

NEW PROFESSIONS OF THE DIGITAL ECONOMY

Бабаева Сабинабону Давронбек кизи

Студент Ташкентского государственного транспортного университета

Abstract

The digital economy, based on modern information technologies, is transforming traditional professions and creating new ones that require unique competencies. This article examines key directions for training specialists in the digital economy, analyzes the challenges associated with their education, and proposes solutions. Special attention is given to emerging professions such as specialists in artificial intelligence, big data, cybersecurity, and other innovative fields.

Keywords: Digital economy, new professions, digital technologies, education, artificial intelligence, big data.

Introduction

The modern digital economy requires specialists not only to have traditional skills, but also to master new digital tools. The development of cloud computing, Big Data, artificial intelligence, and the Internet of Things (IoT) is creating a demand for professions that did not exist a few years ago. The article examines new professions, their role in the economy, as well as the challenges associated with personnel training.

Based on the analysis of current trends, the following promising professions of the digital economy can be distinguished:

Artificial Intelligence (AI) specialists: are engaged in the development and implementation of AI systems in various industries, from medicine to logistics.

Big Data analysts: Process and interpret vast amounts of information to make business decisions.

Cybersecurity: Data protection and cyber attack prevention experts are becoming critical in the face of growing digital threats.

Digital marketers: Promote products and services through digital channels, including social media and mobile apps.

Cloud Specialists: Enable cloud platforms for business and government.

These professions require not only technical knowledge, but also interdisciplinary skills, including an understanding of socio-cultural and ethical aspects. Despite the growing demand

for digital specialists, the system of their training faces a number of systemic problems that require a comprehensive solution. **The first and most acute** is the shortage of qualified teachers - many educational institutions simply do not have experts capable of teaching relevant digital technologies at the proper level. **This problem is aggravated by** the chronic lag of the educational and methodological base. Published books and manuals in rapidly developing areas often become obsolete at the stage of publication, not keeping up with the dynamics of technological changes. **In addition**, insufficient material and technical base is becoming a serious obstacle. Not all universities can afford modern equipment necessary for practical training of specialists in such areas as Big Data or artificial intelligence. **The** interdisciplinary nature of new professions is particularly difficult. Their effective development requires a harmonious combination of technical knowledge with humanitarian knowledge, which poses fundamentally new tasks for educational programs.

To overcome these challenges, it is necessary to implement a set of measures:

- Establishing strong partnerships between universities and IT companies
- Development of flexible, adaptive educational programs
- Significant investment in the digital infrastructure of educational institutions

At the same time, it is important to take into account that the digital economy continues to develop rapidly, forming new trends in the professional market:

- **The globalization of** professional activity increases the requirements for knowledge of international standards and language training of specialists
- **Automation** is transforming the very nature of work, making lifelong learning a prerequisite for professional effectiveness
- **The development of AI and robotics** creates a demand for new specialists in the field of digital law and technology ethics

New professions in the digital economy open up broad prospects for specialists, but their training requires significant changes in the education system. For successful development, it is necessary to combine the efforts of the state, business and educational institutions. Investments in education, infrastructure, and research will help create a generation of professionals capable of ensuring the country's competitiveness in the digital age. Of particular importance is the development of flexible educational standards that can quickly adapt to rapid technological changes. Industry experts and technology companies should play a critical role in this process, as they can provide up-to-date knowledge about the needs of the labor market. No less important is the creation of a system of continuing education that allows specialists to regularly update their knowledge and skills. This requires the development of digital educational platforms, the introduction of modular training programs and the creation of conditions for professional growth throughout the career. A key success factor will be the formation of an ecosystem that unites educational institutions, research centers, innovative enterprises and government agencies. Only such an integrated approach will make it possible to create a sustainable training system that meets the challenges of the digital transformation of the economy.

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