



Problems and Solutions in the Stage Development of Electronic Trade in Uzbekistan

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Abstract. This article discusses the importance of using the experience of developed countries in e-commerce in Uzbekistan, the importance of developing e-commerce and the problems and solutions for the gradual development of e-commerce.

Keywords: e-commerce, developed countries, e-payments, experience, information and communication technologies, gradual development, problems, solutions.

Introduction. An important issue of our time is to identify existing e-commerce opportunities and chive the highest level of profitability through the effective use of opportunities based on a simple, effective and viable e-commerce strategy in the new economic environment.

Developed countries invest enough funds in the development of e-commerce, while clearly feeling the opportunities and prospects of e-commerce. In developed countries, e-commerce plays a significant role in the gross national product of these countries. Developed countries began to look at the industry as a new economic system and began to study e-commerce in order to take a leading position in this area. They have developed mechanisms to remove obstacles to the development of e-commerce. The European Union has developed its own electronic Europe project. This project will play an important role in improving the position of the European Union in the new economic system in the future.

In developing countries, e-commerce is seen as a key the process of increasing the export potential of the country. Small businesses in these countries are gradually realizing the importance of e-commerce. With this in mind, the Governments of developing countries are focusing on the development of key information and communication technology infrastructure that will stimulate the development of e-commerce.

Therefore, the rapid development of information and communication technologies is one of the main directions of structural reforms in the economy of Uzbekistan, as well as economic reforms. President The Republic of Uzbekistan Sh.M.Mirziyoyev is carrying out a number of important works in our country on the "Implementation of measures for the development of e-commerce". In today's highly competitive environment, every business entity is forced to take advantage of e-commerce opportunities. Effective management of the necessary e-commerce resources, economical use of resources, process management is a waste of time. That is why e-commerce is becoming an integral part of our lives.

E-commerce plays an important role in the development of our country. With this in mind, it is necessary to remove barriers to the development of the industry. At the same time, e-commerce



plays an important role in expanding the opportunities of business representatives working in our country. Over time, the interest of economic entities of our country in e-commerce is growing rapidly. We are also witnessing the rapid development of e-commerce in Uzbekistan. The recent reforms of our government, recognizing the importance of this sector, contribute to the development of e-commerce in Uzbekistan.

Literature and methodology. A. N. Aripov, H. A. Mukhitdinov, M. M. Makhmudov, T. K. Eminov, N. Yusupova, B. Ergashev, S. Avganbayev, R.Ya. Isaev, A. Valiev, etc. E-commerce and its essence have been studied by many economists, including A.V. Yurasov, J.S. Westland, T.K. Clark, D.Kozie, e-commerce and its essence, M.Ramzaev, P. Chuzhanov, V. Tarasov discusses the role of e-commerce in the economy of developed and developing countries, V.V.Senkevich, N.I. Gerashchenko and others conducted a study of the role of the state in the management of e-commerce.

Results. Enterprises operating in the field of information and communication technologies of the Republic of Uzbekistan are the core of the socio-economic development of the country. In the socio-economic development of enterprises and organizations, it is important to analyze the rational use of available resources, including the effective use of personnel in business companies, improving their management systems, etc. Special attention will be paid to e-commerce for the further development of the management system in the field of information and communication technologies.

It is no secret that Uzbekistan has problems with Internet speed and the quality of service providers. Website "Consumers.Uz" asked which Internet providers in Uzbekistan deserve some recognition from consumers, and compiled a unique rating of Internet providers Uzbekistan. The main tasks of e-commerce are a sufficiently deep and scientific analysis of the organization and management of the industry ICT, service technologies and their organization, management methods, training in scientific and practical approaches.

Proper organization and management e-commerce requires the study of the theoretical foundations of the scientific direction to solve emerging scientific and practical problems. E-commerce is the process of buying and selling goods (works, services) carried out in accordance with an agreement concluded using information systems. Basic principles of e-commerce:

- Freedom of doing business in e-commerce;
- Voluntary conclusion of contracts in the field of e-commerce;
- Equality of conditions for participation in e-commerce;
- Protection of the rights and legitimate interests of e-commerce participants.

The state policy in the field of e-commerce is aimed at creating legal, economic, organizational, technical and other conditions for the development of e-commerce. The main directions of the state policy in the field of e-commerce are:

- Support and encouragement of entrepreneurial activity through e-commerce;
- Creation of conditions for attracting investments, modern technologies and equipment in the field of entrepreneurship through e-commerce;
- Providing business entities with legal, economic, statistical, production-technological, scientific-technical and other information necessary for their activities in the field of e-commerce;
- Promotion of scientific and technical research in the field of e-commerce, training, retraining and advanced training qualifications, international cooperation in the field of e-commerce.

The transition to market relations is now at the heart of the socio-economic development programs of most countries. The development of e-commerce raises a number of unresolved issues in the legal regulation of this activity.

Discussion. The Government of Uzbekistan is consistently implementing the process



liberalization of all sectors and branches of the economy, and further deepening of economic reforms, the development of e-commerce are identified as priorities. The concept of e-commerce means not only trading activities using electronic means, as we know them. This concept also includes creating demand for goods and services, providing additional services to customers after the sale, facilitating interaction between partners. The state, suppliers of raw materials, sellers, consumers and manufacturers can participate in e-commerce.

It is known that the technological basis of e-commerce is information and communication technologies. Today, the level of digitalization in our country is one hundred percent, the level of the computerization of businesses and citizens, the number of Internet subscribers, the overall. Internet coverage of our cities and villages is growing, which is a positive trend. However, analytical data show that there is a sharp difference between the purchase of goods and services using an e-commerce system via the Internet, the level of technological capabilities created and their use in commercial activities.

Since the purpose of e-commerce is related to the rapid dissemination of information in the information system, conducting transactions through public networks, its prospects are directly related to the ability of business entities to provide reliable and guaranteed services to customers.

Thus, the development of the e-commerce market depends on the effective use of ICT capabilities in cooperation between the state and business, mainly in the activities of economic entities. Conducting broad explanatory work among the public (TV-R, promotions), training specialists in the field of information technology and commercial work (IT trader), improving the quality of advertising, marketing, online stores, online storefronts, suppliers of goods to customers.

The organization of courier services is one of the most important issues in ensuring the security of information in business by enterprises, thereby providing customers with trust and guaranteed services, as well as other aspects that serve as a positive quartet in the development of the industry.

One of the factors determining the development of e-commerce and strengthening consumer confidence is the problem of information security. For this reason, the law provides for norms information security by information security, that is, not to change the content of electronic documents and electronic messages, the procedure for their use, not to send them to third parties, measures to protect against unauthorized use of personal data, including liability for legal consequences. it is also enshrined in the law.

Suggestions and conclusions. In this article, at the current stage of human development, information and e-commerce are widely used in all aspects of our lives as an important factor of gradual growth. The transition to market relations is now at the heart of the socio-economic development programs of most countries. Thus, e-commerce is developing and becoming the basis of global economic activity.

Since the purpose of e-commerce is related to the rapid dissemination of information in the information system, conducting transactions through public networks, its prospects are directly related to the ability of business entities to provide reliable and guaranteed services to customers. To achieve this goal, the following tasks were identified: Measures and practical recommendations for the development of e-commerce in Uzbekistan, attracting more users can be applied in e-commerce.

In short, the possibilities of modern information and communication technologies are limitless, they are developing rapidly, the question of their implementation it is becoming one of the priority strategic tasks of our country. In recent years, the formation and development of information and communication technologies, as well as theoretical, methodological and practical management issues in this area have become the content of scientific works of domestic and foreign scientists.



We are also witnessing the rapid development of e-commerce in Uzbekistan. The recent reforms of our government, recognizing the importance of this sector, contribute to the development of e-commerce in Uzbekistan. E-commerce plays an important role in the development of our country. With this in mind, it is necessary to remove barriers to the development of the industry. At the same time, e-commerce plays an important role in expanding the opportunities of business representatives working in our country. Over time, the interest of economic entities of our country in e-commerce is growing rapidly.

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