approaches to the growing group of "eternal" students;
- development of person-oriented personalized services in the field of Education, Health, design, entertainment, etc.

It makes it possible to identify new vectors of Strategic Public Administration in the direction of structural transformation of the digital economy in order to reform educational infrastructure, finance applied research and digital entrepreneurship, promote digitization and establish standards of state regulation to adapt them to digital reality. In the long term, the practical work of digital development-traction drivers of human capital is largely due to the investment in human capital and the subjects of its management, that is, the educational system, it assumes targeted and systematized relations between enterprises and the state.

This strategic model of managing the digital development of human capital of enterprises through new management drivers reveals the most important methodological principles of management, ensures the balance of interests of all subjects of the labor market and determines long-term strategies in the management of human capital.

In the digital economy, a methodological approach to managing human capital should meet the Real needs of socio-economic entities, as well as take into account economic, geopolitical, technological and labor market trends.

Analysis allows you to identify three trends in business that allow you to understand the methodological principles of Human Capital Management in the context of the development of the digitaleconomy:

1. All major organizations in the world are experiencing a change, the main task of such changes is to create a basis for successful development in the context of digitization. Alternatively, very few enterprises and organizations are satisfied with the intensity of change, they are able to adapt so quickly to the speed of change in terms of working with products and customers in a new way. Responsibility for the development of digital skills goes to full-fledged employees.

2. The organizational structure of management is changing. Businesses cannot reach the rate of transformation and become a platform where small communities interact in terms of greater flexibility, with joint value creation and teamwork competencies coming to the fore.

3. The way in which transformational processes are managed is undergoing a change. If earlier this reflected top-down management, now enterprises are using different approaches in harmony based on in-depth customer analysis, horizontal interaction of different departments and functions.

Most people still understand the educational process as formal education. In the world of VUCA, the principle of continuing education is fundamental. The main process is constant learning, personal or professional reasons, therefore, the constant, voluntary and passionate search for knowledge.

Dj. According to the concept of "reading for the future" proposed by Delor, a person must acquire

2 skills to meet the demands of changes in the external environment. Dj. By re-changing Delor's statement, it is important to note that the principles of Educational Management in the digital environment of lifelong learning include:

learning to know (learning to know)-not only acquiring systematized knowledge, but also understanding the essence of information, mastering educational tools;

learning to do (learning to do) is the development of a set of skills for the types of jobs that are currently needed and that will be needed in the future, including innovation and adapting training to future working conditions;

learning to live together, and with others;

learning to be (learning to be) is an education that promotes the comprehensive and complete development of the human mind and body, mind, sensitivity, morality, spiritual world and the like;

learning to learn (learning to learn)- to continue learning throughout life daovi.

Conclusions and suggestions. To solve pressing problems in the field of education, it is required to radically reform the system of training personnel with high digital qualifications, with special attention to the following:

1. The formation of a unified digital education system by combining various educational technologies, teaching formats and technical innovations and balancing traditional models of full-time education with mobile technologies, augmented reality tools and other digital educational tools.

2. Improving the quality of digital education by better data analysis and forecasting, developing and launching advanced educational products using artificial intelligence, understanding digital transformability of various departments, and improving forecasting tools to ensure their interaction.

The proposed methodological principles of Human Capital Management in the digital economy help to develop the theoretical and methodological foundations of human capital management of enterprises.

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