

WAYS TO DEVELOP ENTREPRENEURSHIP IN THE SERVICE SECTOR

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Abstract: The article analyzes the socio-economic significance of the introduction of green technologies in the development of entrepreneurship in the service sector, current shortcomings and future opportunities. The strategy of our country's transition to a green economy, the principles of gender equality and mechanisms for stimulating ecological innovation activities are highlighted.

Keywords: green technologies, entrepreneurship, service sector, sustainable development, ecological innovation, gender equality.

In recent years, the Republic of Uzbekistan has developed a new economic policy based on sustainable economic principles. Specifically, the "Strategy for Transition to a Green Economy" for 2019–2030, the Program for Transition to a Green Economy and Ensuring Green Growth by 2030, and the "Support for Women's Entrepreneurship" program place significant emphasis on strengthening women's participation and expanding environmentally friendly production and services. The service sector not only increases employment but also ensures sustainable economic growth by reducing environmental impacts and using energy-efficient solutions. From this perspective, the combination of women's entrepreneurship and green technologies is seen as an important factor in Uzbekistan's "green transformation."

Today, approximately 25–30 percent of businesses operating in Uzbekistan are owned by women. Most of them operate in the service sector: beauty salons, tourism, education, medicine, catering, and clothing. However, women's entrepreneurship in this sector has not yet fully developed on an innovative and environmentally sound basis. Many businesses have not implemented systems for reducing energy consumption, recycling waste, and using environmentally friendly products. This is why the service sector does not fully comply with the principles of a "green economy."

"Green" technologies are defined as technologies that cause minimal harm to the environment, ensure the economical use of resources, and are based on renewable energy sources. Such technologies are being implemented in the service sector in the following areas:

- Eco-hotels in tourism, zero-waste tourism programs, and the "zero waste" concept;
- Bio-packaging in kitchens and restaurants, waste recycling, and the use of energy-efficient equipment;
- Natural cosmetics and chemical-free care products in the beauty industry;
- Environmental awareness programs through online platforms in education and IT services.

Women's participation in the above-mentioned sectors is naturally high, offering them ample opportunities to develop environmentally innovative entrepreneurship. Women face a number of challenges in implementing eco-entrepreneurship in the service sector, including:

1. Financial constraints – access to loans and investment for women entrepreneurs remains limited.
2. Lack of information and advisory services – limited knowledge of environmentally friendly business models.
3. Weak technological infrastructure – lack of a sufficient technical base for waste recycling and energy conservation systems.
4. Mentality and cultural barriers – insufficient development of environmental awareness.
5. Complex regulatory frameworks – difficulties obtaining licenses, environmental certificates, and tax incentives.

The above challenges indicate that the process of widespread adoption of "green" technologies in the service sector has not yet been fully systematized. In particular, the implementation of environmental innovations in women's entrepreneurship faces financial, informational, technological, and institutional constraints. Addressing these issues requires a comprehensive approach, requiring coordinated measures across the economic, organizational, and social spheres. Sustainable results can be achieved primarily by expanding the financial capacity of women's eco-entrepreneurship, developing an information system on environmental technologies, strengthening technological infrastructure, and raising environmental awareness. However, without improving the current regulatory framework, the implementation of green technologies will not yield the expected results.

In recent years, the role of women's entrepreneurship has become particularly significant in the implementation of the "green economy" concept internationally. Developed countries have established effective programs and institutional mechanisms for engaging women in environmental innovation and sustainable production processes. An analysis of this experience is also relevant for Uzbekistan, as it has important theoretical and practical implications for developing a strategy for the development of women's eco-entrepreneurship in the national context.

The development of women's eco-entrepreneurship in the European Union (EU) is being implemented through the "Women in Green Economy" program. This program, developed jointly with the European Commission and the United Nations Development Programme, encourages women to actively participate in green technologies, renewable energy, zero-waste production, and eco-innovation.

The program includes grants for women, funding for eco-startups, business incubation centers, consulting, and mentoring services. Several European countries also operate "Green Skills for Women" training centers, where women gain professional skills in environmental management, sustainable service delivery, eco-marketing, and digital innovation. As a result of this system, women-led service companies have improved their environmental performance and have managed to create competitive "green brands" in the EU internal market.

Kazakhstan's experience can also serve as a model for Uzbekistan. The country has an "EcoWomen's Business Club" program aimed at supporting women environmentalists and enhancing their knowledge and skills. The program is being implemented in partnership with the European Union and the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken." Under the program, women will be provided with mentoring support, training in environmental innovations, and opportunities to participate in international exhibitions and platforms for promoting eco-projects. As a result of this model's implementation, women gain practical experience in implementing environmental innovations in business and actively participate in regional cooperation networks.

An analysis of this experience shows that the effective development of women's eco-entrepreneurship requires a comprehensive implementation of financial support, education and training systems, technology transfer, and regulatory reforms. The following areas of adapting international experience to national conditions are relevant for Uzbekistan:

- Preparation for running an eco-business by creating an "Eco-Skills Center";
- Stimulating the practical implementation of environmental innovations by creating "Green Startup Incubators";
- Integrating women into the international eco-business market through the creation of an "Eco-Mentoring and International Networking" system.

As a result, women's eco-entrepreneurship in Uzbekistan's service sector will become an important factor not only in socio-economic development but also in ensuring environmental sustainability and gender equality.

Conclusions and Recommendations: The widespread adoption of green technologies in Uzbekistan's service sector is a crucial component of sustainable development. This process will not only contribute to maintaining environmental balance but also enhance the innovative potential of women's entrepreneurship, create new jobs, and deepen economic diversification. Green technologies ensure environmental and economic sustainability in the service sector through the rational use of resources, waste reduction, and the implementation of energy-efficient systems. The study's results show that the introduction of green technologies:

- strengthens the environmental sustainability of service sector enterprises;
- increases employment and social engagement of women;
- accelerates the pace of innovative economic growth;
- creates the conditions for the creation of competitive green brands in the international market.

In this regard, the following scientific and practical recommendations have been developed for the development of women's entrepreneurship and the integration of green technologies into the service sector in Uzbekistan:

1. Create environmental startup incubators: To support women's entrepreneurship, it is necessary to create startup centers specializing in the development of environmental innovations, zero-waste services, and energy-saving technologies. Such incubators will provide women entrepreneurs with training, consulting, and business planning services.
2. Simplify the system of "green" loans and subsidies: It is necessary to expand the system of preferential financing for environmental projects, simplify the application process for micro and small businesses, and improve mechanisms for financial support for women's eco-entrepreneurship.
3. Introduce an environmental certification system: It is necessary to gradually introduce a certification system that complies with environmental standards for service sector businesses. This system, along with the implementation of environmental standards, will also expand opportunities for entering international eco-markets.
4. Enhance environmental literacy: It is important to organize training courses, short-term workshops, and distance learning programs on environmental management, green marketing, and sustainable production for women entrepreneurs.
5. Expand international cooperation: It is necessary to integrate Uzbek women into international networks such as "Women in the Green Economy," "Green Small and Medium Business," and the "Eco-Women's Business Club," and expand their participation in international grants and experience exchange programs. This will not only create new opportunities for women but also ensure the country's active participation in international green economy initiatives.

The gradual implementation of the above recommendations will help strengthen environmental sustainability in the service sector, focus women's entrepreneurship on innovative development, and bring Uzbekistan's green economy model closer to international standards.

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