

CHARACTERISTICS AND PROSPECTS OF DEVELOPMENT OF ELECTRONIC TRADE IN THE AGE OF DIGITAL ECONOMY.

ХАРАКТЕРИСТИКА И ПЕРСПЕКТИВЫ РАЗВИТИЯ ЭЛЕКТРОННОЙ ТОРГОВЛИ В ЭПОХУ ЦИФРОВОЙ ЭКОНОМИКИ.

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Abstract- Consistent measures are being taken to develop the digital economy in Uzbekistan, and e-commerce systems are gradually being introduced in government agencies and other organizations for the exchange of electronic documents and services for individuals and legal entities. swelling. One of the most sought after items in e-commerce is the sale of information products that are compatible with these services. We believe that the further development of e-commerce in the digital economy will contribute to the development of our country in the field of e-business.

Аннотация- Принимаются последовательные меры по развитию цифровой экономики в Узбекистане, постепенно внедряются системы электронной коммерции в государственных органах и других организациях для обмена электронными документами и услугами для физических и юридических лиц. припухлость. Одним из наиболее востребованных товаров в электронной коммерции является продажа информационных продуктов, совместимых с этими услугами. Мы уверены, что дальнейшее развитие электронной коммерции в условиях цифровой экономики будет способствовать развитию нашей страны в сфере электронного бизнеса.

Key words- B2B; electronic commerce; UNCITRAL

Ключевые слова- B2B; электронная коммерция; ЮНСИТРАЛ

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In order to further develop science in our country, to bring up our youth with deep knowledge, high spirituality and culture, to continue the work we have begun to form a competitive economy and to raise it to a new, modern level, 2020 - Science, Enlightenment and The Year of Digital Economy. In order to achieve development, we need to acquire digital knowledge and modern information technologies. This allows you to take the shortest path possible. After all, today in the world, information technology is penetrating deep into all areas. Recently, consistent measures have been taken to develop the digital economy, and e-commerce systems for the exchange of electronic documents and services for individuals and legal entities have been gradually introduced in government agencies and other organizations.

The word "digitization" is actually a new term that refers to the involvement of IT solutions in the process of innovative management and office work, resulting in the use of information technology in all systems, from the Internet to e-government. .

The main source of the digital segment of the economy is the growth of the e-commerce sector. In developed countries, this figure is more than 70% of GDP, and includes public administration, consulting and information services, finance, wholesale and retail trade, as well as services (communal, personal and social). The higher the diversification and dynamics of the economy, the greater the unique information flow inside and outside the country, and the more significant the information traffic within national economies. As a result, the digital economy is growing rapidly in markets with large numbers of participants and IT services.

In particular, it creates endless conveniences for industries that are actively working with the Internet, such as transport, trade, logistics and so on. According to some researchers, the share of the electronic segment in them is close to 10% of GDP, providing employment for 4% of the population (1). Most importantly, these figures are growing steadily. Clearly, the effectiveness of the digital economy is affected not only by the coverage of information technology and the availability of infrastructure, but also by standard economic criteria such as the business environment, human capital and successful management tools. Consequently, economic development is based on them, which means that these criteria continue to play an important role in the development of the digital economy.

As for the advantages of the digital economy, modern technologies and platforms have helped businesses and individuals reduce costs by minimizing personal contact with customers, partners, and government agencies, as well as making interaction faster and easier. The result is a network-based, digital or electronic economy.

The main stages in the development of e-commerce in the digital economy are:

- implementation of the concepts of e-government and digital city through the integration of information and public administration and municipal services;
- mass production of new technological generation (such as unmanned vehicles, etc.);
- Implement ideas for building "smart" and environmentally friendly homes using unique decorative and building materials;
- Promoting alternative forms of employment through outsourcing, self-employment, etc .;

- includes the stages of creating professional networks that serve to search for freelancers to perform specific tasks.

Digital technology is dramatically changing more than 50 percent of the economy. This view is based on the fact that information technology and digital platforms can dramatically change business models, eliminating their efficiency intermediaries and optimizing processes.

The World Bank estimates that a 10 percent increase in high-speed Internet users could increase annual GDP from 0.4 percent to 1.4 percent. The growth of the digital economy's share of the country's GDP by about 20 percent a year is also seen as an important indicator.

In 2010, the Boston Consulting Group estimated the digitalization scale at \$ 2.3 trillion (4.1 percent of GDP) for a group of 20 countries. If this trend continues, in 10-15 years the share of such an economy in world GDP will approach 30-40 percent.

In developing economies, the IT sector employs about 1% of the population, creating relatively few jobs compared to others. However, the rise of IT will create jobs in other areas where new technologies are being adopted.

What are the results of the development of e-commerce for our society:

First, the development of e-commerce will have a positive impact on the structure of the labor market in Uzbekistan. The industrialization of high information technology will create thousands of new jobs.

Second, the simultaneous stabilization of the Uzbek economy, increased competitiveness of goods and services and the development of e-commerce will increase our export potential.

Third, e-commerce will improve the living standards of the population and develop areas such as marketing and management.

Looking back at the history of e-commerce, on January 30, 1997, the UN General Assembly adopted the Law on Electronic Commerce, drafted by the UN Commission on International Trade Law. This law was supplemented by Article 5b, adopted by the Commission at its thirty-first session in 1998, which referred to paragraph 2 of General Assembly Resolution 51/162 of 16 December 1996, in which the Assembly referred to all States. It is recommended that appropriate consideration be given when adopting or revising its own laws.

This was the first step in the development of international law in the field of e-commerce regulation. This document is of an advisory nature and is intended primarily for use by States as a basis for the development of national legislation. This international document has created a legal basis for activities in the field of e-commerce, has led to the emergence of key concepts such as electronic document, electronic document management, electronic signature, electronic document author, information system. It recognized the legal force of the documents and defined the conditions for the electronic form of electronic signature as a means of confirming the authenticity and integrity of the electronic document in the preparation and adoption of a model law on e-commerce. The United Nations Commission on International Trade Law (UNCITRAL) believes that the model law will serve as an effective tool for states to update their laws, provided that they are submitted to the executive and parliaments. (2)

Legal basis for regulating e-commerce In fact, the Internet does not apply to public relations. Technically, the Internet is a set of networked computers used to store and transmit information. However, legal relationships can arise in the process of using the Internet. The peculiarity of such legal relations is that they are mainly extraterritorial in nature. It would be ineffective for the state to unilaterally apply the legal norms governing such relations without taking into

account the experience of international practice and the legislation of other countries.

Currently, e-commerce is one of the key factors in economic growth and international trade growth in the B2B marketing market. In CIS countries, the compound “b2b” appeared relatively recently - not before 2000 and means “from business to business”. The B2B market is the b2b market, a market sector in which these enterprises cooperate in the production process and in the purchase of goods or services. Here sales are done en masse at the enterprise level. Interactions with the mass consumer are not allowed. Entities in the B2b market are those who interact with business leaders, b2b marketing professionals, and commercial directors of other businesses.

The e-commerce economic B2B model includes (3):

- Activities of suppliers of services, means of production, as well as goods for the production of other goods (consumables, spare parts for equipment, raw materials and goods for further processing) to manufacturing enterprises.
- B2B e-commerce (e-commerce) - the activity of selling goods or services between companies using the method of trading via the Internet. (e-commerce systems, online management and administration systems, e-commerce systems are understood by B2B tools).
- Transfer of business to Integrator companies - supply and purchase of various goods and services from suppliers and the formation of offers to consumers, creating them for specific needs and added value for the end consumer (based on the supplied portfolio solutions) supply of any goods and services for companies, complex solutions).)
- B2B cleaning - supply of materials for companies engaged in cleaning services

- B2B catering - the supply of alcohol and other products to companies that provide outdoor catering services and event management services.

In short, the rapid penetration of the Internet into all spheres of our society today is having a profound effect on the spheres that depend on it. One such area is e-business. The faster our country enters the field of e-business, the faster it will enter the world market.

For the normal functioning and development of e-commerce in our country, it is proposed to introduce a normative definition of the mechanism of transactions using the Internet and the legalization of appropriate methods of mutual settlements.

To do this, you need to create the following legal issues:

- 1) recognition of legal force in electronic format for the performed operations;
- 2) determination of the procedure for making electronic payments;
- 3) creation of normative conditions for electronic document circulation: electronic document with authenticity and authenticity using electronic digital signature means;
- 4) establishment of a legal regime for posting information on the Internet;
- 5) addressing information security issues, determining the order of use of crypto protection.

The implementation of such work is primarily the responsibility of programmers. First and foremost, programmers have the task of informing businesses about the industry and explaining how profitable it can be. One of the most sought after items in e-commerce is the sale of information products that are compatible with these services. We believe that the further development of

e-commerce in the digital economy will contribute to the development of our country in the field of e-business.

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