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**PROSPECTS FOR THE DEVELOPMENT OF E-COMMERCE IN THE
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Electronic commerce (E-commerce) is a sphere of the digital economy that includes all financial and trade transactions. In simple words, e-commerce is the business of buying and selling goods and services over the Internet. On the territory of the Republic of Uzbekistan, this industry can be called relatively new, as in our country it began to develop in 2004. On April 24, 2004, No. 613-11, the Law of the Republic of Uzbekistan "On Electronic Commerce" was adopted. The purpose of this law is to regulate relations in the field of electronic commerce. The main categories of e-commerce today are:

1. Business-to-business (B2B);
2. Business-to-consumer (B2C);
3. Consumer-to-consumer (C2C).

The B2B (business-to-business) class includes large and small wholesale electronic commerce between legal entities-enterprises and organizations of various forms of ownership.

The B2C (business-to-consumer) class is another common category of e-commerce, which involves the interaction of legal entities and individuals.

The C2C (consumer-to-consumer). This is a consumer-to-consumer interaction class. These can be e-commerce systems designed for electronic interaction between individuals: Internet bulletin boards, electronic auctions.

Currently, modern man in the era of technology is accustomed to the convenience and comfort of his life. The online environment is a convenience that has become an integral part of our lives. Since e-commerce now combines such global categories as online sales, online banking, ticket and hotel bookings, transactions in payment systems, online marketing and advertising. E-commerce has many benefits, below are some of them:

1. Cost reduction. E-commerce simplifies business processes in many industries. For example, to open an online store you do not need to rent physical space or hire sales staff and delivery staff. All actions can be automated, and, if the product is electronic, then the delivery service can be simplified several times. All actions can be automated, and, if the product is electronic, then the



delivery service can be simplified several times. As a result, transaction costs are lower, which affects the cost of products or services.

2. Expanding the target audience. Through the Internet you can sell all over the world without much expense. Of course, if the business is related to physical goods, then you will have to rack your brains with delivery. A simple solution is cooperation with transport companies. But if you sell electronic goods, services - e-books, programs, services, etc., then the market is unlimited.

3. Fewer intermediaries. E-commerce allows you to work directly with the manufacturer, eliminating the chain of intermediaries. This creates a direct channel between the seller and the buyer, which affects the cost of goods and the quality of service.

When entering and developing e-commerce, along with the advantages, some problems arose, the solution of which will lead online business to more comfortable conditions for users: One of the main problems is the narrow circle of Internet users in Uzbekistan, and most of them are not inclined to engage in online shopping. In addition, the statistical factor also has a great influence, that is, different average indicators of users: the Internet and the average resident of Uzbekistan, primarily in terms of material well-being, technical training and level of education. This factor, on the one hand, makes the use of Internet commerce an ideal tool for promoting computer hardware, software and complex electronics. On the other hand, this same factor makes the use of the Internet less effective for promoting consumer goods.

At the moment, there are several ways to develop e-commerce:

1. Improve payment systems to simplify online transactions. Uzbekistan, for example, needs to simplify the processes that allow merchants to accept online payments. Greater access to smartphones, which are used for mobile banking apps, digital wallets and QR codes, could be achieved by reducing or eliminating tariffs on smartphone imports.

2. Make delivery services more reliable and less expensive. Consumers need confidence that they will receive their online orders on time. While basic coverage by postal services is high, some still face problems. Delivery options need to be expanded almost everywhere to meet the needs of online consumers who need to be able to track their purchases and redirect deliveries from home addresses to additional collection points, such as parcel lockers, if necessary. The capabilities of services providing integrated storage and delivery should be developed, since such a service is not enough. Providing this type of service will contribute to the growth in the number of e-commerce merchants.



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Another solution for the development of e-commerce is advertising, the dissemination of information to a potential audience through marketing tools, which is collectively called e-commerce marketing. E-commerce marketing includes the methods and tools used by a company to find new customers and guide them through the purchasing process, as well as to attract existing customers. E-commerce marketing works by sending store visitors through the customer lifecycle, getting those customers through the top of the ecommerce sales funnel, and ultimately converting them into paying customers. Based on the proposed methods in the Republic of Uzbekistan, it is possible to consider the prospects for further development of the e-commerce industry. To do this, we need to take the issue of e-commerce more seriously, create conditions and improve the skills of specialists in this field. Increasing levels of education towards the latest innovative technologies among the population Republic of Uzbekistan also serves as good progress towards the development of a relatively new business sector of the economy.

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