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SUSTAINABLE DEVELOPMENT OF SERVICE ENTERPRISES THROUGH SOCIAL TECHNOLOGIES AND ESG PRINCIPLES

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Abstract

This article is devoted to the combined impact of social technologies and ESG (Environmental, Social, and Governance) principles on the sustainable development of service enterprises. During the research, the role of digital platforms, social networks, and remote service channels in implementing ESG criteria in service enterprises was analyzed. The article examines Uzbekistan's sustainable development strategy, growth dynamics in the tourism sector, steady GDP expansion, and green economy transition processes in the service sector. Based on the results, practical recommendations for the harmonious implementation of social technologies and ESG principles in service enterprises were developed.

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Introduction

The modern global economy stable development principles and ESG criteria (environmental protection , social responsibility and corporate management quality) increasingly important importance profession is working . Service show in the field activity driver companies also from the twists and turns aside stability , not remaining requirements own business models to enter forced to be is going on . At the same time social technologies – digital platforms , social networks , online service show systems and cloudy management solutions – ESG principles to practice current of reaching the most comfortable and effective from the means to one is spinning[1-2] .

Admission in Uzbekistan in 2023 " Uzbekistan - 2030 " national progress strategy stable economic growth provide , environment protection to do , natural resources saving and population well-being increase five main direction as marked . With this together , service show industry – especially tourism and digital services – the country's economic to grow and stable progress to their goals to achieve important contribution adding network as attention is being taken[3] .

This research in the process social technologies and ESG principles together implementation to be service show of enterprises competitiveness , investment to the charm and long term to the stability how impact to show studied . Research results this showed that digital social technologies ESG criteria

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enterprise to the activity integration process noticeable at the level facilitates and accelerates . On this basis service show in the field stable development to provide directed scientific based recommendations working It was released[4] .

Literature review

Social technologies and ESG principles service show enterprises stable to develop impact issue last in years scientific in literature active discussion This is being done . topic on the surface many scientists by different scientific views , theoretical approaches and practical offers previously pushed is digital transformation and green to the economy to pass processes intersected to the points separately attention focused .

Specifically , in the journal Frontiers announcement " Integrating ESG Dimensions through Digital Technologies for Sustainable Tourism Development: Evidence from Heritage Destinations in Uzbekistan" The study states that “ Uzbekistan will welcome 10.2 million foreign workers in 2024.” tourist acceptance , generating $ 3.5 billion from tourism dollar income received – this is 1.5 times more than in 2023 growth means[5-6] . The country's tourism strategy digital transformation , human capital develop and diverse tourism suggestions to expand bold gives ; ' Digital Uzbekistan – Strategy 2030 tourism IT innovations for priority industry as "determined " is emphasized [7].

From this except on the wosjournals.com platform publication "The Economic Value of Sustainability in the Services Sector in Uzbekistan" [2] . in the article "Green Certificate" has service show enterprises investors and banks by traditional to enterprises relatively much high rated . Europe In the Union green certified small and middle enterprises 20–30 percent receives high marks ; ' green ' startups in Kazakhstan to grow by 40 percent in 2024 more venture capital attraction Uzbekistan did the same . this off the road " is going"[8].

Nazarov FX in his "E-government and digital management service show ESG criteria in the field current to be completed " impact " [3] in the study " Electronic government systems and digital platforms current to be service show in enterprises transparency , accountability and environment monitoring of provision the most cheap and the most fast method This is considered to be In turn , ESG reporting popularization for important ground creates ” [9].

Also by OECD publication “ Roadmap for Sustainable Investment Policy Reforms in Uzbekistan” The document states " Strict waste collection and disposal to do rate from 22.8 percent in 2017 to 48.7 percent by 2020 increased even though this indicator still low remains and additional infrastructure and digital monitoring solutions are required . The country will have a power grid by 2023. tariffs reform prices real at cost zoom in and until 2026 complete expenses cover is intended [10].

Ergasheva MR also called herself " Service " show in enterprises green marketing and social responsibility principles digital channels through current " [5] " in the article “ Social networks and digital content platforms green marketing the most popular and cost in terms of effective tool to be Corporate social responsibility to the public to deliver for traditional advertisement to the channels than social networks through connection faster and more to the audience impact " does " [5] he stated [11].

Research methodology

This in research service show in enterprises social technologies and ESG principles stable to develop joint impact to study in the process one row scientific method and approaches was used . First of all, the topic related scientific literature , international organizations reports and official statistic information studied , theoretical basics formed . Digital and ESG factors stable to develop his/her army determination for statistic analysis , comparative analysis and dynamic analysis from the methods used . Tourism in the field indicators , gross internal product growth photos and social of technologies role between dependency in evaluation and systematic analysis and monographic observation methods was used .

Analysis and results

Literature comment and scientific sources analysis based on service show in enterprises social technologies and ESG principles stable to develop impact according to enough theoretical ground was formed . This knowledge basically below this in the field analytical results and conclusions statement is being done [12].

Latest years statistic information In Uzbekistan gross internal product stable at a pace grow going shows . In 2024, the gross internal product by 6.7 percent , and by 7.7 percent in 2025 increased – this to

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grow export recovery , private consumption by 9.2 percent growth and 10.5 percent of investments expansion motivation This is general economic growth with one in line service show industry , especially tourism network separately dynamism demonstration is going to : country arrived foreign tourists number will reach 10.2 million in 2024 arrived , year 3.5 billion US dollars during dollar income This indicator previous per year 1.5 times more than growth means[13] .

This growth dynamics following on the graph reflection delivered .

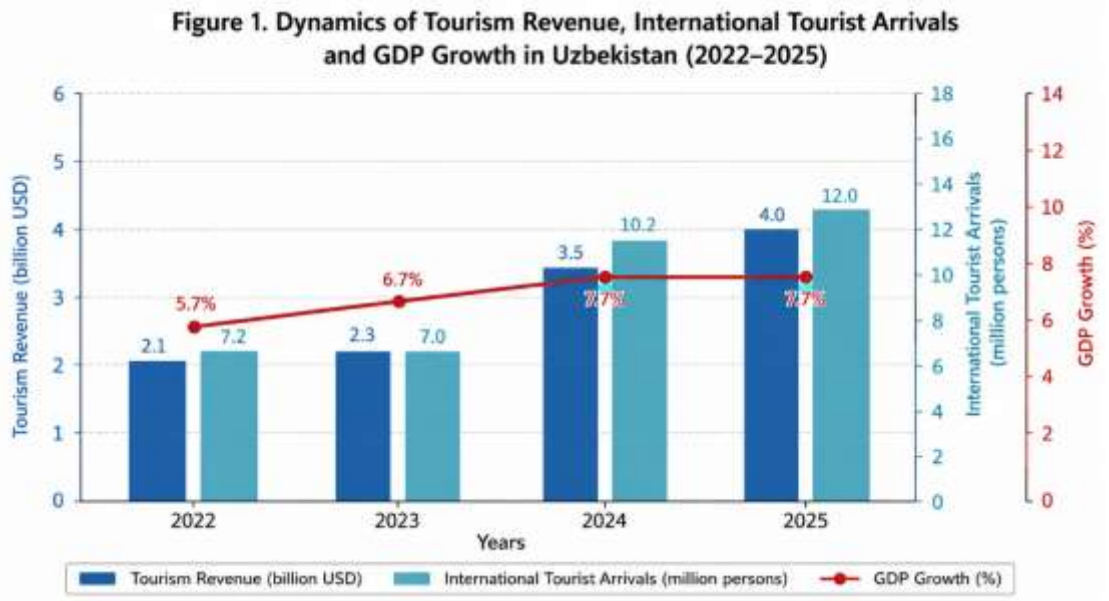

Figure 1. In Uzbekistan tourism income , foreign tourists number and GDP growth dynamics (2022–2025)

From the graph visible It is estimated that during 2022–2025 tourism income two equally increased (from $ 2.1 billion to $ 4.0 billion) , foreign tourists number and about 67 percent increased (from 7.2 million to 12.0 million). At the same time gross internal product growth stable at a rate of 5.7 percent to 7.7 percent increased . These indicators social technologies – digital marketing, online reservation to do platforms , social networks through advocacy – and ESG criteria suitable ecological and cultural tourism of products joint impact result as assessment possible[14] .

Worldwide green certified small and middle service show ESG- related companies impossible to analogues relatively 20–30 percent high market to be evaluated has that into account If we take , in Uzbekistan service show enterprises ESG principles for current to grow investment attractiveness increase directly way The experience of neighboring Kazakhstan is also the idea confirms : ' green ' startups will outpace traditional ones in 2024 to businesses 40 percent compared more venture capital attraction did[15] .

With this together , research this showed that social technologies ESG criteria implementation to reach not only accelerates , but them measurement and manifestation It also makes it easier to reach . Social networks through corporate green responsibility to the public delivery , digital platforms through energy and resource consumption monitoring , cloud systems ESG reporting using automation – these all service show enterprises for stable to business models in transit important incentive and tool to be service is doing .

CONCLUSION

This research results this showed that social technologies and ESG principles harmonious implementation to be service show of enterprises stable development of provision important factor is considered . Digital platforms , social networks and online monitoring systems ESG criteria enterprise to the activity integration noticeable at the level Research also showed that in Uzbekistan tourism in the field intense growth indicators and gross internal of the product stable expansion social technologies and ESG principles joint impact obvious demonstration is doing .

Received results based on service show in enterprises social technologies and ESG principles stable development in the interests of use according to following offers working It was released .

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First , service show enterprises own ESG reporting in their activities current in the process of digital platforms and cloudy management from systems use scope expansion This is especially true for the environment . indicators – energy consumption , waste and water consumption – in real - time monitoring important importance has .

Secondly , tourism and other service show directions according to activity driver to enterprises green certification systems in mastering social networks and digital content through consumers between ecological responsibility popularization recommendation is being done .

Third , the state at the level green certified service show to enterprises tax benefits , subsidies and from investors advantageous conditions with financing mechanisms current to be necessary .

Fourth , service show ESG indicators in the field regional and industry monitoring , results international norm and with indices (MSCI ESG, Dow Jones Sustainability) comparative analysis to do system formation necessary .

This recommendations done if increased , Uzbekistan service show of enterprises stable development indicators noticeable at the level improvement , investment attractiveness increase and international competitiveness strengthening is expected .

ESG principles social technologies through implementation of reaching again one important aspect is this stability indicators digital channels by means of transparent in a way to the public to deliver is an opportunity . Corporate social reports , environment monitoring the results and management standards online platform and social on the networks announcement to do not only consumers trust increases , maybe of the enterprise international partners and investors in front of It also strengthens the image . It is precisely this reason with developed in countries leader service show companies ESG reporting digital transformation strategies inseparable to the part is turning .

In Uzbekistan service show ESG- digitization in the field harmony achieve on the way certain There are also obstacles . Including small and middle service show ESG reporting in companies culture unformed , digital low level of skills , as well as modern environmental monitoring technologies elementary investment expenses height main obstacles as separate is being shown . However state by applicable targeted programs , international financial institutes help and business teams with cooperation through this obstacles eliminate to grow possible .

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