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RAQAMLI IQTISODIYOT VA AXBOROT TEKNOLOGIYALARI

2023

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DIGITAL ECONOMY AND INFORMATION TECHNOLOGY
ЦИФРОВАЯ ЭКОНОМИКА И ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ

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РАҚАМЛИ ИҚТИСОДИЁТ ВА АХБОРОТ ТЕХНОЛОГИЯЛАРИ
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ЭЛЕКТРОН ИЛМИЙ ЖУРНАЛ

Мазкур электрон илмий журнал Ўзбекистон Республикаси Вазирлар Маҳкамасининг 2019 йил 19 декабрдаги “Оммавий ахборот ва коммуникациялар соҳасида давлат хизматлари кўрсатишнинг айрим маъмурий регламентларини тасдиқлаш тўғрисида”ги 1017-сонли қарорида белгиланган вазифалардан келиб чиқиб, Тошкент давлат иқтисодиёт университети томонидан 2021 йил март ойида таъсис этилган ҳамда халқаро интернет тармоғига жойлаштирилган.

This electronic scientific journal was established by the Tashkent State University of Economics in March 2021, based on the tasks defined in the decision of the Cabinet of Ministers of the Republic of Uzbekistan dated December 19, 2019 No. 1017 «On approval of some administrative regulations for the provision of public services in the field of public information and communications» posted on the internet.

Нашр қилинаётган “Рақамли иқтисодиёт ва ахборот технологиялари” электрон, илмий журнали Ўзбекистон Республикаси Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссиясининг 2023 йил 31 январдаги 332/6-сон қарори билан Иқтисодиёт фанлари бўйича “Фан доктори” илмий даражасига талабгорларнинг диссертация ишлари, илмий натижалари юзасидан илмий мақолалар эълон қилиниши лозим бўлган Республика илмий журналлари рўйхатига киритилган.

The electronic scientific journal “Digital economy and information technologies” published by the decision of the Higher Attestation Commission under the Cabinet of Ministers of the Republic of Uzbekistan dated January 31, 2023 No. 332/6 announces scientific articles on the scientific results of dissertations of candidates for the degree of Doctor of Science in «Economic Sciences» included in the list of republican scientific journals that should be published.

Журналнинг интернет ахборот тармоғидаги манзили:

<https://dgeconomy.tsue.uz/jurnal>

The address of the journal on the internet:

<https://dgeconomy.tsue.uz/jurnal>

THE ROLE OF ELECTRONIC COMMERCE IN THE DIGITAL ECONOMY

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Abstract. *The article provides information about the importance and role of the digital economy in the development of the economy of Uzbekistan in the context of the globalization of the world economy and the development of technologies. The fundamentals of the digital economy are aimed at eliminating shortcomings in the organization and management of e-commerce. Scientific and practical recommendations are given as a result of foreign experience and theoretical research.*

Keywords. *Economics, digital economy, digital technologies, e-commerce.*

Introduction:

The concept of the digital revolution manifested itself in a new stage of economic and technological development, caused a rapid change in human life, created wide opportunities, expanded the scope of competition, and started a period of tension in this field.

Today, the concept of “digital economy” is widely used in the economies of not only developed countries but also those countries that have started to transition from the industrial era to the production methods of the information-technological era. It is distinguished by the rapid development of digital technologies, the huge changes observed in the information field, and the acceleration of globalization processes. The efficiency of their use has been translated into increasing knowledge, and socio-economic relations are expanding more and more. Economics, digital economy, digital technologies, e-commerce.

The above-mentioned digitization will help to find a solution to many current problems in the economy due to the increase in demand for information and communication technologies in the state economic and financial system and the strengthening of the integration process. At the same time, complete digitization will reduce the human factor, put an end to corruption, and serve as a foundation for further economic and social development. In order to achieve this result, information resource centers, or digital public services, have been established in many countries and are being updated with the latest technologies. In developing countries, areas such as electronic commerce, distance education, and the creation of online platforms are highly supported by business digitalization⁴.

The role of the digital economy in the further development of business and entrepreneurship, which are considered the main pillars of the country’s economy, is incomparable. Under the conditions of the pandemic, the economy of Uzbekistan, like many countries, experienced a suspended state, and entrepreneurs experienced a state of sluggish business. At a time when the activities of entrepreneurs are ending during the pandemic period

⁴ Meyliev, O., & Gofurova, K. ELECTRONIC COMMERCE AND ITS DEVELOPMENT STAGES IN PROVIDING DIGITAL ECONOMIC GROWTH “PROSPECTS OF DEVELOPMENT OF SCIENCE AND EDUCATION”,12-18b

and countries are facing an economic crisis, we have seen that the income of companies and organizations engaged in online business and entrepreneurship has increased several times. For example, the shares of the Zoom application, which allows many people to communicate via video at the same time, were valued at around \$68 in January 2020, and by April, the company's shares had reached a record level of \$169. Amazon, which was in crisis during the pandemic, has started to develop. At a time when other types of businesses are going through a deep crisis and laying off employees or sending them on unpaid leave, this leader in online sales has to hire new employees due to the increase in the volume of online orders.

President of the Republic of Uzbekistan Sh. Mirziyoyev's words, "Without a digital economy, the country's economy has no future,"⁵ confirm that the digital economy is the economy of the future.

Today, the President of the Republic of Uzbekistan announced the further development and radical reform of business and entrepreneurship in the digital economy and its inextricable connection, the elimination of errors and shortcomings in the system, and the necessary material resources for the development of the sector. In order to provide resources and train mature specialists in this field, the decree on "Approving the Strategy of Digital Uzbekistan 2030 and Measures for its Effective Implementation"⁶ was signed.

Marketplaces play a key role in the development of e-commerce. Marketplace is an e-commerce platform and online store that provides information about third-party products or services. In general, an online platform (website) optimized for the provision of products and services. The same product can often be purchased from multiple vendors. Since 2014, the number of marketplaces on the global Internet network has been growing rapidly due to their increasing demand⁷.

Research methodology and literature review:

The economic term electronic commerce is considered a broad concept and has been given different definitions by scientists.

If we consider the classification of the concept of electronic commerce, the first concept was developed by US scientists A. Summer and Gr. Duncan,⁸ who gave the following:

Electronic commerce is a voluntary form of business in which relations between subjects are carried out electronically. According to the essence of this concept, the definition given by scientists corresponds to the development trends of the Internet network at that time. By the 1990s, the concept of internet commerce had arrived. According to American scientists A. Summer and Gr. Duncan, the whole cycle of electronic trade-business transition, or part of it, is the process of buying and selling goods or services that is carried out electronically.

N. Solavyanek gave the best definition to the concept of "electronic business". In his opinion, electronic business involves the use of the most advanced information technolo-

⁵ O'zbekiston Respublikasi Prezidenti Sh. Mirziyoyev 2020y 22 sentabr "Tarmoq va hududlarda raqamli iqtisodiyot hamda elektron hukumatni joriy qilish masalalari bo'yicha videoselektor yig'ilishidagi ma`ruzasi. <https://iiv.uz/news/prezident-raqamli-iqtisodiyotsiz-mamlakat-iqtisodiyotining-kelajagi-yoq>

⁶ O'zbekiston Respublikasi Prezidenti Sh. MIRZIYOYEV Toshkent sh., 2020-yil 5-oktabr, PF-6079-son. <https://www.lex.uz/docs/-5030957#-5031883>

⁷ А.Марченков «Маркетплейсы как главный тренд электронной коммерции» // Научные стремления. Выпуск 26. Россия. с.65.

⁸ Summer A, Duncan Gr. E-COMMERCE. Elektronnaya kommersiya. Marketing: Pyataya volna.M.1999

gies and communication environments in order to ensure high economic efficiency compared to traditional types of business⁹.

E-commerce refers to the economic sector that includes all financial and commercial transactions carried out using computer networks and business processes related to such transactions¹⁰.

Summarizing the above definitions, it is appropriate to define the trade or transaction carried out with electronic equipment (computer, telephone, etc.) as electronic commerce.

The digital economy is the wide use of electronic, information, and communication technologies in the production, distribution, and consumption of society's benefits. The term digital economy represents two different concepts. First, the digital economy is a modern stage of development, which shows the priority of creative work and information benefits. Secondly, the digital economy is considered a unique theory, and the object of its study is the process of the information society. The theory of the digital economy is in the initial stages of its development because the transition of civilization to the digital information stage began only a few decades ago. The term "digital economy" was introduced into scientific practice by Manuel Castells, a Spanish and American sociologist and leading researcher of the information society. In this regard, he published his three-volume monograph "Information Age: Economy, Society, and Culture". Until now, the theory of the digital economy has not yet been fully formed and is being widely studied by many economists. In the scientific literature, the modern "new digital economy" is called by different names. For example, "post-industrial economy" (D. Bell), "information economy" (O. Toffler), "mega economy" (V. Kuvaldin), "economy based on information and communication" (I. Niniluto), "tech-economy or digital economy" (B. Gates), and "knowledge-based economy" (D. Tapscott)¹¹. The factor connecting these concepts is that the use of digital and information technologies in economic processes takes a primary place in the era of globalization. When talking about the digital economy, it is appropriate to give a scientific definition to the concept of electronic commerce.

To understand what electronic commerce is, first of all, if we analyze the etymology of the word "commerce", "commerce" is translated from French as "trade".

Electronic commerce, or electronic trade (e-commerce), is the process of buying, selling, transferring, or exchanging products, services, and information using electronic means of communication. There are other definitions of e-commerce; for example, it is based on the comprehensive automation of commercial activities and the commercial cycle through the use of computer networks for the purpose of making a profit.

Most economists define e-commerce as "a branch of the national economy that covers all business processes involving transactions, including financial and commercial transactions carried out using computer networks." In accordance with the Law "On Electronic Commerce" (Law of the Republic of Uzbekistan, dated September 29, 2022, No. O'RQ-792), "entrepreneurship for the sale of goods, performance of works, and provision of services using information systems activity is electronic commerce¹². It should also be noted

⁹ A.T. Kenjabayev, M.Yu. Jumaniyozova. Elektron biznes asoslari. T.: Moliya-Iqtisod,,2008.275 bet

¹⁰ <https://infocom.uz/1968-2>

¹¹ R.H. Ayupov, G.R. Boltaboeva. Raqamli iqtisodiyot asoslari. Darslik. T.: TMI, 2020, 575 bet.

¹² 29.09.2022 yildagi "Elektron tijorat to'g'risida" O'RQ-792-sonli O'zbekiston Respublikasi Qonuni /<https://lex.uz/docs/-6213382>

that there are two interpretations of the concept of “electronic commerce”: narrow and broad. In a narrow sense, electronic commerce means advertising and selling goods using telecommunication networks. In a broad sense, according to the definition of the United Nations Commission on International Trade Law (UNCITRAL), electronic commerce can be used to carry out trade, purchase, factoring, leasing, consulting, engineering, and other operations. industry and business cooperation¹³.

Thus, e-commerce is an important part of e-business, which refers to a new way of organizing, managing, and performing business transactions using computers and communication networks, i.e., parties conduct electronic exchange or physical exchange transactions, or directly, any form of business transaction that involves interaction rather than physical contact. E-business systems, unlike e-commerce systems, may or may not have a commercial component. E-commerce, or e-commerce, allows companies to be more efficient and flexible in their internal operations, work more closely with suppliers, and respond quickly to customer demands and needs. In addition, it gives companies the opportunity to choose the best suppliers and sell on the global market, regardless of their geographical location.

The first experiment in the creation of an electronic commerce system was made in 1960, when American Airlines and IBM began to create a system for automating the procedure for booking seats for flights, SABER (Semi-Automatic Business Research Environment—semi-automatic equipment for commercial research). The SABER system has made air travel more convenient for ordinary citizens, helping them navigate the ever-increasing range of fares and flight routes. The cost of services has been reduced by automating the process of calculating fares for seat reservations.

Cisco Systems, one of the leaders in e-commerce, has now automated its sales activities; 90% of customer orders were carried out without the participation of employees¹⁴.

Analysis and results:

Selling products in augmented reality is one of the most important factors in e-commerce. Augmented reality tools allow you to see virtual objects in a real image using mobile devices. Realistic and accurate 3D models allow not only to view the product in detail from all angles but also to virtually try it on, placing the product in the room by superimposing a digital image on top of the image from the main front or rear camera¹⁵.

According to statistical data, global sales at the end of 2019 will be 3.46 trillion US dollars, and 4.2 trillion US dollars in 2020 will be e-commerce sales. This figure is expected to exceed US\$6.5 trillion in 2023 and account for 22 percent of all global retail sales (Figure 1). Figure 2 presents the dynamics of the share of e-commerce in retail trade over the years. At the same time, there were about 1.92 billion digital buyers worldwide in 2019 and 2.05 billion in 2020¹⁶.

¹³ <https://uncitral.un.org/en/about>

¹⁴ German M.V., Yuldashev Sh.Q., Usmanova D.Q., Xalikova L.N. Elektron tijorat asosalari. O'quv qo'llanma. Samarqand: SamDU nashri, 2021. – bet.

¹⁵ Верегина А. В., Коваль Д. В. Приоритеты развития электронной коммерции в 2022 г. // Экономика. Налоги. Право. 2022. № 1. С. 94–104.

¹⁶ А.Н.Захаров, Ю.А.Старовая «Обзор развития электронной торговли в мировой экономике: вызовы и последствия пандемии» // Российский внешнеэкономический вестник, 12-2020. с.21.

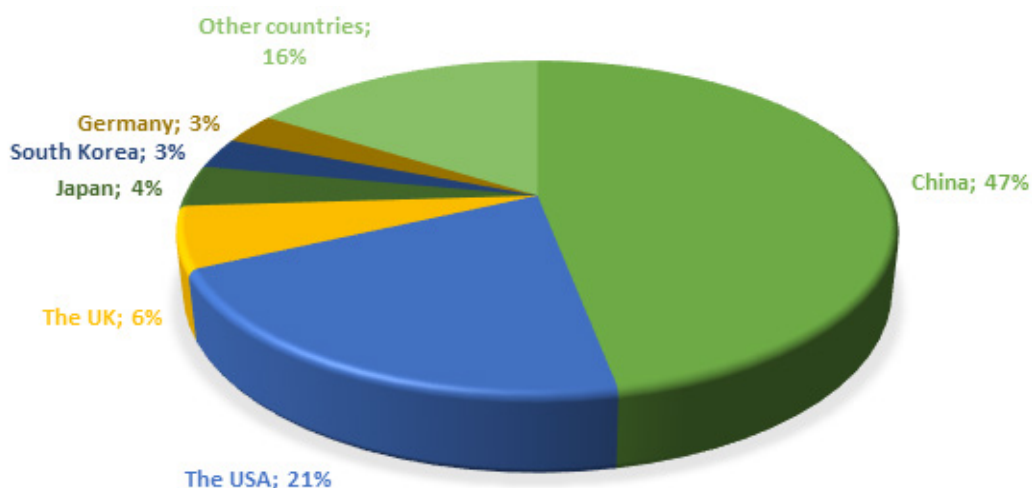


Figure 1. Leading countries in the world in the field of retail e-commerce in 2021¹⁷.

Today, China is the absolute leader in online shopping. In 2020, online sales in China are expected to reach 2.3 trillion US dollars; in 2021, they will reach almost 2.8 trillion US dollars; and in 2022, they will reach approximately 3.1 trillion US dollars. For comparison, by the end of 2021, the size of the e-commerce market in the United States was from 870 to 930 billion US dollars, which increased by 14.2% compared to 2020¹⁸.

Digital sales continue to grow in China, but e-commerce is not the dominant form of retail sales, accounting for only 23.1%. The biggest brands in China are Alibaba, JD.com, and Pinduoduo Marketplace. Cross-border ordering of goods is very common in China, with about 42% of all online shoppers ordering from other countries such as Japan and the US. China 47% US 21% UK Japan UK 6% 4% South Korea 3% Germany 3% Other countries: 16% Such purchases account for 696 billion US dollars, or 58% of the country's e-commerce market¹⁹.

In China, online shopping via mobile devices dominates, accounting for 4/3 of total sales and \$873.3 billion. This figure will grow by 28.8% per year, as there are a total of 852.2 million smartphone users in the country, which is 59.9% of the population. The number of smartphone owners is expected to increase due to the launch of 5G communication in the country. It should be noted that 67 percent of mobile purchases were made through mobile applications. People in the country, who actively buy goods with the help of smartphones, quickly got used to such innovative innovations as the super mobile application (Super-App). WeChat, a social network with 980 million users, has moved from a messenger to a full marketplace²⁰.

Review.uz reports that the number of Internet users in the Republic of Uzbekistan, which has a population of more than 35 million, has exceeded 27.2 million. The number of mobile Internet users is 25.3 million. To date, 95 percent of the population's settlements

¹⁷ Мировой рынок e-commerce: развитие не остановить // Открытый журнал. URL: <https://journal.open-broker.ru/investments/mirovoj-rynok-e-commerce/>.

¹⁸ Сильвестров М. А., Михина Е. В., Жидко Е. А. Электронный бизнес в современных экономических условиях // Информационные технологии в строительных, социальных и экономических системах. 2021. № 1. С. 52–57.

¹⁹ Захаров А. Н., Старовая Ю. А. Обзор развития электронной торговли мировой экономики: вызовы и последствия пандемии // Российский внешнеэкономический вестник. 2020. № 5. С. 18–32.

²⁰ Ешугова С. К., Хамирзова С. К. Развитие электронной коммерции в условиях цифровизации // Новые технологии. 2021. № 3. С.95–104.

are covered by mobile Internet, and 54 percent of households have access to high-speed Internet²¹.

Table 1

The number of enterprises and organizations providing services via the Internet in the field of e-commerce is increasing²²

s/n	Regions	2019 year	2020 year	2021 year
1	Republic of Karakalpakstan	—	10	10
2	Andijan region	—	5	12
3	Bukhara region	—	6	23
4	Jizzakh region	1	10	9
5	Kashkadarya region	1	9	13
6	Navoi region	2	9	10
7	Namangan region	3	31	28
8	Samarkand region	4	28	31
9	Surkhandarya region	-	8	6
10	Sirdarya region	1	8	8
11	Tashkent region	6	37	44
12	Ferghana region	3	32	40
13	Kharazm region	1	10	9
14	Tashkent city	128	203	301
	Total	150	476	544

According to the data in the given table, enterprises and organizations that provided services via the Internet in the field of e-commerce did not exist in the Republic of Karakalpakstan, Andijan, Bukhara, and Surkhandarya regions of our country during 2019. During 2020, this indicator increased significantly in the Republic of Karakalpakstan (10), Andijan region (5), Bukhara region (6), and Surkhandarya region (8). These results are due to the increase in the number of people using the Internet and earning income through information and communication technologies during the isolation process caused by the pandemic in our country.

In particular, the number of enterprises and organizations earning income with e-commerce established in Jizzakh and Khorezm regions showed a decreasing trend in 2021. Despite the successful completion of the program by students studying under the IT-Women 2021 program, due to the low level of cyber security, the number of enterprises in these regions has decreased to one, and this indicator is two in the Surkhandarya region.

²¹ <https://review.uz/oz/post/ozbekistonda-internet-xizmatidan-foydalanuvchilar-soni-272-milliondan-oshdi>

²² <https://infocom.uz/1968-2/#>

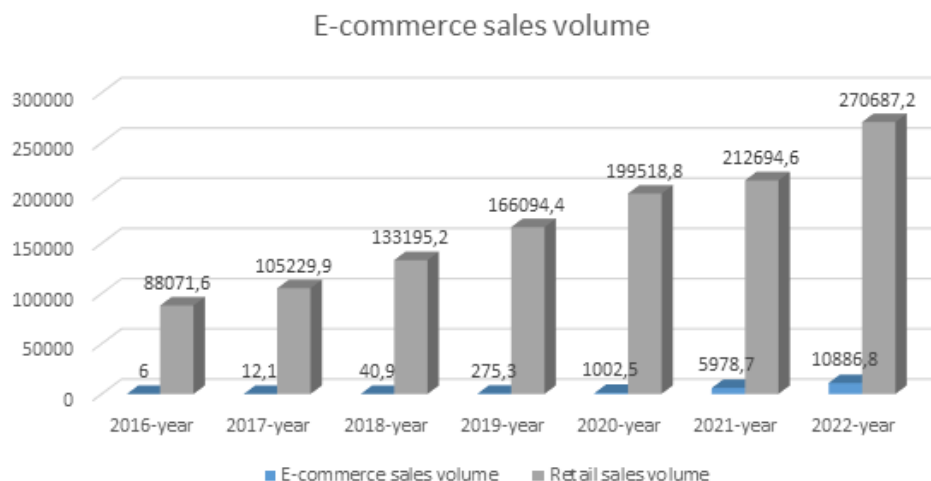


Figure 2. Indicators of the volume of electronic commerce and retail trade in the Republic of Uzbekistan during 2016–2022²³.

According to the data of the statistics portal of the Republic of Uzbekistan, the volume of e-commerce and retail sales has been increasing year by year in our country. In 2022, the volume of e-commerce sales increased by 1.8 times compared to 2021 and accounted for more than 4 percent (10,886.8 billion soums) of retail sales (Figure 2).

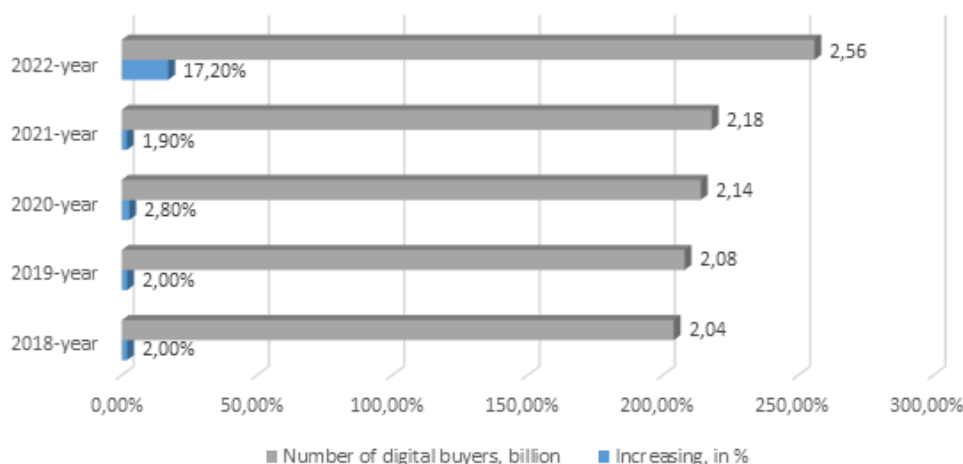


Figure 3. A graph of the growth of digital buyers over the years²⁴.

Also, according to the data of the tax service portal, as of August 1 of this year, the number of e-commerce entities that have introduced electronic fiscal checks to customers is 159, of which 52 are electronic payment systems and 35 are bank mobile applications. and 72 of them are online stores and marketplaces. From the beginning of this year to August 1, the total amount of checks presented was 28,438.8 billion. 7.4 percent of it (2,119.5 billion soums) was provided by online stores and marketplaces²⁵.

²³ <https://infocom.uz/1968-2/#>

²⁴ Number of digital buyers worldwide from 2015 to 2022 (in billions) – URL: <https://buildops.com/commercial-construction/number-of-digital-buyers-worldwide>.

²⁵ <https://parliament.gov.uz/news/elektron-tijorat-raqamli-iqtisodiyotning-drayveri>.

Sales volume will rise as the number of buyers in the industry increases. Figure 2 shows the number of buyers from 2.04 billion in 2018, the volume of e-commerce in GDP is 2.00%, and the number of digital buyers will be 2.56 billion in 2022 (the volume of sales is 17.20%). We can see a significant increase.

According to a survey conducted to find out the reason for the above trend of growth in the e-commerce sector, the main reason is free shipping. In addition to the various coupons and discounts offered by the online store, the third reason includes the reviews left by customers who have used the service.

Table 2

Reasons why customers shop online²⁶

The reason for online shopping	Indicator
Free shipping	63%
Discounts/coupons	41%
Reviews from other buyers	35%
Easy return procedure	33%
Quick/easy way to buy	30%
Next day delivery	28%
Confidence level	27%
Lots of comments on social media	22%
Free product security	21%
Possibility of distribution of payment	20%

There are a number of online stores in Uzbekistan that have established online services for customers according to the type of goods and services they offer. Among them, the largest online store is Uzum Market. Technomart is the next online retail store.

In addition, there are hardware stores such as Olcha.uz, Openshop, Asakhiy, Alif Shop, Zon.uz, LeBazar, Express 24 food delivery service, and various other online stores.

Conclusions and suggestions:

The development of digital technologies, the transition of developed and developing countries to the digital economy system, the increase in the use of information and communication technologies by the population of the country, and the possibility of using the Internet even in remote areas indicate that information technologies are currently at the center of attention. Summing up all this, the concept of the digital economy has become widely used among representatives of this field.

The digital economy is a broad concept that includes economics and technological knowledge, and these two concepts have an important place in society.

The center of economic development is the income from small businesses and entrepreneurial activity, which has a large share of GDP. As a result of the development of information and communication technologies, e-commerce or online sales play an import-

²⁶ Дьяконова М. О., Сеницын С. А. Развитие электронной торговли и основные направления модернизации гражданского и процессуального законодательства // Международное публичное и частное право. 2020. № 6.С. 9– 13

ant role in domestic and foreign business in the international market and increase the efficiency and flexibility of companies. At the same time, regardless of the geographical location, they are buyers and service providers globally. provides convenient communication between.

The development of this sector will improve the domestic and foreign markets of our country, which in turn will have a positive effect on increasing the quality and quantity of products. Also, e-commerce increases digital literacy related to marketing, management, and information technology.

For this reason, in order to develop the field of e-commerce, we make the following suggestions:

Providing remote and remote rural areas of our country with optical fiber internet networks;

Providing all sectors with high-quality and modern information technologies;

Wide involvement of specialists in the field and regular improvement of the skills and qualifications of the persons working;

Effective implementation of the online banking system across the country for entrepreneurs to conduct free trade through the Internet.

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РАҚАМЛИ ИҚТИСОДИЁТ ВА АХБОРОТ ТЕХНОЛОГИЯЛАРИ
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