

ISSUES OF ORGANIZING THE INNOVATIVE DEVELOPMENT OF  
FREELANCE ACTIVITY

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**Abstract:** *This article provides information on the issues of creating a new group of freelancers by organizing the innovative development of freelancing activities.*

**Key words:** *globalization, entrepreneurship, freelancing, crowdworking, computer technology, outsourcing, personnel leasing*

The process of globalization of the world economy demands a serious change in all industries and sectors, requiring a modern person to reconsider all his actions in the field of work and entrepreneurship. At the same time, this process became a strong incentive for people to innovate their work and lifestyle. One of the factors that have a strong impact on freelance activity is the instability of this activity, in this activity, the lack of a permanent place of work, the lack of permanent guaranteed customers, the shortcomings in the field of small services cause the loss of customers. tries to work.

This movement, in turn, will lead to the introduction of new innovations in work, to always be the first in the field of activity, and to put the wishes of consumers first will be the first main goal of freelancing. According to R. Inglehard, conducting large-scale scientific researches on freelancing activities in the era of globalization has increased the value of scientific researches. Despite how unstable the work of freelancers is, we can observe that their ranks expand and the products and services produced by them grow from year to year. There are several convenience aspects that make freelancing work popular among the population, which provides several conveniences for the worker. At the same time, the author proposed to develop a "set of indicators of the success of freelancing activities" in order to develop freelancing activities in the Republic of Uzbekistan by processing the above data.

There are several attractive aspects of freelancing without which the development of the industry is impossible. The main motivating factor for moving from an organization with a permanent job to the freelance industry is high income, creating a convenient work schedule, the possibility of working at home allows a freelancer to optimize the rent for a workplace, rent and other expenses. Another form of such online employment is Crowdworking (crowd means team, working means work) and is developing. Today, several organizations and enterprises are starting their work with limited funds, because of which they cannot hire workers in the state for various small jobs.

According to Lilly Ayran, a computer scientist at the University of California, Berkeley, crowdworking involves doing large-scale work on a computer or mobile app, with a tight schedule and pay. They are mostly found in the US and India, Mechanical Turk (Amazon), founded in 2005, is one of the most popular online crowdworking platforms and has 500,000 crowdworking sites. First of all, we should not confuse freelancing and crowdworking. There are also types such as outsourcing, personnel leasing, outstaffing.

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Outsourcing is common today in several foreign countries, especially in the Russian Federation. Many organizations and businesses include those who perform some of their duties, such as advertising, legal services, marketing, and conducting sociological surveys. Outsourcing (when translated from English, outsourcing means the performance of internal services) Those engaged in such services receive an order to perform one of the internal functions of the organization, but the executor receives only the type of service, not his employees.

These relations are regulated on the basis of contracts between the customer and the contractor. The contractor independently determines the number of employees, and the customer does not interfere in this process. Outsourcing organizes labor activities in exchange for the performance of internal functions by organizations or enterprises, which organizations or enterprises are freed from these tasks for a long time, several functions are concentrated in the enterprise itself, but they cannot fully operate. In particular: the marketing department, the advertising department, etc. are not visible in the activities of enterprises. They should be the locomotive of enterprises or organizations. For this reason, the outsourcing of advertising, marketing services, computer services, and logistics services to specialists is considered one of the most optimal options in the market economy.

Personnel leasing - employment contracts are concluded by recruiting agencies with workers, in which the scope of work and working hours are clearly defined. understood. There is another type, which includes staffing companies, namely "outstaffing" (outstaffing means hiring personnel for a specific state), in which, unlike recruiting agencies, they connect the companies or organizations that order workers to the main state of work.

For this reason, the employee continues his work at the previous workplace. Also, the customer can inquire about the number and qualification of workers, but cannot interfere in labor relations. Based on this, the customer controls the quality of the performance of various functions by the personnel, while the contractor controls the number and quantity of personnel and all processes related to labor activity. At the same time, the employee is a member of the customer's team and receives all personnel-related documents from the contractor.

For this reason, many companies turn to outstaffing, and the main reason for this may be the limitation of staff in budget organizations, risk reduction, and avoidance of various conflicts in labor relations. They focus on business development and delegate some other tasks and functions to outstaffing and outsourcing companies and recruiting agencies.

Freelance activity is directly related to age, gender composition, income and level of education, as well as the talent of the freelancer, his diplomacy to communicate with most people. These processes depend to a large extent on the level of activity of the Internet, mobile communication tools, computer technologies, and how the freelancer uses these technologies and on his ability to quickly master new techniques and technologies. Since the 70s of the 20th century, a narrow specialization in the fields of work and employment began to be observed, as in many other fields, under the influence of such changes, the growth of unemployment, the emergence of huge armies of the unemployed in the labor market. The structural changes taking place in the Republic of Uzbekistan during the transition to the market economy, under the influence of changes such as restructuring and modernization of industry, diversification, restructuring, as well as under the influence of various unexpected crises, create a huge army of unemployed people in the country. In order to provide them with work, to find their place in life, the state allocates many benefits, financial

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funds, and measures such as improving their qualifications and retraining for the profession are being implemented.

At the same time, we need to inform the people of the country about the types of virtual employment, and allow the companies and agencies related to the practice to conduct their legal activities. If we can make people interested in online, digital economy, if we widely promote the activities of freelancing, outstaffing and outsourcing companies, recruiting agencies, we will facilitate several functions of many enterprises, companies and organizations in our country. Not only the unemployed, but any ICT-savvy person can engage in this activity and create additional sources of virtual income. For this reason, it is observed in the practice of several developed and developing countries. In the 1990s, reforms in this area were carried out in many countries. In particular: in the 1990s it was held in Latin American countries, in 2013 in Germany and India. In particular, in Germany, in 2013, workers earned less than 400 euros per month, and after the reforms, small digital jobs began to appear across the country, which in turn began to include not only the unemployed, but also the employed and digitally savvy population. . This, in turn, increased the sources of income for workers. Such practices have been adopted in many countries, all such organizations have begun to merge into trade unions, allowing trade unions to operate freely and emerge as organizations that protect the interests of workers.

The development of the modern economy, in turn, has led to such changes, while the self-employed workers and the companies and organizations that hire them have developed. This process was further accelerated by the rapid development of ICT. For this reason, it has become popular for a number of professions to operate in a virtual system. These include computer programmers, journalists, translators, designers, SMM specialists, operators, advertising and marketing specialists, digital administrators, accountants, engineers, architects, lawyers, analysts, scientific and technical research and others.

In many other countries, the types of "officeless companies" have increased and they have become trends. Instead of operating by establishing a permanent workplace or office, companies and firms without an office began to increase. It is very important to have offices in the manufacturing, pharmaceutical, construction sectors, or even in the banking sector. Rapid penetration of digital technologies into the world economy has led to profound structural changes in all economic sectors. Digital technologies are closely related to the digital revolution of the late 20th century. The emergence of large-scale exhibitions in the 60s of the 20th century, the emergence of mobile communication tools under the influence of the development of personal computers in the 70s and 80s, the development of the mobile Internet, the development of miniature production, and the emergence of artificial intelligence led to the occurrence of a digital revolution.

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