

Yashil

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08.00.03 Sanoat iqtisodiyoti
08.00.04 Qishloq xo'jaligi iqtisodiyoti
08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
08.00.06 Ekonometrika va statistika
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08.00.09 Jahon iqtisodiyoti

08.00.10 Demografiya. Mehnat iqtisodiyoti
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08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
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WAYS OF DEVELOPMENT OF ELECTRONIC COMMERCE IN UZBEKISTAN



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Abstract: Increasing the transparency of the trade system is gradually being achieved through the development of digital technologies in the countries of the world, the legal and institutional foundations of the world trade system, procurement processes, procurement risk management and the improvement of the accountability system, and the state support of this system, practical proposals and recommendations have been developed by analyzing the work done by economists.

Key words: information technology, Electronic store, Auction, electronic trade, Purchase order, Tender, Price Targets, Necessary Costs, Competition, Sole Supplier, Open Competition.

Annotatsiya: Savdo tizimining shaffofligini oshirishga dunyo mamlakatlarida raqamli texnologiyalarni rivojlantirish, jahon savdo tizimining huquqiy va institutsional asoslari, xarid jarayonlari, xaridlar tavakkalchiligini boshqarish va hisobdorlik tizimini takomillashtirish orqali bosqichma-bosqich erishilmoqda. Mazkur tizimni davlat tomonidan qo'llab-quvvatlash, iqtisodchilar tomonidan amalga oshirilgan ishlarni tahlil qilib, amaliy taklif va tavsiyalar ishlab chiqildi.

Kalit so'zlar: axborot texnologiyalari, Elektron do'kon, Auktsion, elektron savdo, Buyurtma, Tender, Narxlar, zarur xarajatlar, Raqobat, Yagona yetkazib beruvchi, Ochiq raqobat.

Аннотация: Повышение прозрачности торговой системы постепенно достигается за счет развития цифровых технологий в странах мира, правовых и институциональных основ мировой торговой системы, процессов закупок, управления рисками закупок и совершенствования системы подотчетности, а также Государственная поддержка этой системы, практические предложения и рекомендации разработаны на основе анализа работы экономистов.

Ключевые слова: информационные технологии, Электронный магазин, Аукцион, электронная торговля, Заказ на закупку, Тендер, Целевые цены, Необходимые затраты, Конкуренция, Единственный поставщик, Открытый конкурс.

INTRODUCTION

The development of telecommunications has led to the fact that individuals and companies all over the world are now connected with each other through electronic communication channels. The Internet is a means of organizing a unified information environment, which allowed businesses to move to a new stage of development. The development of electronic commerce is also of great importance in government policy ^[1]. By the decree of the President of May 14, 2018 "On measures for the rapid development of electronic commerce", a national register of electronic commerce entities was created in order to encourage business entities in the field of electronic commerce. Legal entities and individual entrepreneurs are included in the National Register on a voluntary and free basis, and the income from the sale of goods and services through electronic commerce is at least 80% of the total volume of goods and services sold by them. At the same time, they have to pay a single tax at the rate of 2%.

The e-commerce market is similar to network forms of management in terms of organizational and management structure. A distinctive feature of this structure is the opportunity to establish long-term relationships with market counterparties, and these relationships are not regulated or influenced by higher authorities.

It is appropriate to consider the electric commercial market from the following point of view: – from the point of view of the company whose activities are completely transferred to the virtual space; – from the point of view of the company with which separate transactions are carried out; – from the point of view of the firm interacting with customers working in a virtual environment, partner firms. Thus, the e-commerce market should be studied at the macro, mesa and micro levels. In this regard, we considered the fundamentals of organizing the operation and development of the e-commerce market, the intercompany system, as well as the features



of the organizational and management structure of the company whose business activities were transferred to the information environment.

When considering the features of e-commerce and the company's performance in the e-commerce market, it cannot be separated from the communications and information flows that connect it with other market participants. The marketing environment of the company is the Internet environment with its own characteristics. Analyzing the Internet environment, it consists of active subjects and external interactions. The microenvironment of a company operating in the e-commerce market consists of direct effects on the firm and its environment (customers, competitors, suppliers, and other related audiences). Thus, an important component of the firm's microenvironment is the competitive environment. According to the generally accepted definition, competitors are subjects of the marketing system, and the actions of the firm affect the selection of markets, suppliers, intermediaries, the formation of an assortment, types of goods, and the entire set of marketing activities. requires the need for lateral learning. From an economic point of view, competition is an economic process of interaction and struggle between producers and suppliers to sell products under the most favorable conditions. Therefore, competition can be considered as a fight between entities interested in achieving the same goal (competition for the limited amount of consumer demand, etc.). In the conditions of studying the electronic commerce market, first of all, it is necessary to consider the direct interaction of the firms in the market, i.e. Market competition.

The marketing environment of the company is the Internet environment with its own characteristics. Analyzing the Internet environment, it consists of active subjects and external interactions. The microenvironment of a company operating in the e-commerce market consists of direct effects on the firm and its environment (customers, competitors, suppliers, and other related audiences). Thus, an important component of the firm's microenvironment is the competitive environment. According to the generally accepted definition, competitors are subjects of the marketing system, and the actions of the firm affect the selection of markets, suppliers, intermediaries, the formation of an assortment, types of goods, and the entire set of marketing activities. requires the need for lateral learning. From an economic point of view, competition is an economic process of interaction and struggle between producers and suppliers to sell products under the most favorable conditions. Therefore, competition can be considered as a fight between entities interested in achieving the same goal (competition for the limited amount of consumer demand, etc.). In the conditions of studying the electronic commerce market, first of all, it is necessary to consider the direct interaction of the firms in the market, i.e. Market competition. It is customary to distinguish two main methods of competition: price and non-price. Theoretical studies and the practice of commercial activities show that in modern conditions, the merchant "by differentiating" the product (service) offered by him and attracting additional customers by lowering prices, price competition has become less effective than before. Meanwhile, methods of "hidden" price competition are widespread.

Non-price competition is based on the concept of quality in the consumer value of the product. Non-cost methods include marketing methods of company management, for example: – production of a new product and raising it to a higher level of consumer value; – comprehensive market research and marketing planning; – organizing the work of sales apparatus; – sales promotion; – improvement of the organizational structure; – reduce turnover costs; – improvement of credit and financing policy, etc. In this context, within the framework of this study, it is appropriate to consider different aspects of competition in order to distinguish the specific characteristics of the e-commerce market. Despite this, the e-commerce market has its own unique characteristics, it has common characteristics that characterize the competitive environment. For a complete description of this market, it is necessary to conduct an analysis of existing and possible models to assess the nature and intensity of competition.

From the point of view of the competitive struggle of business entities in the e-commerce market, the following features should be noted: – Firms in the e-commerce market have powerful tools to study customer behavior, to build a more rational and accurate competitive strategy and develops ways to implement it. – the period of updating the strategy is significantly reduced, which is due to the great mobility of competing firms and their ability to quickly respond to the actions of their rivals.

Apart from this type of competition in the e-commerce market, the following should be noted. The influence of the supplier in the new conditions of conducting business is reduced due to the fact that there are practically no restrictions (financial, territorial, etc.). This aggravating factor is unique only to firms (in traditional settings) that do part of their transactions outside of the e-commerce market. These firms do not include firms that provide information services and products. The influence of buyers on producers of goods / services and their trading opportunities is stronger in the following cases:

- the number of consumers is small and they buy goods in large quantities; – the volume of consumption is an important part of all sales in the field;
- the industry that supplies goods to the market consists of a large number of relatively small sellers;
- the products offered by different sellers are relatively well standardized and consumers can easily find an alternative purchase, the cost of switching to a new seller is almost zero;

- the purchased products are not considered important components of the buyer; In an e-commerce environment, the opportunity factor to transfer a customer to another market participant is important.

In this regard, the development of the company's marketing strategy should be primarily focused on retaining existing customers and attracting additional customers. The competitive situation in the market is constantly changing, so it is necessary for the company to regularly monitor the competitive changes in the market. Only under these conditions can the firm correctly assess the capabilities of competitors and its own capabilities and develop an optimal marketing strategy, create or maintain its competitive advantage.

ANALYSIS OF LITERATURE ON THE TOPIC

While distinguishing the Internet environment as the basis of the e-commerce market environment, its organizational structure, the character of the interaction of market agents, the characteristics of the competitive environment, and its infrastructure should be analyzed. Currently, the term “network economy” is widespread, and it reflects the specific characteristics of the connection and activity of market participants in one network community. According to R. I. Tsvylev, the emergence of network features in the market economy is characterized by the global informatization of society, the development of information technologies: “... As a result, a network economy based on horizontal connections is created.”

According to M. Porter's research, the competitive situation in the market can be characterized by five competitive forces:

1. Competition among rival sellers – each firm follows its own competitive strategy to gain the best position and benefit from competitive advantage.
2. Competition of goods that replace competitive goods in terms of price.
3. Arising from the risk of the emergence of new competitors
4. Competitive forces and capabilities of suppliers resulting from suppliers' economic capabilities and trading ability.
5. Appeared as a result of economic opportunities and sales skills of buyers.

D. Gofurov formulated scientific conclusions aimed at improving the system of state and corporate procurement and justified the factors for its further development.

According to G. Kasimova, attention to public procurement comes from its importance. First, public procurement provides the goods, services and works necessary for the operation of the public sector, which is of the greatest importance in ensuring socio-economic development. Secondly, the state procurement, which makes up a large part of the state budget expenses, has a direct impact on its stability. Therefore, it is very important to ensure their high efficiency in order to maintain the amount of public procurement at the optimal level. Thirdly, it is noted that public procurement is a powerful tool used in the implementation of the priorities of the state economic policy.

RESEARCH METHODOLOGY

To study the available scientific researches on the development of e-commerce and the implementation of public procurement in Uzbekistan, to analyze the problems waiting to be solved in the field, to develop mechanisms for meeting needs through the formation of a transparent system of state and corporate procurement, to study the theoretical and methodological foundations of the organization of e-commerce, logical thinking, scientific abstraction, information grouping, analysis and synthesis, induction and deduction methods are widely used.

ANALYSIS AND RESULTS

E-commerce differs from the traditional type of sales by the following characteristics:

- the buyer has the opportunity to choose and buy products 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;
- the ability of a large number of buyers to contact several companies at the same time. This is an opportunity for a large number of buyers to communicate with sellers using communication tools;
- to quickly search for the necessary products and to contact the companies that have these products, to effectively use equipment and vehicles, to collect products in one place and to contact specific addresses when purchasing them. 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;
- the possibility to choose and sell products that meet the current world standards;



- electronic commerce further expands and updates the possibilities of the seller in the process of selling his products (work, services).

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 turnover of products. Organization of trade in e-commerce increases the competition of firms, eliminates monopolies and provides an opportunity to improve the quality of products. Buyers can choose quality products that they need in their daily life.

Various models of current e-commerce are spreading in almost all countries, in various sectors of the economy, in enterprises of various sizes, as well as in state institutions and competent legislative and governmental bodies of various levels. The general accepted classification of these models is based on the mutually connected parties of electronic commerce, which can be conventionally called the supplier and the buyer. The essence of this description is that the patterns of conducting electronic commerce differ depending on the specific types of suppliers and buyers of goods (Table 1).

B2C Business to Consumer	•It is the most common type of e-commerce platform in which merchants sell consumer products to retail consumers. It has grown exponentially since 1995. <i>Amazon</i> is a clear example of B2C commerce.
B2B Business to Business	•This type of e-commerce has a significant potential growth. It concern in the online selling between business actors. <i>Go2Paper.com</i> is a form of B2B.
C2C Consumer to Consumer	•It is a type of e-commerce in which a consumer provides to prepare the product for market, to place the product for sale and to organize the delivery to sell to each other consumers. The most famous example is <i>Ebay</i> .
Social E-Commerce	•Key concepts of this kind of e-commerce are <i>social networks</i> and <i>online social relationships</i> . The huge growth of social e-commerce is driven by different factors like the increasing popularity of sign-in, network notification, online collaborative tools and social search. This phenomena started from <i>Facebook</i> .
M-Commerce (Mobile E-Commerce)	•It is characterized by the use of mobile devices. Mobile consumers can conduct transaction by involving the use of smartphones and wireless networks to connect laptops.
Local E-Commerce	•It is a kind of e-commerce focused on the consumers' geographical location. Local merchants collaborate with firms, like <i>Groupon</i> , using online marketing techniques and directing consumers to local stores.

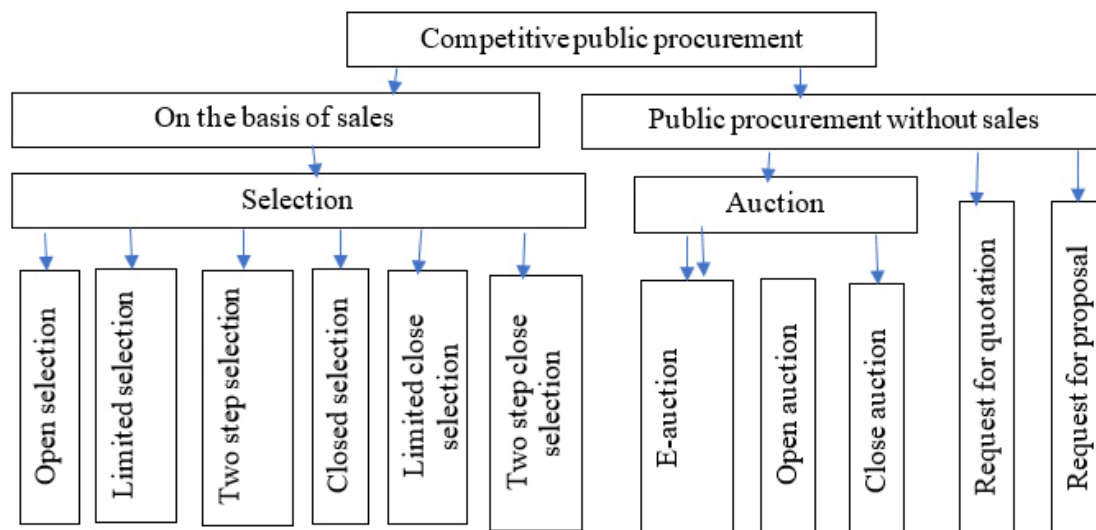
Table 1

Researchers and specialists have paid attention to the formation of types of public procurement both regionally and based on competition. If the regional approach determines the need to strengthen the factor of financial independence in the organization of purchases, the formation based on competition helps to balance the aggregate supply and demand in the economy. It can also be taken into account that some types of use of this method exist in our country.

The adoption of Law No. 472 of the Republic of Uzbekistan on April 9, 2018 "On State Procurement" clarified this issue. According to Article 23 of this law, the types of procurement procedures are as follows:

- electronic store;
- an auction held to reduce the initial price;
- selection;
- tender;
- public purchases made with a single supplier.

The forms of public procurement mentioned above are carried out electronically. It distinguishes between corporate and budget customers as state customers. For example, institutions that carry out their activities by receiving funds from the budget participate in public procurement as budget customers. At the same time, state enterprises that do not receive funds from the budget, legal entities with a state share of 50 percent or more in the charter fund (authorized capital), as well as legal entities with a state share of 50 percent or more of the charter fund (charter capital) and more than 50 percent or more legal entities belonging to individuals can perform their activities in the form of a corporate customer.



Electronic state procurement is carried out on a special information portal. This portal is operated by an operator authorized by the competent authority. No. 186 of the National Project Management Agency under the President of the Republic of Uzbekistan dated May 15, 2018 "On approval of the regulation on the organization and conduct of public procurement activities of the operator of the special information portal" (registered by the Ministry of Justice of the Republic of Uzbekistan on May 21, 2018, list number 3015) according to the order, the Operator must meet the following requirements:

- availability of an electronic information system that ensures the placement and use of information on public procurement, guarantees of fulfillment of obligations through HKKP, processing of statistical data on public procurement;
- availability of qualified employees in the field of e-commerce and information technologies;
- placement of the portal on hardware and technical means in the territory of the Republic of Uzbekistan;

Therefore, according to the procedures for the implementation of electronic public procurement, the supplier participates in electronic sales by providing an advance payment in the amount of a certain percentage of the order value to the settlement-clearing house.

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