

The Role and Importance of the Service Sector in Increasing Employment in Rural Areas

Usmonov Murodbek Dusmurot ogli

Samarkand Institute of Economics and Service, Samarkand, Uzbekistan

usmonov.murodbek95@gmail.com



Article History

Received on 20 January 2026

1st Revised on 6 February 2026

2nd Revision on 13 February 2026

Accepted on 26 February 2026

Abstract

Purpose: This study examines the role of the service sector in increasing employment in rural Uzbekistan. It analyzes the growth dynamics, regional distribution, and structural composition of services to understand their impact on diversifying rural employment and promoting inclusive growth.

Research Methodology: This study uses official statistical data from January to November of 2024 to November of 2025. It employs quantitative analysis to assess the sector's growth trends, regional differences, and the role of small businesses in employment generation. The focus is on labor-intensive sectors and their potential to create jobs in rural areas.

Results: The findings revealed that the service sector is expanding steadily, with significant growth in trade, transport, accommodation, and financial and information services. Small businesses also play a crucial role in job creation. However, there are significant regional disparities in access to services, highlighting the uneven economic opportunities across rural regions.

Conclusions: The service sector is a key mechanism for rural employment diversification and inclusive growth in Uzbekistan. To maximize its potential, supportive policies that focus on rural entrepreneurship, infrastructure development, and access to finance are essential.

Limitations: This study is based on official statistical data, which may not capture informal sector activities or emerging industries, potentially limiting the understanding of sector dynamics.

Contributions: This study provides insights into the role of the service sector in rural employment and economic diversification and offers policy recommendations for improving inclusive growth and regional employment.

Keywords: *Economic Diversification, Employment Growth, Regional Development, Small Business, Structural Transformation,*

How to Cite: Ogli, U. S. M. D. (2026). The Role and Importance of the Service Sector in Increasing Employment in Rural Areas. *Name of Journal*, 2(4), 255-264.

1. Introduction

Rural employment remains a central challenge to the socioeconomic development of Uzbekistan. Although agriculture continues to play a significant role in rural livelihoods, structural transformation trends increasingly demonstrate a gradual shift toward service-based economic activities ([Shavkatovna, 2021](#)). Recent official statistics indicate that in 2025, the total volume of market services in Uzbekistan reached 1,050.3 trillion som, reflecting a 14.7% annual growth rate. This dynamic expansion signals the importance of the service sector as a driver of economic growth and job creation.

In recent decades, the service sector has become increasingly dominant in many countries, including Uzbekistan. This shift reflects changes in global production and consumption patterns, in which the demand for services has increased along with rising incomes and urbanization. In developing countries,

the service sector has become a key driver of job creation, reducing reliance on agriculture, which is often vulnerable to weather changes and commodity price fluctuations ([Handayani, Marselina, & Ratih, 2025](#); [Noland, Park, & Estrada, 2012](#)). However, despite the continuous growth of the service sector, many challenges remain in ensuring that its growth benefits are equitably distributed across regions, especially in rural areas.

Although the sector has significant potential for job creation, the main challenge lies in the quality of the jobs created. Many jobs in the service sector, particularly in the informal sector, do not offer job security, adequate wages, or social protection for workers ([Sassen, 1996](#)). This is further exacerbated by unequal access to economic opportunities across regions, showing a significant disparity between urban and rural areas. The rapid growth of the service sector in large cities, such as Tashkent, does not automatically mean that quality jobs are also available in rural areas, where many service sectors still operate on a small and informal scale ([Sakketa, 2022](#); [Yunanto, Apsari Sugiat, & Ariyanti, 2025](#)).

A further regional analysis reveals that service sector growth is not confined to the capital. While Tashkent accounts for 37.8% of the total service volume, regions such as Samarqand, Namangan, Andijon, and Farg'ona show strong growth rates exceeding 114%. This indicates that, while there is a high concentration in the capital, the service sector is increasingly spreading to rural areas and smaller cities, creating more opportunities for local entrepreneurship to grow. In some rural areas, small and medium-sized enterprises (SMEs) have become the main providers of services, including sectors such as trade, transportation, and accommodation, contributing to job creation and improving local economic conditions ([Kubíčková, Morávková, Tuzová, & Nečas, 2017](#)). Additionally, this sector provides opportunities for women and marginalized groups to participate in more flexible economic activities than in agriculture or manufacturing.

However, despite strong growth outside the capital, there are significant disparities in per capita service provision across regions. These differences reflect uneven economic distribution and access to market opportunities throughout Uzbekistan. In Tashkent, per capita service provision reaches 126.3 million Som, while in regions such as Surxondaryo, it is only 11.9 million Som. Such inequalities are often caused by a lack of adequate infrastructure, limited access to financial resources, and low levels of education and skills training in some areas ([Moon, Choi, & Kim, 2024](#)). Poor infrastructure, particularly in terms of transportation and information technology, severely limits the ability of small and medium-sized businesses to grow in rural areas, leading to reduced opportunities for quality jobs.

One factor exacerbating these disparities is the dominance of small enterprises in service provision across the country. In many rural areas, over 75% of service provision comes from small businesses, which often operate without access to formal financing, skills training, and adequate policy support. Although these small businesses provide job opportunities for the local population, they often cannot offer sufficient wages, job security, or social security benefits to their workers. Most of these businesses operate in the informal sector, which adds to the challenges of creating sustainable and inclusive jobs in rural areas. Nevertheless, the service sector still holds great potential to drive rural economic diversification and inclusive growth. One way to optimize the potential of this sector is to strengthen policies that support rural entrepreneurship and provide better access to financial resources.

The government can play a key role in creating policies that not only support the growth of the service sector but also ensure that economic opportunities are equally open across regions, including by improving access to skills training, better infrastructure, and support for small businesses. The success of the service sector in increasing employment in rural areas depends significantly on the implementation of policies that support rural entrepreneurship, including access to financing, skills training, and infrastructure development. For example, policies that encourage microfinancing for small businesses can help increase the capacity of small businesses to grow and provide more jobs. Additionally, the development of technical and managerial skills for rural workers will improve productivity and job quality in the service sector.

These figures highlight the structural role of the service sector particularly small-scale entrepreneurship in regional and rural job expansion. However, there is a significant disparity in per capita service provision, ranging from 126.3 million som in Tashkent to only 11.9 million som in the Surxondaryo region. This regional inequality raises important questions about the spatial distribution of job opportunities. In this context, this study examines the role and importance of the service sector in increasing employment in rural Uzbekistan, with a special focus on small business activities, sectoral composition, and regional dynamics.

2. Literature Review

Classical economic theory has long emphasized the role of the service sector in structural transformation. Early contributions by Fisher and Clark established the three-sector model, arguing that economic development is characterized by a shift from agriculture to industry and subsequently to services ([Arndt, 1938](#); [Fabricant, 1954](#)). Fuchs further demonstrated that rising income levels and productivity differentials lead to increasing service employment share in advanced economies ([Fuchs, 1980](#); [Nurullayevich, 2025](#)). These theoretical foundations suggest that service sector expansion is a natural stage of economic evolution.

The rural non-farm economy (RNFE) literature provides additional insights into the importance of services in rural employment diversification. Davis argues that rural households increasingly rely on non-agricultural income sources, including trade, transport, tourism, and personal services, as mechanisms to reduce vulnerability and income instability ([Davis, 2004](#)). Similarly, World Bank studies emphasize that growth in agricultural productivity stimulates the demand for complementary rural services, generating multiplier effects in small towns and surrounding rural communities ([Blackwood, 1988](#)).

Recent research highlights the significance of small and medium-sized enterprises (SMEs) in job creation within the service sector. The International Labour Organization (ILO) underscores that MSMEs account for the majority of employment worldwide and are particularly crucial in rural contexts where formal large-scale enterprises are limited ([Hartrich & Berhanu, 2021](#)). Small service providers are often more flexible and capable of absorbing low- and medium-skilled labor, thereby supporting inclusive employment growth.

Digitalization introduces both opportunities and challenges for rural service development. Evangelista and Savona demonstrated that innovation in services can generate employment in knowledge-intensive activities while potentially displacing routine labor through automation ([Evangelista & Savona, 2003](#)). Thus, the employment effects of service expansion depend on sectoral composition and institutional conditions. In the context of Uzbekistan, the growing share of services, combined with the high participation of small businesses in regional service provision, aligns with global evidence suggesting that the service sector can act as a key mechanism for rural employment creation. However, disparities in regional performance indicate that policy design and infrastructure development remain critical factors in determining inclusive outcomes.

Digitalization brings both opportunities and challenges for the development of the service sector in rural areas. Evangelista and Savona demonstrated that innovation in services can generate employment in knowledge-intensive activities while potentially displacing routine labor through automation [7]. Thus, the employment effects of service sector expansion depend on sectoral composition and institutional conditions. In the context of Uzbekistan, the growing share of services, coupled with the high participation of small businesses in regional service provision, aligns with global evidence suggesting that the service sector can act as a key mechanism for job creation in rural areas ([Mazur & Tomashuk, 2019](#)). However, disparities in regional performance indicate that policy design and infrastructure development remain critical factors in determining inclusive outcomes.

The service sector in rural areas offers significant potential to support economic diversification; however, the challenges in achieving this potential should not be underestimated ([Castellano-Álvarez, Robina-Ramírez, & Silva, 2024](#)). For example, although the service sector offers substantial

opportunities for creating new jobs, inequality in the distribution of services between rural and urban areas remains a major issue. In many rural areas, underdeveloped infrastructure hinders the optimal growth of the service sector. Without adequate access to transportation, information technology, and energy, many small and medium-sized enterprises (SMEs) operate under severe constraints ([Biller, Andrés, & Dappe, 2018](#)). This makes it difficult for small business owners to access larger markets or even maintain the survival of their businesses.

Infrastructure development in rural areas is key to unlocking the immense potential of the service sector. Good infrastructure not only includes physical elements, such as roads and transportation facilities, but also digital infrastructure that supports access to information, communication, and business transactions efficiently ([Liu & Li, 2024](#)). The development of digital infrastructure will provide opportunities for small businesses in rural areas to access broader markets through e-commerce platforms, enabling them to compete with businesses in urban areas. With efficient digital payment systems, many small businesses that previously struggled with transactions can expand their customer base, which in turn will open up more job opportunities ([Herlina, Ningrum, Effendi, Priadi, & Sofyan, 2025](#)).

In addition, access to skills training is a critical factor in improving the quality of the labor force in the service sector, especially in rural areas. Many workers in rural areas have limited skills; therefore, the service sector in these areas often only absorbs low-skilled labor ([Zeng, Bai, Wu, Qiu, & Zhang, 2026](#)). Therefore, the government and the private sector must collaborate to provide skills training that is relevant to current market needs, particularly in digital technology, small business management, and customer service. By improving the skills of the labor force, the service sector will be able to generate higher-quality and more sustainable jobs ([Tiwasing, Clark, & Gkartzios, 2022](#)).

The education sector also plays a vital role in creating a skilled workforce for the service sector. Better education, especially technical and vocational education, will allow the younger generation in rural areas to access broader and more diverse job opportunities ([Shobirin, 2025](#)). Vocational education that focuses on practical skills will create a workforce that is ready to work in the service sector with skills that meet industry needs. One approach is to create training programs that are integrated with the business world, where companies can partner with educational institutions to provide training programs that align with market needs ([Mariah, Sari, Kaharsyah, & Saraswati, 2025](#)).

In terms of policy, the government can introduce pro-growth policies that encourage the service sector in rural areas. These policies could include tax incentives for small businesses, microfinance, and entrepreneurship support programs aimed at increasing the capacity in the service sector. Additionally, it is important for the government to enhance partnerships between the public and private sectors to develop the service sector in rural areas ([Kamar, Bakardzhieva, & Goaid, 2019](#)). The government can provide funding and financing facilities for small businesses through microfinance institutions, whereas the private sector can offer skills training and mentorship for local entrepreneurs ([Cull & Morduch, 2018](#)).

Encouraging the service sector to grow inclusively in rural areas will not only create new jobs but also improve the quality of life for rural communities. By expanding access to basic services, such as education, health, and transportation, the service sector can enhance community well-being. Additionally, the development of the service sector can reduce the gap between rural and urban areas by providing more equal opportunities for all segments of society. However, the policies and approaches implemented must consider the local context, as social, cultural, and economic conditions in rural areas can differ significantly ([Anggraini, 2023](#)).

Therefore, the development of the service sector in rural areas must be tailored to local needs and potential, supported by inclusive and sustainable policies. Developing the service sector in rural areas is not just about creating jobs but also ensuring that the jobs created are of good quality, sustainable, and provide economic benefits that are distributed equitably across regions ([Roldan, Giraldo, & Santana, 2023](#)). Finally, to ensure the inclusive and sustainable growth of the service sector in rural areas, development policies should support the creation of ecosystems that foster innovation,

entrepreneurship, and local capacity building. By creating the right policies, improving access to infrastructure and skills training, and providing support for small and medium-sized enterprises, the service sector can become a key pillar in poverty alleviation and economic development in rural areas.

3. Methodology

This study employs a quantitative descriptive and analytical approach based on official statistical data from the National Statistics Committee of Uzbekistan for January–November 2024–2025 ([Sugiyono, 2013](#)). The analysis focuses on sectoral dynamics, growth rates, regional distribution, and the structural composition of service activities. Comparative year-on-year growth indicators are used to identify high-performing subsectors and their employment potential. Special attention is given to labor-intensive service categories relevant to rural areas. Secondary data analysis is complemented by structural interpretation grounded in the economic theory of structural transformation and rural non-farm employment. The findings are interpreted in relation to regional disparities and small business participation in service provision.

Along with rapid economic growth, the service sector in Uzbekistan has shown significant dynamics in recent years. The growth of this sector is influenced not only by external factors, such as globalization and digitalization, but also by domestic policies that support the development of a service-based economy. One important finding from this study is the considerable disparity between the performance of the service sector in major cities, such as Tashkent, and other rural areas. While Tashkent remains the center of economic dominance, several regions outside the capital, such as Samarqand, Namangan, Andijan, and Farg‘ona, have shown exceptionally high growth rates, even surpassing the national average. This indicates the significant potential of the service sector in rural areas that needs to be considered in policy planning.

In the context of Uzbekistan’s economic structural transformation, the service sector is playing an increasingly important role, shifting the focus from traditional agriculture to a more service-based economy. This process aligns with the theory of structural transformation, which indicates that as per capita income and urbanization increase, the demand for services will continue to rise. However, despite the rapid growth of the service sector in major cities, disparities in the provision of services in rural areas remain a major challenge. Limited infrastructure, unequal access to technology and information, and low levels of education and skills in many rural areas hinder small businesses from developing optimally.

In many rural areas, most service businesses operate on a small and informal scale. Most of these businesses do not have adequate access to formal financing, skills training, and the necessary infrastructure to grow. This results in low-quality jobs that often do not offer social security, fair wages, or job security for workers. Many jobs in this sector remain seasonal or irregular, leading to income instability for workers in rural areas. Therefore, policies that support the development of small and medium-sized enterprises (SMEs) are necessary to promote the creation of more stable and quality jobs in the service sector.

The involvement of small businesses in service provision in rural areas is crucial; however, it also requires capacity building to adapt to changes and challenges. Microfinance and tax incentives for small businesses can strengthen their sustainability. In addition, skills training and access to modern technology are essential to improve the productivity and efficiency of small businesses. In this regard, both the government and the private sector must collaborate to provide supporting facilities, including training programs relevant to market needs and the technology used in the service sector.

Vocational education, which focuses on practical and technical skills, can also have a significant impact on improving the quality of the labor force in the service sector. In rural areas, lower levels of education are one of the main barriers to accessing better job opportunities. Training programs tailored to the needs of industries and the service sector will improve the quality of the workforce, create better job opportunities, and support the growth of the service sector in a more inclusive manner. This education

should be designed with the specific needs of each region in mind to maximize its benefits for rural communities.

The importance of infrastructure development in supporting the growth of the service sector in rural areas can not be overlooked. Better infrastructure, whether it be in transportation, energy, or access to information technology, will open up opportunities for small businesses to access broader markets. Moreover, the development of digital technology in the current era provides great opportunities for small businesses in rural areas to grow. With the development of supporting digital infrastructure, such as fast Internet networks and efficient digital payment systems, small businesses can more easily conduct transactions and compete with businesses in urban areas. This will create more job opportunities and improve the quality of life in rural areas.

In contrast, digitalization also presents challenges for the development of the service sector in rural areas. Growing automation may replace jobs that are routine and require low skills. This necessitates the labor force in the service sector to have higher skills, especially in knowledge-based and technology-driven fields. Therefore, both the government and private sectors should introduce policies that encourage digital skills training and provide opportunities for workers to develop their abilities in line with industry needs.

Policies supporting entrepreneurship and small business development are key factors in creating jobs in the service sector. Microfinance, tax incentives, and other policy support significantly help small businesses grow and expand their market networks. Moreover, it is crucial for the government to create an environment conducive to the private sector, including small businesses, to innovate and adapt to technological advancements and market demand. This will open up new opportunities for the service sector to grow sustainably and inclusively.

One approach applicable to the development of the service sector in rural areas is to create entrepreneurship programs that support the development of small businesses in the service sector. These programs could include entrepreneurship training, financing assistance, and market network development to help small businesses reach more consumers. Such programs must be based on the needs and potential of each local area to have the maximum impact on rural communities. The government can play a role in providing platforms or programs that facilitate connectivity between local entrepreneurs and broader markets, whether through e-commerce or other distribution networks.

Overall, the development of the service sector in rural areas has significant potential for creating jobs and supporting economic diversification. However, to realize this potential, appropriate policies and improved access to skills training, infrastructure development, and support for small businesses are required. Inclusive and sustainable policies ensure that the growth of the service sector benefits all segments of society, both in urban and rural areas. Developing a service sector that focuses on inclusivity and job quality will contribute to improving society's overall well-being.

4. Results and Discussion

Table 1. Main indicators by types of services

Services	2024 (bln soum)	2025 (bln soum)	Growth rate (%)
Total services	735,641.9	915,971.1	114.6
including:			
Information and communication services	50,424.6	70,582.1	122.6
Financial services	122,379.2	153,470.9	123.7
Transport services	136,117.8	168,422.0	112.9
of which: road transport services	66,485.1	84,485.2	111.5
Accommodation and food services	153,778.8	187,977.4	109.3

Trade services	132,577.1	158,876.9	113.3
Real estate services	18,817.1	23,205.1	111.7
Education services	27,934.7	34,172.3	108.8
Healthcare services	14,476.2	18,246.1	115.3
Rental services	8,903.4	11,564.3	119.0
Computer and household goods repair services	10,643.0	13,161.4	112.8
Personal services	14,090.1	18,074.7	112.0
Architectural, engineering, technical testing and analysis services	9,303.5	11,713.2	115.2
Other services	36,196.4	46,504.7	113.1

The data indicate a strong and broad-based expansion of Uzbekistan's service sector from January to November 2025, with total services increasing by 14.6% compared to the previous year. Particularly notable is the rapid growth of financial services (123.7%) and information and communication services (122.6%), reflecting the ongoing digitalization and financial deepening of the economy. These sectors are critical for productivity enhancement and modernization but may require higher skill levels, limiting immediate rural employment absorption.

In contrast, labor-intensive sectors, such as trade (113.3%), transport (112.9%), and accommodation and food services (109.3%), demonstrate stable expansion and possess stronger short-term employment multipliers, especially in rural and semi-urban regions. The growth in healthcare (115.3%) and education services (108.8%) further indicates rising human capital investment. Overall, the structure suggests that while high-growth modern services drive economic upgrading, traditional service activities remain central for inclusive employment creation. Effective policies should therefore balance digital transformation with support for small-scale, regionally dispersed service enterprises to maximize rural job generation.

5. Conclusions

5.1 Conclusion

The service sector in Uzbekistan has significant potential for job creation and economic growth. However, the rapid expansion of this sector is not evenly distributed across regions. While cities such as Tashkent have experienced substantial growth, rural and semi-urban areas remain underdeveloped, limiting access to employment opportunities and infrastructure. To address this disparity, policies focused on improving infrastructure and ensuring equitable development across regions are essential. Government and private sector collaboration is key to promoting inclusive service sector growth. This can be achieved by enhancing access to technology, relevant skills training, and digital infrastructure in rural areas.

Encouraging entrepreneurship and empowering small and medium-sized enterprises (SMEs) through targeted support will further enhance local capacity to provide quality services, thereby fostering sustainable job creation. In particular, investments in transportation, digital connectivity, and microfinance for small businesses will play a crucial role in bridging regional gaps. Furthermore, as technological advancements, such as automation and digitalization, continue to reshape the labor market, the service sector must adapt to new skill requirements. It is essential to prioritize retraining and skill enhancement programs for workers in the service sector to ensure that they remain competitive in an evolving job market. By focusing on inclusive policies, infrastructure development, and entrepreneurship support, Uzbekistan can ensure the continued growth of the service sector with equitable benefits across all regions.

5.2 Research Limitations

Although this research offers valuable insights into the potential of the service sector for job creation in Uzbekistan, it has several limitations. First, the study primarily focuses on macro-level trends and policies and does not delve deeply into micro-level challenges faced by individual service sector workers or small businesses. More in-depth case studies at the local level could provide a clearer understanding of specific barriers and opportunities. Second, the research is limited by its reliance on secondary data sources, which may not fully capture the nuances of the evolving service sector, especially with respect to digital transformation and automation trends. Future research could benefit from primary data collection through surveys or interviews with stakeholders in the service sector, including business owners, workers, and policymakers. Additionally, the study does not explore the impact of external factors, such as global economic trends or the COVID-19 pandemic, on the service sector in Uzbekistan. These factors could significantly influence the sector's development and should be incorporated into future studies.

5.3 Suggestions and Directions for Future Research

Future research on the service sector in Uzbekistan should focus on several key areas to expand on the findings of this study. First, conducting case studies on specific regions or businesses within the service sector will help identify localized challenges and opportunities for growth. This can provide more tailored insights into the needs of rural and semi-urban communities. Second, future studies should incorporate primary data collection methods, such as surveys or interviews with local businesses, workers, and government officials. This will allow for a more nuanced understanding of real-time challenges and opportunities in the service sector. Third, given the rapid pace of digitalization and automation, further research should examine the impact of these technological changes on employment in the service sector.

Specifically, how automation affects job composition and what retraining programs are most effective in preparing workers for the evolving demands of the market. Fourth, comparing the development of the service sector in Uzbekistan with other countries in the region or globally could provide valuable lessons for promoting inclusive growth. This could highlight successful policy frameworks and best practices for addressing regional disparities. Finally, conducting longitudinal studies to track the long-term impacts of infrastructure investments, skills training, and entrepreneurship support on the service sector's growth in rural areas would provide a clearer picture of sustainable development in the sector. By exploring these avenues, future research can further contribute to the understanding of how the service sector in Uzbekistan can grow sustainably and inclusively, benefiting both urban and rural communities.

Author Contributions

UMDO. conceived the study, designed the research, and drafted the manuscript. UMDO also conducted the data analysis and approved the final manuscript.

References

- Angraini, N. (2023). Healthcare access and utilization in rural communities of Indonesia. *Journal of Community Health Provision*, 3(1), 14-19. doi:<https://doi.org/10.55885/jchp.v3i1.214>
- Arndt, P. (1938). The Clash of Progress and Security: JSTOR.
- Biller, D., Andrés, L., & Dappe, M. H. (2018). Infrastructure gap in South Asia: inequality of access to infrastructure services *Routledge Handbook of Sustainable Development in Asia* (pp. 261-298): Routledge.
- Blackwood, J. (1988). World Bank experience with rural development. *Finance and Development*, 25(4), 12.
- Castellano-Álvarez, F. J., Robina-Ramírez, R., & Silva, F. (2024). Rural Areas Facing the Challenge of Economic Diversification: Threats and Opportunities (Vol. 14, pp. 623): MDPI.
- Cull, R., & Morduch, J. (2018). Microfinance and economic development *Handbook of finance and development* (pp. 550-572): Edward Elgar Publishing.

- Davis, J. R. (2004). The rural non-farm economy, livelihoods and their diversification: Issues and options.
- Evangelista, R., & Savona, M. (2003). Innovation, employment and skills in services. Firm and sectoral evidence. *Structural change and economic dynamics*, 14(4), 449-474. doi:[https://doi.org/10.1016/S0954-349X\(03\)00030-4](https://doi.org/10.1016/S0954-349X(03)00030-4)
- Fabricant, S. (1954). Economic progress and economic change *Economic progress and economic change*: NBER.
- Fuchs, V. R. (1980). Economic growth and the rise of service employment: National Bureau of Economic Research Cambridge, Mass., USA.
- Handayani, C., Marselina, M., & Ratih, A. (2025). The effect of economic freedom, economic complexity and population growth rate on per capita income. *Journal of Multidisciplinary Academic Business Studies*, 2(3), 141-162. doi:<https://doi.org/10.35912/jomabs.v2i3.2957>
- Hartrich, S., & Berhanu, A. (2021). Transforming Ethiopia's agro-processing sector to promote more and better jobs: market systems analyses of fruits and vegetables, poultry, and edible oils sectors.
- Herlina, H., Ningrum, M. E., Effendi, M., Priadi, M. D., & Sofyan, A. (2025). Analisis Pengaruh E-Commerce Terhadap Pertumbuhan Ekonomi UMKM: Kajian Studi Literatur. *Indonesian Journal of Economic and Business*, 3(2), 44-52. doi:<https://doi.org/10.58818/ijeb.v3i2.154>
- Kamar, B., Bakardzhieva, D., & Goaied, M. (2019). Effects of pro-growth policies on employment: Evidence of regional disparities. *Applied Economics*, 51(40), 4337-4367. doi:<https://doi.org/10.1080/00036846.2019.1591596>
- Kubíčková, L., Morávková, M., Tuzová, M., & Nečas, I. (2017). The Role of Small and Medium-Sized Enterprises in the Development of Rural Areas. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 65, 1987-1996. doi:<https://doi.org/10.1118/actaun201765061987>
- Liu, J., & Li, F. (2024). Rural revitalization driven by digital infrastructure: Mechanisms and empirical verification. *Journal of Digital Economy*, 3, 103-116. doi:<https://doi.org/10.1016/j.jdec.2025.01.002>
- Mariah, S., Sari, A. S., Kaharsyah, A., & Saraswati, P. (2025). The role of industry partnerships in advancing vocational training programs: Challenges and opportunities. *The Journal of Academic Science*, 2(2), 605-615. doi:<https://doi.org/10.59613/pq1fhe34>
- Mazur, K., & Tomashuk, I. (2019). Governance and regulation as an indispensable condition for developing the potential of rural areas. *Baltic journal of economic studies*, 5(5), 67-78.
- Moon, J., Choi, J. W., & Kim, K. H. (2024). Regional disparities in safe and clean environments in Uzbekistan: Analysis of 2021–2022 Uzbekistan multiple indicator cluster survey data. *Sustainability*, 16(4), 1580. doi:<https://doi.org/10.3390/su16041580>
- Noland, M., Park, D., & Estrada, G. (2012). Developing the Service Sector as Engine of Growth for Asia: An Overview. *SSRN Electronic Journal*. doi:<https://doi.org/10.2139/ssrn.2198159>
- Nurullayevich, E. B. (2025). The role of the media in strengthening freedom of expression and democratic institutions in Uzbekistan. *Journal of Multidisciplinary Academic Business Studies*, 2(3), 185-194. doi:<https://doi.org/10.35912/jomabs.v2i3.3089>
- Roldan, C. S., Giraldo, G. A. M., & Santana, E. L. (2023). Sustainable development in rural territories within the last decade: A review of the state of the art. *Heliyon*, 9(7). doi:<https://doi.org/10.1016/j.heliyon.2023.e17555>
- Sakketa, T. G. (2022). Urbanisation and rural development in developing countries: A review of pathways and impacts. *Research in Globalization*, 6. doi:<https://doi.org/10.23661/dp5.2022>
- Sassen, S. (1996). Service employment regimes and the new inequality. *Urban poverty and the underclass: A reader*, 64-82.
- Shavkatovna, K. M. (2021). Increasing the role of the service sector in providing employment to the rural population. *INTERNATIONAL JOURNAL OF SOCIAL SCIENCE & INTERDISCIPLINARY RESEARCH* ISSN: 2277-3630 Impact factor: 8.036, 10(12), 53-59.
- Shobirin, M. S. (2025). Strengthening Human Capital Through Vocational Education For Inclusive Rural Economic Growth. *International Journal of Economics and Development*, 1(1), 46-62. doi:<https://doi.org/10.71305/ijed.v1i1.347>
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D.

- Tiwasing, P., Clark, B., & Gkartzios, M. (2022). How can rural businesses thrive in the digital economy? A UK perspective. *Heliyon*, 8(10), e10745. doi:<https://doi.org/10.1016/j.heliyon.2022.e10745>
- Yunanto, W., Apsari Sugiat, M., & Ariyanti, M. (2025). Impact of social media marketing activity on brand loyalty. *Journal of Multidisciplinary Academic Business Studies*, 2(3), 273-285. doi:<https://doi.org/10.35912/jomabs.v2i3.2899>
- Zeng, X., Bai, Y., Wu, J., Qiu, Y., & Zhang, L. (2026). The impact of Vocational Skills Training of Public Employment Services on off-farm employment: Evidence from rural China. *Journal of Asian Economics*, 102, 102095. doi:<https://doi.org/10.1016/j.asieco.2025.102095>