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Development of E-Commerce Services on An Innovative Basis in The Conditions of The Digital Economy in Our Country

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Abstract: The article explores the development of e-commerce services in the context of the digital economy in Uzbekistan, identifying a knowledge gap in the existing literature concerning the innovative management and regional differentiation of e-commerce. Employing a combination of scientific methodologies including econometric modeling, comparative analysis, and economic-statistical analysis, the study examines the factors influencing e-commerce growth, such as the introduction of digital technologies and innovative management practices. The findings indicate a significant impact of these factors on the expansion of e-commerce services, leading to enhanced market competitiveness and consumer convenience. The implications suggest that continued innovation in e-commerce is essential for sustaining economic growth and expanding Uzbekistan's presence in international markets.

Keywords: Digital Economy, Electronic Trade, Internet Network, Electronic Commerce, Business Process, Innovative Management, Industrial Sectors.

1. Introduction

It would not be wrong to say that at the current stage of development of the national economy, great attention is being paid to the development of innovative activities in economic sectors. Today, one of the main directions of innovative activity is offering innovative products and services. It should be emphasized that the direction of offering innovative products and services determines the result of innovative activity. This direction requires algorithmic development in certain key directions. Today, the innovative organization of trade services, the offer of innovative services in the field represents the moving and productive background of the process of innovative development of the network. Development of e-commerce services on an innovative basis serves to further strengthen the economy of our country and expand the opportunities to enter international markets. Today, the trade services network, which has the largest share among the service networks, has gone through specific stages of development in our country. This process is a continuous process, and its progress can be different at regional scales. Based on the nature of the region, knowing its ability to specialize in trade services requires a comparative study of signs that can show the classification of the development of trade services at the national and regional levels, and deep econometric analysis.

Analysis of literature on the topic.

Although many foreign economists have proposed models for increasing efficiency in the market of trade services based on modern marketing principles, organizing

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wholesale and retail trade enterprises based on modern development requirements, and various models of development based on new technologies, these models are economic-management, marketing, organizational general explanation of economic laws in nature is limited to independent assessment and research in the particular case of indicators (Ohud Almutairi et al. 2020). Based on the conclusions of the World Trade Organization (WTO) economist R. Koupman and the International Society of Economic Experts (ISEE), the existing conditions for the innovative development of e-commerce services in the region are based on the implementation of the policy of digitization of the economy in the region, the provision of tools for the introduction of digital technologies, the intelligence of employees, states that the existence of a flexible management mechanism for the electronic trading system. There are several approaches and special methods for assessing the potential for innovative development of trade services, and the types of approaches of experts can be cited among the currently popular global approaches. In the scientific works of Rotterdam Erasmus University professor, sociologist H. Becker and Moscow State University professor, economist M. Sheresheva, one can find the final scientific comments on the approaches to regional innovation potential assessment Economist YE.Karchenko emphasizes that the innovative potential of the region is the gateway to the necessary and sufficient opportunities for the innovative development of trade services. Economist S.K.Nguyen, Bristol University professor J.Beach's scientific views put forward the idea that any socio-economic, financial, technical-technological, informational, intellectual, software resources can be transformed into innovative resources under the influence of renewal laws.

Trade services have different definitions and classifications during the course of their development, and their differentiation was caused by various changes in the socio-economic life of society, under various influences (Abdukirimov, 2016). definitions of services are given in wide sources, and researchers use them in their scientific work (Soliyev, Buzrukhanov, 2010).

2. Materials and Methods

The methodology employed in this study integrates a range of scientific approaches aimed at comprehensively analyzing the development of e-commerce services within the digital economy of Uzbekistan. The research begins with a comparative analysis to assess the current state of e-commerce services across different regions of Uzbekistan. This approach allows for identifying regional disparities and understanding the factors that contribute to these differences. To further substantiate these findings, an economic-statistical analysis is conducted, focusing on key indicators such as the growth rate of e-commerce, the level of digital infrastructure, and the adoption of innovative technologies in the trade sector. Econometric modeling is then utilized to quantify the relationship between these indicators and the overall development of e-commerce services. The model considers various variables, including the scale of e-commerce activities, the degree of internet penetration, and the effectiveness of digital payment systems. Data for this study are sourced from national statistics, market reports, and relevant literature, providing a robust foundation for analysis. The use of forecasting methods further enhances the study, enabling predictions about future trends in e-commerce development based on current data. By synthesizing these different methodologies, the study provides a comprehensive understanding of the dynamics driving e-commerce growth in Uzbekistan. This methodological approach ensures that the findings are not only statistically significant but

also relevant for policymakers and stakeholders aiming to foster innovation and competitiveness in the digital economy.

3. Results

The rapid development of information technologies is not without its reflection in the economy. Currently, the basis of the achievements in the economy, especially in the field of modern marketing, is the highly developed and effective use of various segments of information technologies. It should be noted that e-commerce is an example of eBay, the largest online auction and store in the world, and Vibo Marketplace is an example of e-commerce in Uzbekistan. E-commerce is used to express activity related to the commercial sphere on the Internet, and the implementation of trade in it. It provides an opportunity to purchase, sell, provide service, and conduct marketing activities using the computer network.

The Decree of the President "On approval of the Digital Uzbekistan - 2030 strategy and measures for its effective implementation" (PF-6079, 05.10.2020) was adopted. Also, with this decree, "Digital Uzbekistan - 2030", which includes the priorities of digital infrastructure, electronic government, digital economy, digital technologies, electronic trade, development of the national market, education and training in the field of information technologies strategy was approved.

By 2023, the share of the digital economy in the country's gross domestic product will be doubled by 2023 based on the Decision of the President of the Republic of Uzbekistan "On measures for the wide implementation of the digital economy and electronic government" dated April 28, 2020 No. PQ-4699 "paiga" was mentioned. The economic development strategy is based on factors such as development of industry, internet trade, service sector and agriculture, strengthening of entrepreneurial initiative, provision of financial resources. The economic development strategy is based on factors such as development of industry, internet trade, service sector and agriculture, strengthening of entrepreneurial initiative, provision of financial resources. Strategies such as digital technologies, mobile platforms, artificial intelligence, data analysis, innovative payment system, security and privacy, logistics and delivery, and increasing stability can be mentioned in the development of e-commerce services on an innovative basis.

The development of user-friendly and fast service mobile applications has been creating many conveniences for consumers. In addition, the development of mobile-friendly design of sites, which ensures convenient use on any device.

2023 was a period of strengthening online trade positions in Uzbekistan. The increase in the volume of trade, the introduction of new technologies and the strengthening of competition between marketplaces have brought the development of the industry to an important stage this year. Despite its negative aspects, the pandemic played an important role in our transition to the IT age. The development of the electronic commerce (e-commerce) market has accelerated due to COVID-19. Today, the industry in Uzbekistan has started to show signs of growth. Experts associate this with the emergence of "Uzum", "Wildberries", "Ozone" and other markets.

According to Fedor Virin, a partner of the research company "Data Insight", the growth of this sector was significantly influenced by the high confidence of the population in carrying out trade without advance payments, which opened the way to new directions of trade. For example, sellers can deliver orders to customers via taxis. Fyodor Virin, a partner of the research company "Data Insight", believes that the behavior of

consumers has not yet moved anywhere, and the market has not reached the regions outside the capital. According to the expert, the main problem for the industry is "adapting consumers to online shopping". We can see that Fedor Virin considers the transition from offline retail to online industry as a top priority.

"Uzum Market" is available in 72 settlements across Uzbekistan, offering customers the opportunity to use more than 600,000 types of products. Based on the competitive conditions within the platform, sellers offer the most favorable prices that allow you to compare prices and product features. Now, only 30% of the orders go to Tashkent. The market situation has improved with the emergence of several large marketplaces. Millions of people can now shop online. Consequently, both logistics and postal communication developed. This process may continue next year. In addition, delivery points for orders, which did not work before, were also a novelty for the Uzbek market.

Ilshat Khametov, CEO of Uzum Market, said in the summary of the spot year that the industry will develop more rapidly in 2024 than in 2023.

4. Conclusion

In the era of digital economy, the development of e-commerce on an innovative basis improves the supply of information to the market. Buyers and sellers receive information about the price, quality and delivery conditions of goods offered by almost any competitor. In order to develop e-commerce services on an innovative basis, it is necessary to implement the above strategies. This not only provides convenience and security for users, but also gives companies an opportunity to increase competitiveness and strengthen their position in the market. It is necessary to build a sphere that integrates tools, factors, and subjects for evaluating the potential for innovative development of trade services and develop evaluation models for each sub-sphere block.

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