



### ASSESSING THE DEVELOPMENT AND ECONOMIC IMPROVEMENT OF CABLE PRODUCTS IN THE GLOBAL MARKET IN THE DIGITAL ECONOMY

**Uralov Olimjon Makhammadjonovich**

**Department of Information system and technology Tashkent State University  
of Economics**

[olimjon.uralov@mail.ru](mailto:olimjon.uralov@mail.ru)

#### *Annotation*

*In this article, in order to develop the activities of kabel and evaluate its economic efficiency, what analysis and research can be carried out in the world market in the conditions of the digital economy. Before that, information on the field of activity, customers and conditions of residence, quality management system and financial reports of kabel should be collected. It is necessary to determine the strategy of kabel their goals and future development scope. This strategy can have a strategic arrangement such as innovation, market expansion, application of new technologies, scale drawings and application development. There are various economic and political developments and rich risks in the world market. It is important how kabel should prepare against this type of disturbances and reward them with them.*

#### *Аннотация*

*В данной статье в целях развития деятельности кабел и оценки его экономической эффективности какой анализ и исследование можно провести на мировом рынке в условиях цифровой экономики. Перед этим должна быть собрана информация о сфере деятельности, клиентах и условиях проживания, системе менеджмента качества и финансовой отчетности кабел. Необходимо определить стратегию кабел их цели и масштабы дальнейшего развития. Эта стратегия может иметь такие стратегические механизмы, как инновации, расширение рынка, применение новых технологий, масштабные чертежи и разработка приложений. На мировом рынке происходят различные экономические и политические события и большие риски. Важно, как кабел подготовиться к такого рода нарушениям и вознаградить их ими.*

#### *Keywords*

*Eij factor, Bij event, Likert scale, digital platforms, information base, integration.*

#### *Ключевые слова*

## **Introduction**

In this article, in the modern economic environment, where competition is increasing, the marketing activities of economically profitable organizations are becoming the main direction of the successful development of the Republic of Uzbekistan. In this regard, cable products are always striving to increase their digital marketing activity and evaluate their economic efficiency in the global market.

In the conditions of the digital economy, a strategic model for improving the quality, assortment and sale of cable products in the global market is an integral part of a successful business strategy. Over time, the demand for high-quality cables and wires is becoming increasingly important, especially in view of the constantly developing technologies and increasing needs for data transmission. The strategic model includes a number of key elements aimed at improving product quality. One of these elements is investing in the latest technology and modern equipment to increase the productivity and quality of cable products. In addition, special attention should be paid to quality control at all stages of production - from the purchase and selection of raw materials to the final inspection before the product is shipped to the buyer.

One of the main goals of the proposed strategic model in Figure 1 is to expand the range of cable products based on the needs of the world market. Studying trends and analyzing the competitive environment allows you to identify new areas of development and offer consumers innovative products. The systematic introduction of new technologies and the development of new materials helps to create products with high performance, which helps to ensure predictability in the market and increase competitiveness.

Particular attention should also be paid to optimizing the sales process of cable products. This includes developing effective marketing strategies, as well as searching for new distribution channels and partnerships. Analysis of supply chains, establishing long-term partnerships with suppliers and distributors, and ensuring stability in product sales.

To determine the economic efficiency of the proposed measures, key parameters and indicators are used, including an analysis of the costs and potential revenues from the implementation of an innovative marketing strategy for cable products.

Thus, a constant analysis of the economic efficiency of the proposed measures to increase the marketing activities of cable products in the digital economy allows you to assess not only the potential costs of implementing these measures, but also the expected benefits from their implementation. This allows the company to make a choice based on the benefits of the most effective marketing strategies and ensure its successful development in the global market, improve its image and meet the needs of consumers.

**Figure 1**

**A strategic model for increasing the quality, assortment and sales of cable products in the global market in the digital economy**



As is known, cable products see the main direction of their development in optimizing the use of digital technologies to improve the quality and efficiency of sales of cable products in the global market. In turn, within the framework of this study, we propose to pay attention to the following aspects of cable products: - process automation: the introduction of automated production and sales management systems optimizes processes, reduces order fulfillment time and reduces costs;

- development of online trade and e-commerce: expansion of online trade and creation of a convenient online store of cable products for the sale of cable products with the ability to order and pay for goods via the Internet;

- integration with digital platforms: integration of cable products with large digital trading platforms such as Amazon, AliExpress, etc., which will proportionally expand the sales market and attract new customers;

- training personnel to work with digital technologies: organization of training programs and seminars for cable products employees aimed at improving their skills in the field of digital technologies and process automation;

- development and introduction of new types of cable products using digital technologies: creation and production of innovative cables and wires using digital technologies to improve the quality and reliability of cable products;

- cooperation with scientific and educational institutions on the development of new technologies and materials for the cable industry: implementation of advanced

technologies in the production of cable products and conducting scientific research in collaboration with research institutes and universities;

- increasing energy efficiency of production and reducing the harmful impact on the environment: use of digital technologies in the cable products company to optimize energy consumption and minimize harmful emissions to the environment;

- creation and development of cooperation programs with suppliers of equipment and materials: conclusion of contracts with leading manufacturers of cable products and suppliers of digital technologies to provide access to the latest developments and equipment for cable products;

- constant updating of the information base and technical documentation: updating and modernization of technical documentation, instructions and manuals on the use of cable products based on digital technologies. Thus, the company aims to actively use digital technologies at all stages of the cable product production process, which will allow the company to strengthen its position in the global market, improve product quality and ensure competitiveness in the digital economy.

The sale of goods in an online store is regulated by the Law of the Republic of Uzbekistan "On Protection of Consumer Rights". And given that the consumer cannot fully assess the quality of the product through the screen, the seller must provide the most detailed information about the characteristics and properties of the product.

Also, if the seller does not provide any information, the legal side of this issue is resolved in favor of the consumer. Any online store should remember this legal document and provide the buyer with complete information about the product (for example, about cable products), since receiving a fine will negatively affect the development of the company. Many online stores require the consumer to register on the site, where he enters his personal data, in order to order goods. The provision of such data is regulated by the Law of the Republic of Uzbekistan "On Personal Data". The owner of the online store processes this data and must take all necessary measures to protect it. Therefore, the "Privacy Policy" must be published on the website of any online seller. It is recommended to invite the buyer to familiarize himself with the "Privacy Policy" before placing an order. At the same time, any online store must conduct fair competition.

A consumer who has purchased a technically complex product of appropriate quality in an online store can return it within a certain number of days after purchase. However, if the seller does not provide written information about the procedure and conditions for returning the goods, the buyer also has the right to refuse the goods within a certain period of time. In this article, we have identified the factors (political, economic, social, technological, environmental and legal) that influence the development of online commerce and assessed their level of influence.

### **Literature review**

N. Lane, in his opinion, defines the concept of "Digital Economy" in the manufacturing industry as follows. The convergence of computing and communication technologies on the Internet and, as a result, the flow of information and technologies that stimulate e-commerce and broad organizational changes.

In the cited scientific article by S. Baller, S. Datta, B. Lanvin, the digital economy, according to him, requires specific features in economic, social and legal processes

in manufacturing enterprises, national innovation systems and the development of digital technologies in the world, obstacles and prospects for their development are identified.

According to the proposal of T.L. Mezenburg, the digital economy is characterized by the growth of the importance of software networks through the use of existing digital technologies, an increase in added value, a different level of labor force in the software and digital economy, the implementation of Internet commerce, and the structure of electronic business.

In the scientific article by B.Yu. Khodiyev entitled “The development of the digital economy in Uzbekistan opens up unlimited opportunities”, proposals are made on the connection between the digital economy and production products.

Recognizing the great scientific and practical value of the works of these scientists, in our article we analyze the external conditions associated with the successful sale of cable products in the world market in the digital economy, rating them on a Likert scale from 1 to 5, and analyze political, economic, social, technological, environmental, and legal factors.

### **Methodology**

In Table 1 of the article, indicating all the factors considered, a final matrix was developed for analyzing the environmental conditions associated with the successful sale of cable products in the global market in the digital economy.

Then, an expert assessment was conducted by conducting a survey among 200 respondents, in which the occurrence of the phenomenon described as an influencing factor probability was determined. Respondents were offered a questionnaire with a data table, in which they had to enter a numerical value in two columns.

### **Results and discussion**

Analysis of external environmental conditions related to the successful sale of cable products on the global market in the digital economy.

This image represents a PESTEL analysis — a strategic tool used to identify and assess external factors that may impact a business, in this case, the Uzbek e-commerce market (specifically for JSC “UzbekInvest”).

Each factor is evaluated based on:

$e_{ij}$  – Influence of the factor

$b_{ij}$  – Probability of occurrence

$A$  – Significance ( $A = e_{ij} \times b_{ij}$ )

Based on the table, it can be said that the factors that have the greatest impact on the development of online commerce in Uzbekistan are the growth of the number of Internet users, the expansion of the mobile audience, and legal requirements for e-commerce. At the same time, environmental factors related to the green economy also play an important role.

Description of the factor	Influence of factor $e_{ij}$	The strength of the opinion about the occurrence of the event $b_{ij}$	Significance of factor A
<b>Political factors</b>			
Bill regulating the process of promotions and sales	3	3	0.90
New duty-free rules for goods due to borders	2	2	0.40
VAT abolition for Uzbek online retailers	3	1	0.30
<b>Economic forces</b>			
Growth in the consumer price index	2	3	0.43
Changes in exchange rates	2	4	0.57
Reduction in the growth rate of retail turnover	3	2	0.43
Weak dynamics of real disposable income of the population	2	3	0.43
Increase in household spending on goods	3	3	0.64
Growth of the Uzbek Internet trade market (by 23% per year until 2025)	2	4	0.57
<b>Social factors</b>			
Declining population of Uzbekistan	1	2	0.15
Predominance of female population	2	3	0.46
Differences in shopping profiles between men and women	2	2	0.31
Share of working-age population	3	2	0.46
Digital literacy criterion	2	3	0.46
Number of IT specialists in the workforce	3	3	0.69
<b>Technological factors</b>			
Development of digital technologies	3	5	1.36
Mobile audience growth	3	4	1.09
Growth of Internet users and number of online orders	3	4	1.09
<b>Environmental factors</b>			
Transition to cloud technologies	1	3	0.43
Pollution of the atmosphere due to the flow of logistics	2	4	1.14
Use of eco-friendly product packaging	2	3	0.86
The trend towards greening across all supply chains	2	3	0.86
<b>Legal factors</b>			
The website of the online store of JV JSC "Uzkabel" must publish a "Privacy Policy".	2	2	0.44
The online store of JV JSC "Uzkabel" must provide complete information about the properties and characteristics of the goods.	3	3	1.00
The actions of the Internet store of JV JSC "Uzkabel" should not cause harm to other business entities.	2	3	0.67
The company must take into account the rules for the return of goods provided for by the Decree of the Government of the Republic of Uzbekistan "On the rules of distance selling".	2	2	0.44
Average cost	2.3	2.92	

$$A = \frac{e_{ij} * b_{ij}}{\sum_{i=1}^n e_{ij}}$$

In the first column - "Eij factor influence" - it was necessary to enter from 1 to 3, where 1 means an insignificant influence, and 3 - a strong influence.

In the second column - "Strength of the opinion that the event  $b_{ij}$  will occur" - it was necessary to indicate from 1 to 5, where 1 means that the event is unlikely to occur, and 5 - very likely.

In general, the rating was carried out on a Likert scale from 1 to 5 (where 1 - the event is unlikely to occur, 5 - very likely). The final stage of the study was to calculate the importance of each factor, taking into account the probability of its occurrence. This value allows us to identify the most important factors that should be given more attention and is calculated as the product of the influence of the  $i$ -th event of group  $j$  ( $b_{ij}$ ) divided by the sum of the influence of the  $i$ -th factor from the group  $j$  of factors ( $e_{ij}$ ). The higher the value obtained, the more the factor influences. Here:  $A$  is the importance of the factor,  $e_{ij}$  - the influence of the  $i$ -th factor from the  $j$ -th group of factors  $i=1 \div n$ .  $n$  is the number of factors in the group,  $j=1 \div 6$  is the number of groups

of factors,  $b_{ij}$  - the strength of confidence in the occurrence of the  $i$ -th event in the  $j$ -th group.

Thus, based on the analysis, the most important factors were identified that can significantly affect the operation of e-commerce platforms with strong changes in the price of cable products compared to cable products. First of all, technological factors have the strongest influence: the development of digital technologies, the growth of Internet users and mobile audiences. Digital technologies are changing the specifics of activities in the industry and creating new conditions for satisfying customer needs.

### **Conclusion**

Thanks to digital technologies, the result is achieved through interaction channels that accelerate and facilitate the process of satisfying consumer needs. Thus, when developing a marketing strategy for the global cable products market, it is able to combine digital and traditional means, taking into account the advantages of offline and online communication, in order to establish a more reliable and long-term relationship with the consumer. This is a cable products enterprise, the production of which has been enjoying great success and respect not only in the Republic of Uzbekistan, but also beyond its borders for many years. However, for the study, it is important to conduct a detailed market analysis and draft a final proposal based on the needs of the target audience for high-quality cable products, taking into account the development of the digital economy and the growth of consumption on a global scale.

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