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INNOVATIVE APPROACHES IN DEVELOPING WORK CULTURE AND EUROPEAN EXPERIENCE

Kholmirzaeva Jumagul Xamdamovna

Doctor of Philosophy (PhD) in Philosophy

Independent Researcher at Fergana State University

Abstract: This article discusses the current issues of developing work culture in the context of globalization and digitalization. The article analyzes the importance of innovative approaches, in particular, training, mentoring programs, digital educational platforms, simulation and certification systems. It also studies the advanced practices used in European countries to form work culture and substantiates the possibilities of adapting them to national conditions. The results of the study draw attention to the important role of work culture in increasing the professional potential of young people, developing innovative thinking, and training competitive personnel.

Key words: Work culture, innovation, digitization, European experience, youth, education, mentoring, training, competitiveness, professional development, motivation, sustainable development.

Introduction

In the current era of globalization and digitalization, the development of labor culture requires innovative approaches. Along with traditional labor skills, digital competencies, creative thinking, teamwork, and the ability to quickly adapt to a changing environment are becoming increasingly important. From this point of view, the use of innovative methods in improving labor culture and the introduction of advanced practices of European countries are one of the urgent issues. In European experience, the dual education system, the concept of lifelong learning, mentoring and coaching mechanisms, as well as increasing labor potential through digital educational platforms are widely used. These methods serve to form a conscious attitude of employees to labor, develop innovative thinking, and increase labor efficiency. The introduction of European experience adapted to national conditions will serve as an important factor in improving labor culture in New Uzbekistan, training competitive personnel, and ensuring sustainable development.

Methods

This article uses scientific research methods such as comparative analysis, systematic approach, logical analysis, study of scientific sources, generalization of European experience, and comparison of the results of the analysis with national conditions.

Results

In our opinion, innovative methods for the development of labor culture can be implemented in various directions. These methods should be aimed at the effective organization of labor activity, improving the spiritual and professional level of workers, and creating their working environment. In our study, we recommend some innovative methods for the development of labor culture. They are:

1. Trainings and seminars.

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2. Mentoring programs.
3. Production simulations.
4. Digital platforms and online education.
5. Professional certification and accreditation.
6. Spiritual and moral education.
7. Technologies for increasing worker productivity.
8. Scientific research and innovations

It is necessary to organize effective trainings for professional development, during which specialists should learn about modern technologies, work methods, and labor ethics.

It is important to provide young people with guidance and advice from experienced professionals, and to establish clear contacts between young people and professional mentors. It is necessary to increase the level of simulation for the development of labor skills. Temporary reconstruction of work processes with the help of special programs will allow testing the labor skills of young people.

It is necessary to build interactive platforms for the transfer of labor knowledge through the introduction of modern technologies. With the help of online courses, webinars and educational resources, we will create an opportunity for young people to acquire world-class knowledge.

It is important to develop a labor certification system among professional organizations. This will ensure that specialists meet current standards and requirements.

It is necessary to teach young people work ethics, effective teamwork and a sense of responsibility. This factor is of great importance in developing a labor culture and raising a full-fledged person. "All our efforts are aimed at educating the perfect person. There is no doubt that in the new century, perfect people will determine the development of the world and the path of humanity. Because the 21st century will be the century of the intellectual generation"[1].

It is necessary to optimize production processes through the use of modern technologies, automation and digitalization. It is important to ensure the processes of learning and updating, cooperating with manufacturing enterprises on the implementation of ideas, projects and research.

We believe that these innovative methods will help to improve the skills of young people in the development of labor culture, ensure their competitiveness in the country's economy and increase their activity. In addition, "another important factor in increasing the socio-innovative activity of young people is not only encouraging, but also implementing in practice the innovations and inventions they create"[2].

Discussions

Innovative methods of improving the labor culture of young people, effectively organizing their activities, solving immediate problems, and expanding their knowledge and skills in their field through interactive projects. Young people can work together to solve problems in their fields. This method develops teamwork and project management skills in

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[1] **Каримов И.А. Соғлом авлод халқимиз келажаги. // Озод ва обод Ватан, эркин ва фаровон ҳаёт пировард мақсадимиз. Том 8. -Т.: Узбекистан, 2000. -437-438 б**

[2] Отамуратов С. Ижтимоий соҳадаги инновацион жараёнларда ёшлар фаоллигини ошириши омиллари. // Ёшларнинг ижтимоий фаоллигини оширишнинг долзарб вазифалари мавзусидаги республика илмий конференция материаллари. Тошкент. 2019 йил 26 апрель. Б.15

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them. Mentoring programs are also of great importance. With the help of mentors, young people will have the opportunity to learn both the theoretical and practical aspects of labor activity, as well as exchange experiences. Labor trainings and seminars will not only improve the labor culture of young people, but also contribute to their development. In our opinion, using modern technologies (webinars, online courses), young people can gain experience in organized cooperation and development from highly qualified specialists. Also, the adoption of innovative information technologies is one of the innovative methods of improving labor culture. With the help of mobile applications, online platforms, and virtual simulations, specialists will develop creativity in their work. Symposia and conferences play a different role in improving the work culture of young professionals. Because they provide a unique motivation for young people. They are a platform for young people to gain information and exchange new ideas in their fields. Labor certification courses also have a special place in improving labor culture. Through training and support, it is possible to develop youth's labor culture and media-communication skills based on dialogue. Certifications lead to increased activity of young professionals, as well as an increase in labor culture. Creating an innovative educational environment, including interactive classrooms and various models, is of great importance in the development of youth labor culture. We believe that with the help of such methods, young people can improve their labor skills and knowledge, as well as develop creative thinking, effective communication, cooperation, and innovative approaches.

Labor is an important factor in ensuring the development of culture and socio-economic development of the country. Efficiency in work, new knowledge and skills, needs and aspirations ensure sustainable development of society. The extent to which labor culture is formed plays an important role in "loving the Motherland, inculcating universal moral and spiritual values in the minds of young people living today, realizing their national identity; raising them to be compassionate, conscientious, and caring"[3].

The development of labor culture has a positive effect on the professional activity of a person and the general development of society. "The process of developing labor culture is directly related to human motives, the essence of which is the internal stability of human behavior, expressed in the concept of an incentive to action. Motivation is "a dynamic process of psychological and physiological control of behavior", which includes initiative, orientation, organization, and support"[4].

The European experience in the development of work culture includes educational, industrial, social and economic developments in different countries. European countries pay attention to several main factors in the development of work culture.

In particular: Education and quality training serve as the first step in the development of work culture in Europe. The system of work training in European countries includes research, internships and practical training. In addition, cooperation with industrial and business organizations that are actively involved in work education plays a central role.

Employment and career development are important in European countries as the next stage in the development of work culture. Creating opportunities for starting a job and career development is important in the development of work culture. European countries offer programs for improving labor skills, talents and updating. Social cooperation is one of the important factors in the development of European work culture. In European countries, young

[3] Ғайбуллаев О. Ёшлар онгига истиқлол ғоясини сингдиришнинг ижтимоий моҳияти ҳақида // Ўзбекистонда ижтимоий фанлар. – 2005. – №12. – Б. 80.
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specialists pay special attention to establishing cooperation with various local social structures to develop professional culture. For example, trade unions and other organizations operate. At the same time, Europe helps to improve labor competencies by introducing innovative technologies and monitoring their activities in the development of labor culture. They include the use of modern tools, software and Internet platforms. Erin Meyer's work "Cultural Map: Crossing the Invisible Borders of Global Business"[5] discusses professional and work culture in Europe.

Another important factor in the development of work culture in Europe is culture and philosophy. Because Europe has its own unique culture and philosophy. European countries also attach great importance to the moral and spiritual aspects of work culture. Work ethics, abilities, attitudes towards work and norms are especially emphasized.

For the above reasons, the European experience in the development of work culture includes special conditions, the introduction of innovations, and social cooperation. This is due to its globalization and the introduction of new technologies.

Conclusion

In conclusion, the development of work culture is an important factor in the development of society in the current conditions of globalization and digitalization. Innovative methods, in particular, training, mentoring, digital educational platforms, simulation and certification systems, serve as effective tools for increasing the professional potential of young people. The advanced experience of European countries shows the importance of the harmony of education, production and social cooperation in the formation of work culture. Adapting these experiences to national conditions will serve to train competitive personnel in New Uzbekistan, increase the innovative activity of young people, and ensure sustainable socio-economic development.

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