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GOALS AND DIRECTIONS OF ELECTRONIC COMMERCE IN THE DIGITAL ECONOMY

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ABOUT ARTICLE

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Abstract: This article contains thoughts and opinions on the development of electronic commerce, which is an important direction of the digital economy. Following the chosen and current path of e-commerce development will make the economy of Uzbekistan one of the leading representatives of the world market in the future. Choosing the right way to solve the problems of e-commerce in Uzbekistan is reflected in the well-being of the people, the progress of our society, and our economic development.

INTRODUCTION

Currently, there is no general understanding of the phenomenon of digital economy in the world, although there are many definitions of it. Digital economy is a digital concept that allows to significantly increase the efficiency of storage, sale and delivery of various productions, technologies, equipment, goods and services based on the use of the results of process analysis and the processing of large volumes of data. data are economic activities that are considered the main factor of production. The digital economy is an economy characterized by maximum satisfaction of the needs of all participants due to the use of information, including personal information. This is the development of information, communication and financial technologies, as well as the openness of the infrastructure that provides the possibility of full interaction of all subjects of economic activity in the hybrid world - objects and subjects of the creation, distribution, exchange and consumption process of goods and services. may exist due to

Today, two major directions have been formed: the Internet of Things and the Industrial Internet of Things. Instrumentally, these technologies are very similar to each other, and the main difference is in the task that must be performed: if the main task of the Internet of Things is to collect various data, then the Industrial Internet of Things must perform task is to automate production.

Big data (Big Data) is a set of methods, tools and approaches designed for processing structured and unstructured data in order to obtain human-perceivable results. Big data is characterized by a large volume, variety and speed of updating, which makes the standard methods and tools for working with information insufficiently effective.

The global development of information technologies has become a support for changes in the economy and society. One of the main components of these processes is the penetration of the Internet into all sectors of the economy.

Recently, the scope of commercial communication through the Internet has expanded significantly, it includes the following components:

- Sale and purchase of goods via the Internet;
- Transfer of funds using electronic networks;
- Trade of information in electronic form, etc.

As a result of the gradual development of Uzbekistan's economy, the importance of new principles of conducting business activities, especially electronic commerce, has greatly increased. It should be emphasized that the opportunities for the development of e-commerce in Uzbekistan are growing year by year. Its development creates opportunities for our national producers to open new markets and find new customers. Following the chosen and current path of e-commerce development will make the economy of Uzbekistan one of the leading representatives of the world market in the future. Choosing the right way to solve the problems of e-commerce in Uzbekistan is reflected in the well-being of the people, the progress of our society, and our economic development.

To date, the state bodies in Uzbekistan follow the following principles, which are widely used in the world experience, in the development of electronic commerce:

- The corporate sector should play an active role in the development of electronic commerce;
- In relation to e-commerce, it should not be allowed to impose various unjustified restrictions by state bodies;
- State authorities can intervene in the e-commerce process in order to support the subjects of this field and improve the legal base;
- When developing e-commerce management measures, the government should take into account the peculiarities of the Internet;
- The process of electronic commerce should take place on a global scale, regardless of administrative-territorial division and state borders.

E-commerce as a type of activity gives companies an advantage over competitors by minimizing the time and cost of transactions. We highlight the main criteria of electronic commerce:

- Use of modern electronic payment systems as analogs of real money;
- Operations are carried out using modern information technologies;
- The uniformity of operations performed by the user and the possibility of measurement and verification by the provider or a third party;
- Property rights and assets exist in both traditional and digital electronic forms.

We can mention a number of problems and shortcomings that hinder the development of e-commerce in Uzbekistan:

- People's lack of confidence in making electronic transactions;
- High cost of delivery;
- Low quality of goods and services;
- Fear of fraud;
- Low level of computer literacy.

E-commerce differs from traditional trade in the following characteristics:

- The buyer has the opportunity to choose and buy the product at a convenient time, place and speed;

- It is possible to carry out trading activities in parallel with work activities, that is, without separating them from production;
- A large number of buyers can contact several companies at the same time. This is an opportunity for a large number of buyers to communicate with sellers using communication tools;
- Effective use of equipment and means of transport to quickly search for the necessary products and contact the companies that have these products, collect the products in one place and contact specific addresses for their purchase. Reduces excess time and costs;
- The opportunity to buy products with equal rights for everyone, regardless of the buyer's place of residence, health, and level of material security;
- Ability to choose and sell products that meet current international standards;
- E-commerce further expands and modernizes the opportunity of the seller in the process of selling his products. Now the seller will have to speed up the process of selling his products, regularly replace new and high-quality products, and speed up the circulation of products.

Organization of trade in e-commerce increases the competition of firms, eliminates monopoly and improves product quality. Buyers can choose the product quality they need in their daily life.

One of the main features of the digital information market is the speed and ease of decision making. The heavy manufacturing base is in last place here. Large corporations that seem to have been around forever and have huge market shares in the web have given way in a few years to companies with no history at all. Therefore, it is impossible to wait for the "number" fashion to pass. This is a natural and cruel stage of evolution, in which those who live by the rules and scales of the previous century are left behind. It would be appropriate to compare them with dinosaurs.

In short, e-commerce has been developing rapidly in recent years. The number of electronic payment systems such as Yandex Money, Webmoney, Qiwi is increasing. The number of citizens using cashless accounts instead of cash is increasing. Perhaps in the future, the need for cash payments will completely disappear, and any person will be able to buy and pay for the goods and services he needs using specialized web services, and money will only be in electronic form.

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