

DIGITAL TECHNOLOGIES IN SHAPING THE E-COMMERCE ENVIRONMENT

Djumaeva Zamira Bustonovna

Asian International University, Lecturer, Department of Economics

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Abstract

In this article, the concept of e-commerce in our country, digital technologies in the formation of the commercial environment, recommendations for the development of the digital economy and e-commerce in our country are presented.

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The landscape of e-commerce is constantly evolving as technology advances and consumer behavior changes. As we look ahead, it is critical for businesses to understand the trends and technologies that will shape the future of e-commerce. In this article, we explore the key trends and technologies that are changing the industry and discuss how businesses can adapt to compete in existing markets.

Digitization and e-commerce are not just trends, they are our current reality. As I said, the future is now, see what's happening during the pandemic? The behavior of our customers is changing dramatically in a very short period of time. It completely restructured consumer habits in accordance with the requirements of the times, changed consumer preferences in accordance with the conditions of the digital economy.

The main goal of this process is the development of digital strategies and big data analysis in the field of digital business transformation, e-commerce, internet marketing and web design, as well as the creation and maintenance of information systems supporting e-commerce. training of highly qualified specialists capable of providing support.

The main task facing our enterprises is to train specialists to quickly adapt to the changing world, to adequately and correctly respond to the market and market conditions, consumer requirements, relying on practical knowledge and theoretical modern tools. After all, according to recent studies, digital transformation has become the main vector of business in our country.

E-commerce is the business of buying and selling goods and services over the Internet. Customers can shop through their computers and other touchpoints, including digital assistants such as smartphones, smartwatches, and Amazon Echo devices¹.

E-commerce is growing rapidly in the business-to-consumer (B2C) and business-to-business (B2B) segments. In the B2C segment, a retailer or other company sells products directly to end customers. In the B2B segment, one company sells products to another. In both cases, the goal of most companies is

¹ <https://globalcentre.hse.ru/nletter10.5>

to enable customers to buy anything they want, anytime, anywhere, using any digital device.

In simple terms, big data is a very large and complex collection of data, usually from non-standard sources. The size of these data sets is so large that traditional processing software cannot handle them. But big data can be used to solve business problems that previously seemed too complex.

Features of e-commerce for business.²

Advantages of e-commerce for business	Disadvantages of e-commerce for business
opportunity to differentiate from competitors	the existence of the threat of hacking in online trading
reach more customers in more regions around the world	the existence of difficulties in the delivery of a product or service
reduce costs through direct sales and the launch of online stores	unavailability to try the product
empowering customers to buy anything they want, anytime, anywhere, using any digital device	that the delivery of goods may take a long time
capture valuable customer information using online metrics	there is always the risk of failure and data theft
testing new products, services, brands and projects on the market with minimal initial investment	the need to overcome great competition in the market of products and services
providing self-service options to customers, allowing fewer sales staff to serve more customers	the high cost of the services of professional marketers, designers, SEO optimizers and copywriters needed to achieve the goal
achieve rapid scaling without additional costs	low internet speed in some countries

In order to support the digital economy and e-commerce in our country, a number of tasks have been defined in the "Development Strategy of New Uzbekistan for 2022-2026" of the President of the Republic of Uzbekistan.

Goal 25: Turn the digital economy into the main "driver" sector and carry out work aimed at increasing its volume by at least 2.5 times.

1. Covering all residential areas and social facilities and highways with broadband networks through further development of digital infrastructure.
2. To increase the level of digitization of production and operational processes in the real sector of the economy and in the financial and banking sectors to 70% by the end of 2026.
3. Increasing the size of the software industry by 5 times, and their export by 10 times, reaching 500 million US dollars.

In accordance with the decision of the President of the Republic of Uzbekistan "On measures to develop the digital economy and the field of crypto-assets circulation in the Republic of Uzbekistan", the following are basically defined:

- activities in the field of crypto-asset circulation, including mining (activities to provide a distribution platform that allows to receive rewards in the form of new units and commission fees in various crypto-assets, and to create new blocks) in order to diversify various forms of investment

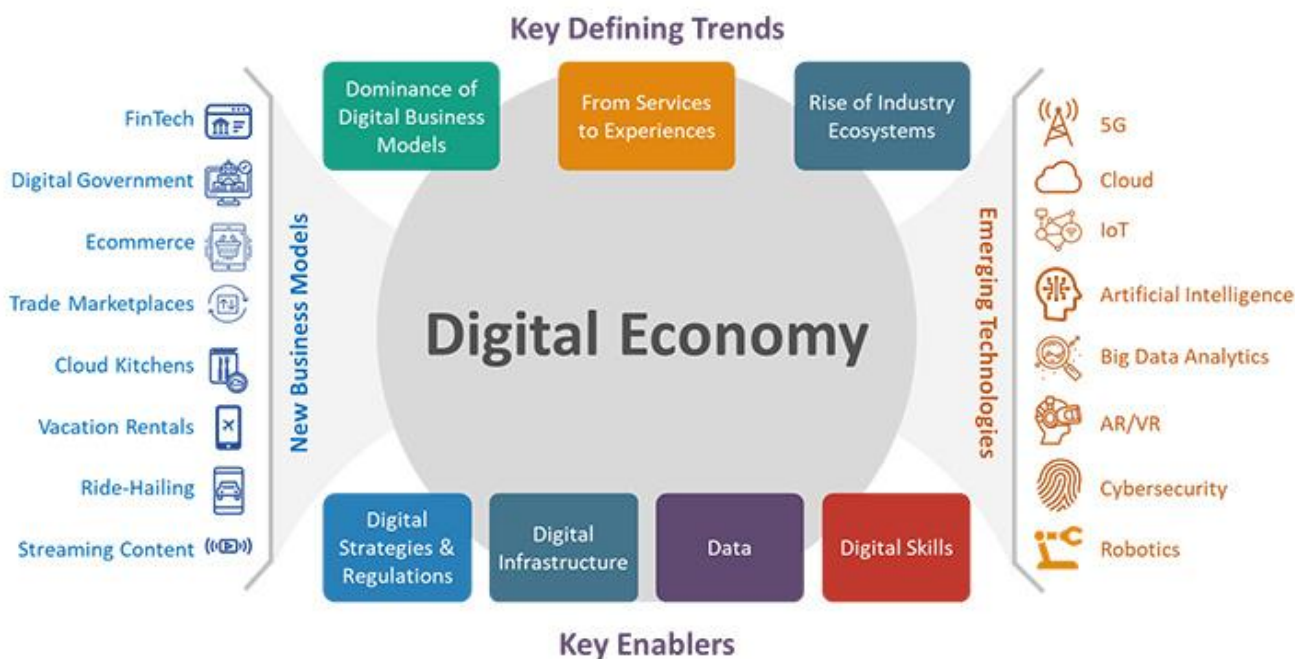
² file:///C:/Users/user/Downloads/tsifrovye-tehnologii-v-ekonomike-i-ih-razvitie.pdf

and entrepreneurial activity. , smart contract (a contract in electronic form that provides for the fulfillment of rights and obligations through the automatic execution of digital transactions), consulting, issuance, exchange, storage, distribution, management, insurance, as well as the introduction of distributed data registry technologies and development;

- training qualified personnel with practical work skills using modern information and communication technologies in the field of development and use of distributed data registry technologies;
- to comprehensively develop cooperation with international and foreign organizations in the field of activities on crypto-assets and technologies of distributed registry of information, to jointly implement projects in the digital economy, to hire highly qualified foreign experts who work in the field of development of technologies of distributed registry of information attract;
- creation of the necessary legal framework for the introduction of distributed data registry technologies, taking into account the advanced experience of foreign countries;
- to ensure close cooperation of state bodies and business entities in the field of introducing innovative ideas, technologies and developments for the further development of the digital economy.

In conclusion, it can be said that we would like to give the following recommendations for the development of electronic commerce in the conditions of the digital economy in our country.

Alignment of the digital economy and national digital transformation in our country should be reflected in every branch of the national economy.³



Economic prosperity, wealth creation, and the improvement of citizens' lives are priorities for every nation. As digital technologies are steadily intertwined with the way products and services are created and consumed, the digital economy is becoming a critical component of national transformation. It is crucial for national governments and policymakers to understand this new economic construct and facilitate its evolution by creating an enabling environment. To thrive in the digital age, organizations must also transform into digital enterprises, creating superior customer experiences by embracing

³ <https://e.huawei.com/kz/blogs/industries/insights/2021/accelerating-digital-economy>

digital business models, mastering data, and participating in industry ecosystems.⁴

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⁴ <https://e.huawei.com/kz/blogs/industries/insights/2021/accelerating-digital-economy>

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