



## INNOVATIVE MECHANISMS OF MANAGING SOCIAL SECTORS IN THE CONTEXT OF THE DIGITAL ECONOMY

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<https://doi.org/10.5281/zenodo.18440518>

### ARTICLE INFO

Received: 27<sup>st</sup> January 2026

Accepted: 28<sup>th</sup> January 2026

Online: 29<sup>th</sup> January 2026

### KEYWORDS

*Digital economy, social sector, innovation mechanisms, public management, human capital*

### ABSTRACT

*This article examines the transformation of social sector management through digital innovation. It analyzes the role of Big Data, AI, and IoT in enhancing education, healthcare, and social protection systems. The study proposes a framework for integrating digital tools to improve public service efficiency and economic sustainability..*

### Introduction

The global shift towards a digital economy has redefined the structural approach to social services. In the context of modern development, the management of the social sector (education, healthcare, and welfare) requires more than traditional bureaucratic methods. Digitalization offers a path to transparency, accessibility, and cost-effectiveness. The integration of innovative mechanisms is no longer an option but a necessity to meet the increasing demands of the population.

### Literature Review

Scholars such as Negroponte and Tapscott emphasized the "digital divide," but modern research focuses on "digital dividends"—the social benefits gained from technology[1]. In Uzbekistan, the Digital Uzbekistan 2030 Strategy provides the legal and structural foundation for these transitions, aiming to digitize 70% of social services by the end of the decade.

### Methodology

This research utilizes a qualitative and quantitative analysis of social sector indicators[2]. Data from the Statistics Agency of Uzbekistan and World Bank Open Data were used to evaluate the correlation between ICT investment and the efficiency of social service delivery[3].

Main Body: Innovative Mechanisms

Digitalization in Healthcare (e-Health)

The transition to electronic health records (EHR) and telemedicine allows for centralized management of patient data[4].

Mechanism: AI-driven diagnostic tools reduce the burden on public clinics.

Economic Impact: Optimization of budget spending on pharmaceuticals and hospital logistics.

Educational Transformation (EdTech)

Innovative management in education involves moving from "standardized learning" to "personalized learning" platforms.

Mechanism: Learning Management Systems (LMS) and blockchain for verifying academic credentials[5].

Data Source: Insight into global trends can be found via the UNESCO Institute for Statistics. Social Protection and the "Social Registry"

Managing social welfare requires precise targeting to reduce poverty.

Mechanism: The "Single Registry of Social Protection" automatically identifies vulnerable groups using cross-database verification (tax, property, and family status)[6].

Challenges and Barriers

Despite the progress, several challenges remain:

Digital Literacy: A significant portion of the social sector workforce requires retraining[7].

Infrastructure: High-speed internet access in rural areas remains inconsistent.

Data Privacy: Cybersecurity risks in handling sensitive personal data.

Results and Discussion

The implementation of digital mechanisms leads to a "Governance 4.0" model. According to OECD Public Governance reports, digital integration can reduce administrative costs by up to 25%. In Uzbekistan, the introduction of the my.gov.uz portal has already streamlined over 200 social services, saving millions of man-hours.

Conclusion and Recommendations

To successfully manage social sectors in a digital economy, the following are recommended:

Public-Private Partnership (PPP): Engaging private tech firms to manage public social platforms.

Continuous Feedback Loops: Using Big Data to monitor citizen satisfaction in real-time.

Legislative Updates: Harmonizing digital laws with international standards.

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