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# THE PEDAGOGICAL SIGNIFICANCE OF DIGITAL TECHNOLOGIES IN DEVELOPING STUDENTS' PROFESSIONAL AND ENTREPRENEURIAL SKILLS

**Mekhmonov Ismat Toshpulatovich**
Chief Specialist of the Educational Services Center
of the national institute of pedagogical skills named after
A.Avloni, independent researcher

**Abstract.** This article theoretically and practically analyzes the pedagogical significance of digital technologies in developing students' professional and entrepreneurial skills, the role of digital technologies in developing youth entrepreneurship in New Uzbekistan, its impact on economic efficiency, the importance of the startup ecosystem and innovative organization. digital platforms, e-commerce, artificial intelligence, cloud technologies, and remote services discuss youth employment and business opportunities.

**Keywords:** New Uzbekistan, youth entrepreneurship, digital economy, innovation, startup, e-commerce, information technologies, digital competence.

**Annotatsiya.** Ushbu maqolada o‘quvchilarning kasbiy va tadbirkorlik qobiliyatlarini rivojlantirishda raqamli texnologiyalarning pedagogik ahamiyati, Yangi O‘zbekistonda yoshlar tadbirkorligini rivojlantirishda raqamli texnologiyalarning o‘rni, uning iqtisodiy samaradorlikka ta’siri, startap ekotizimi va innovatsion tashkil etishning ahamiyati nazariy va amaliy jihatdan tahlil qilinadi. raqamli platformalar, elektron tijorat, sun’iy intellekt, bulutli texnologiyalar hamda masofaviy xizmatlar yoshlarning bandligi va biznes imkoniyatlari to‘g‘risida so‘z yuritiladi.

**Kalit so‘zlar:** Yangi O‘zbekiston, yoshlar tadbirkorligi, raqamli iqtisodiyot, innovatsiya, startap, elektron tijorat, axborot texnologiyalari, raqamli kompetensiya.

**Аннотация.** В данной статье с теоретической и практической точек зрения анализируется педагогическая значимость цифровых технологий в развитии профессиональных и предпринимательских способностей учащихся, роль цифровых технологий в развитии молодежного предпринимательства в Новом Узбекистане, их влияние на экономическую эффективность, важность стартап-экосистемы и инновационной организации. рассматриваются цифровые платформы, электронная коммерция, искусственный интеллект, облачные технологии и дистанционные услуги, а также возможности занятости и бизнеса молодежи..

**Ключевые слова:** Новый Узбекистан, молодежное предпринимательство, цифровая экономика, инновации, стартапы, электронная коммерция, информационные технологии, цифровая компетентность.

On a global scale, the digital transformation of the economy, rapid changes in the labor market, and the development of an innovative economy place the task of forming professional and entrepreneurial competencies in students from an early age before the education system. As a result of the digitalization of modern production processes, the widespread introduction of artificial intelligence, automation, robotics, and digital platforms, the training of specialists capable of adapting to the

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professions of the future, possessing creative thinking, digital competencies, and demonstrating entrepreneurial initiative is becoming a pressing issue.

From this perspective, the effective use of digital technologies in developing students' professional orientation and entrepreneurial skills in general secondary schools is one of the important factors in improving the quality of education. Digital educational tools, virtual laboratories, professional simulations, artificial intelligence-based educational platforms, and e-learning resources are expanding opportunities for students' professional self-awareness, developing reflexive activity, defining an individual educational trajectory, and developing practical skills.

Today, there is a need to organize the integration of school education and production based on digital technologies, ensure students' acquaintance with the real production environment, and improve scientific and methodological mechanisms for preparing them for innovative and entrepreneurial activities. Practical experience shows that the systematic use of digital technologies in vocational guidance and entrepreneurship education in many schools is not sufficiently established, and certain problems persist in ensuring an organic link between educational content and labor market needs.

Therefore, developing the pedagogical conditions, organizational mechanisms, innovative approaches, and a scientific-methodological model to optimize the integration of education and production is one of the most pressing scientific challenges in modern pedagogy for fostering the professional and entrepreneurial skills of schoolchildren.

In the context of the digital economy and the knowledge society, one of the main tasks of the education system is to prepare students as individuals who meet modern labor market requirements, possess professional competencies, think in the spirit of entrepreneurship, and are competitive. In this process, digital technologies serve not only as a means of organizing the educational process but also as an important pedagogical factor in developing students' professional and entrepreneurial abilities.From a pedagogical perspective, digital technologies allow for the implementation of student-centered, competency-based, and activity-based education.

Electronic educational platforms, artificial intelligence systems, virtual and augmented reality (VR/AR), simulation programs, digital laboratories, and interactive educational resources serve to increase students' cognitive activity and integrate theoretical knowledge with practical activity.

In the development of professional abilities, digital technologies allow for the identification of students' professional interests and inclinations, the formation of professional identity, and the determination of an individual development trajectory. Through virtual professional environments and simulators, students gain practical experience by familiarizing themselves with the content, technological processes, and production conditions of various professions. This develops their professional motivation, independent decision-making, analytical thinking, and problem-solving skills.

In developing entrepreneurial skills, digital technologies foster innovative thinking, initiative, economic thinking, and a business culture in students. Using e-commerce platforms, business simulators, digital marketing tools, financial management software, and project management platforms, students gain practical experience in creating business plans, market analysis, identifying customer needs, and developing and presenting startup projects.

The pedagogical significance of digital technologies is also manifested in the development of students' metacognitive and reflexive abilities. Adaptive learning systems based on artificial intelligence analyze students' knowledge levels and recommend individual learning tasks. As a result, every student will have the opportunity to independently assess their knowledge, skills, and competencies, monitor development dynamics, and plan educational activities.

Furthermore, digital technologies allow for the individualization, differentiation, and optimization of the educational process. Selecting digital educational resources that correspond to

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students' abilities, interests, and level of professional training increases their educational motivation and supports independent learning activities. This serves to effectively implement the competency-based approach.

From a scientific perspective, digital technologies ensure the achievement of the following pedagogical results:

formation of professional competencies;
development of entrepreneurial competence;
increasing digital literacy;
development of creative and critical thinking;
strengthening communicative and collaborative competencies;
formation of readiness for innovative activity;
ensuring students' professional self-determination and adaptability to the labor market.
improving metacognitive and reflexive abilities;

The Decree of the President of the Republic of Uzbekistan "On measures for the development of the digital economy" (No. UP-4699 dated April 28, 2020) and the Decree "On measures to implement the Strategy for Innovative Development" played an important role in the accelerated development of digital entrepreneurship.

Within the framework of these documents:

- The "Single Portal of Interactive Public Services" has been expanded;
- The "Digital Uzbekistan - 2030" Strategy was adopted;
- Tax incentives and grant programs have been introduced for digital startups;
- The activities of IT parks have been expanded and new ones have been created.

As a result, several digital startups have already begun operating in our country, and their share is growing every year.

First of all, one of the most important impacts of digital technologies on entrepreneurship is the democratization of the use of resources and information. Previously, ambitious entrepreneurs faced numerous entry barriers, which limited their opportunities to open and expand their businesses. Today, digital platforms allow individuals with minimal financial resources to access vital information, tools, and networks. Online learning platforms such as Coursera and Udemy provide entrepreneurs with the opportunity to acquire new skills, while cloud computing solutions provide low-cost access to software and infrastructure that were once only available to large corporations. Consequently, this convenience reduces traditional entry barriers and creates an environment in which more entrepreneurs can thrive. The economic reforms in Uzbekistan, including the work being carried out within the framework of the "Digital Uzbekistan - 2030" strategy, deserve high praise. In order to support and develop the digital economy, a number of decisions have been made to provide financial and institutional support to small businesses. In particular, the digitalization of public services, centralized service platforms, and new infrastructure projects are being launched. These changes, combined with the regulatory documents adopted to ensure digital transformation, are aimed at increasing Uzbekistan's competitiveness.

In addition, digital platforms have shown how entrepreneurs interact with their target audience. Social media, email marketing, and content marketing have opened new channels for customer acquisition, allowing businesses to increase brand awareness and increase customer loyalty. Entrepreneurs can communicate directly with consumers, use user-generated content, and use data analysis to better understand consumer preferences. This direct line not only improves customer relationships but also provides valuable feedback that informs future business decisions.

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Digital technologies allow for the automation of business processes, cost reduction, rapid communication, and analysis of market data. Young entrepreneurs increase efficiency through the use of mobile applications, cloud services, CRM systems, and electronic payment tools. Data-driven management accelerates the decision-making process, reduces risks, and ensures profitability. These factors are turning digital entrepreneurship into an important driver of economic development.

Today, the basis for the sustainable development of any state is the widespread introduction of innovative modern technologies. The introduction of digital technologies affects not only the development of all sectors of society but also the education system; the interconnected, unique, and progressive development of science and technology has defined the foundations of social progress.

Digital technologies can be considered an important element of today's youth's lives, as they spend a lot of time using them. The increased use of digital media is linked to their ideological immunity and health status.

E-commerce and online trading systems are considered one of the most convenient business areas for young people. Online stores, social networks, and marketplaces allow for the rapid delivery of products to a wide audience. Remote services, freelance activities, and digital marketing methods create additional sources of income. This will increase the level of youth self-employment.

In the future, areas such as artificial intelligence, "big data," fintech, blockchain, and smart manufacturing will remain priorities for youth entrepreneurship. Key tasks for the future include increasing digital literacy, expanding modern infrastructure, and strengthening state support policies.

In conclusion, digital technologies are an effective pedagogical tool for developing the professional and entrepreneurial abilities of schoolchildren, which serves to organize the educational process on an innovative basis, develop students' competencies, and form a competitive personality that meets modern labor market needs by strengthening the integration of education and production.

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