Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

FEATURES AND PROSPECTS FOR THE DEVELOPMENT OF THE E-COMMERCE BUSINESS MODEL

Kalandarov Ravshan Abdukayumovich
PhD, associate professor of Tashkent state university of economics
Radjabova Malikaxon Obidjon kizi
Master's degree from Tashkent state university of economics

Annotation. This article provides proposals and recommendations on the large-scale use of the modern concept of e-business, providing high economic efficiency for the formation and further consistent development of the economy of Uzbekistan, application of modern information technologies, mathematical models and methods, theoretical and methodological e-business, finding an effective solution to a number of economic issues in our country.
Key words. E-commerce, e-commerce business model, e-business, e-commerce market, information technology, electronic data, electronic document turnover, digital technology, digital economy, internet buyer.

INTRODUCTION

In recent years, the development of information and Communication Technologies has undergone significant changes. Taking advantage of the Internet capability, the ability to exchange electronic data has developed rapidly. At the same time radically changed the way in which commercial and commercial operations were carried out. The implementation of domestic and foreign trade operations became easier and less time-consuming compared to traditional forms of trade.

It should be noted that the decree of the president of the Republic of Uzbekistan dated February 19, 2018 "on measures to further improve the information technology and communications sector" laid the foundation for the development and implementation of important measures for the development of the digital economy. In addition, on May 14, 2018, President of the Republic of Uzbekistan Shavkat Mirziyoyev signed a resolution "on measures for the rapid development of e-commerce". This document reflects a number of activities aimed at improving e-commerce in Uzbekistan. The measures of our state for the development of the digital economy will lead to the formation of several new effective directions in the field of information Technology and electronic document management. The fact that our country, like most developed countries, has chosen the path to the development of the digital economy, opens up new directions in the field of Information Technology and, in general, in the field of electronic document circulation.

MAIN PART

The turn of society towards digital technologies was caused by an increase in the quality of the entire world wide web, as well as the development of communication systems. The result was the ability to exchange and collect large amounts of data, which, in turn, gives the opportunity to make decisions based on the processing of the collected information and make a profit in different ways. And for all this, it will be necessary to create a suitable infrastructure, in other words, an ecosystem of global information platforms.

However, in this case, there is a need to imply and modernize the risk of data destruction, loss of business, shrinking jobs, compromising security. It is necessary to solve

Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

these issues quickly, since staying up late in this regard can lead to serious risks. In the changes that are taking place now, it is not that the digital economy is a myth or reality that plays an important role, but how these changes serve society.

Several principled changes are also observed in the industry, since the appearance of a digital enterprise and a human digital incarnation – robots-can seriously change the functional model of all mankind. This suggests that information technology will gradually take the place of people. Thanks to the capabilities of digital technologies, most organizations and enterprises are connecting to digital muxit and setting up their business electronically in Khol, where they communicate with customers online. The integration of the types of activities at different levels creates new opportunities and increases the profitability of concrete business models.

It is for this reason that the digitalization of the types of socio-economic activities of ham is becoming more relevant than before. Because this action changes several aspects of jaxon's economy, from consumer preferences to new business models. This, in turn, leads to a radical change in economic relations and the emergence of the concept of a digital economy. As one of the vivid examples of the development of digital platforms, one can cite the Chinese company Alibaba, which has an electronic trading system. The experience of using it shows that the process of data collection creates extremely competitive advantages for expansion into different sectors of the economy. Alibaba is not simply a digital platform, but a platform ecosystem. China became the world's largest e-commerce market in 2019, with e-commerce sales of $ 1.935 trillion, three times that of the United States in second place with $ 586.92 billion[1].

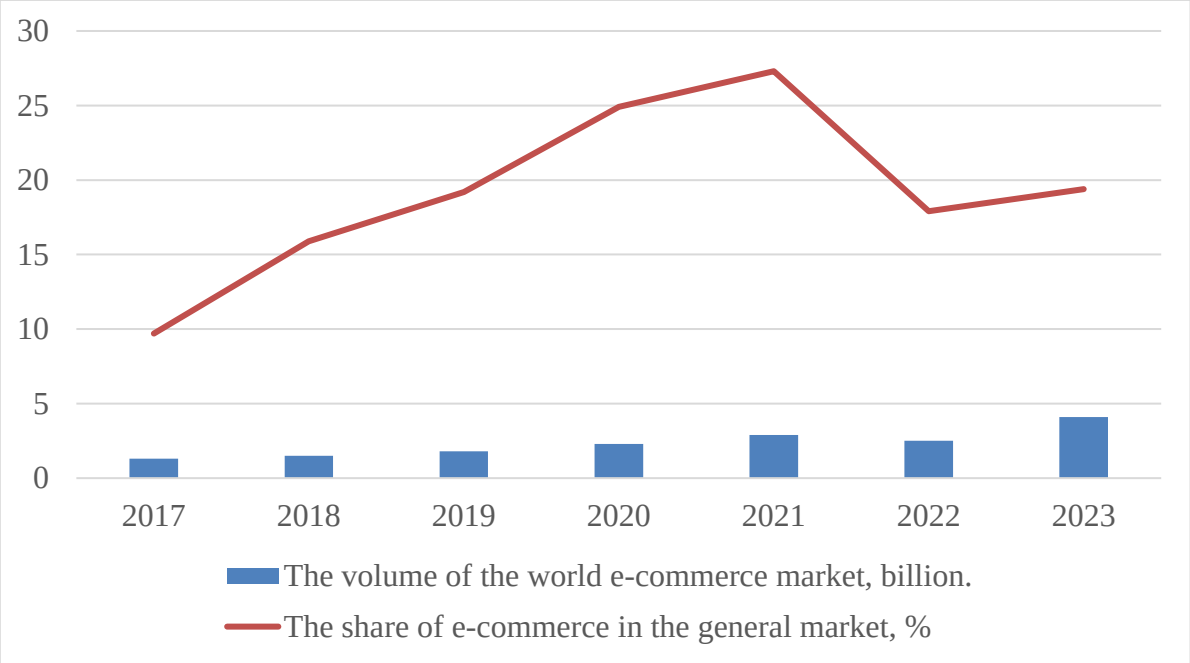

Figure 1. Dynamics of the global e-commerce market in total trade turnover[2]

The power of such an ecosystem will be greater than the power of individual platforms. Hatto USA also currently loses this race. In China, however, development in this area has gradually occurred due to increased efficiency – from one platform to another. The ranking of countries by the level of development of e-commerce is occupied by the United States, China, Great Britain, Japan, Germany[3]. One of the main peculiarities of the digital information

Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

market is speed and ease in decision – making. Huge corporations that seem to be eternal and have very large shares in network markets will give way to companies that have no history at all in just a few years. So it is impossible to sit around, waiting for the" digital " fashion to pass. This is a natural and cruel stage of evolution, in which those who live by the rules and scope of the last century are left. Here it would be very appropriate to make them look like dinosaurs.

The emergence of the digital economy is a factor in important changes that determine changes not only in production systems, which play an important role in the formation of national income, but also in various future markets. Digital technologies have had a significant impact on representatives of the B2C business[4]:

- media industry (72%);
- telekom (64%);
- financial services to individuals (61%);
- retail (57%);
- technological sector (57%).

According to the expert, the number of electronic magazines operating in Uzbekistan is about 100. 70% of them are located in Tashkent. Electronic versions of publications printed in these magazines can be purchased, books, music and video CDs, computer games, medical-purpose goods and services, equipment for video-product assembly and software, works of art. In addition to specialized electronic stores, there are also trading houses that offer a wide range of goods (auto parts, computers and household appliances, farm goods, building materials, office furniture, antiques, etc.).

With the help of the Internet, it is also possible to use the various services of firms working in the field of Finance, Recruitment tourism in the fund, rieltering, computer and other markets. As an example, we have www.korzinka.uz electronic store for food products, www.yarmarka.uz we can mention electronic magazines designed to buy ESA technical products.

According to foreign experts, only 30% of Internet projects will be cost-effective. According to InfoArt, the opinion of Internet users on the question of the preferred way to pay for goods in an electronic magazine is divided as follows.

Thus, it can be seen from the requests made, that internet buyers today prefer to pay for goods purchased in electronic stores after they have been delivered. As can be seen from the table above, a certain number of buyers of goods in electronic stores pay attention to such factors as ease of choice, price, ease of delivery and speed of choice of goods.

Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

Table 2
Preferred payment types[5]

Types of payment of commodity money	Share, %
By delivery	69,9
By payment card	10,9
Premium payment	10,5
Cashless billing	5,2
Advance payment through the savings bank	3,5

Like everything that is associated with buying and selling actions and money circulation, e-business has both positive and negative consequences for buyers. A study by the American corporation SIO Communications showed that ordinary buyers and expert buyers express the same doubts about the purchase of goods and services using electronic business systems. (In Expert Group-those who are closely familiar with ternet are included – officials from the field of business and Information Technology). SIO magazine attracted 300 ordinary buyers and 200 officials from the business and information technology sectors to participate in the survey. They made predictive assessments on possible problems with the application of the e-business system, as well as introducing their own negative experiences.

It was found that both groups of buyers are at risk from fraud with credit cards, from moustache distributors who find out the name and address of the online buyer, interference in privacy, deception at the time of delivery of the goods, and from stealing the buyer's personal identification characteristics. It is from the use of the electronic business system that both groups have given forecast estimates of probable negative consequences are given in Table 2.

Table 2
Forecast of negative cases in the application of the electronic business system, voiced by two groups of buyers, expressed in numbers[6]

Negative cases name	Assessments expressed in numbers, %	
	Ordinary buyers	Expert buyers
Fraud based on the use of credit cards	75	59
Decrease in the level of personal security	54	60
Privacy intervention	49	54
Risk of deception (the goods for which the money is paid are not supplied, the goods delivered do not correspond to those shown on the network)	42	35
Risk the buyer's name and address from being sold to commodity distributors	39	47
Risk of theft of personal identification indicators	37	38

However, the practical experience of buying goods and services using the use of an electronic business system is significantly different from the forecast. Despite the negative experience and difficulties gained in the practical use of electronic business systems in the process of buying goods and services, two groups of buyers under study prefer not the

Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

traditional form of trading, but precisely electronic business. As the main factors for the economic feasibility of using an electronic business system, such criteria as convenience, significant savings in time, the presence of acceptable discounts, the absence of tax on turnover are noted[7].

E-business in Uzbekistan has not yet become a common form of signing pre-sale actions and business transactions, which are carried out through the Internet. Today, Uzbekistan lags significantly behind developed countries in the development and use of elements of the infrastructure of the Electronic Business System. Due to the insufficient development of the national economy, Uzbekistan has little participation in the formation of a new economic order in the world[8]. And its basis will be the newest information technology, the global telecommunications network.

In recent years, a technological revolution has occurred in the field of electronic communication. Electronic data exchange systems developed rapidly, including the launch of electronic payment systems based on the use of EDIFACT standards, email and the Internet. As of 2007 in Uzbekistan www.webmoney.uz the payment system began to work. Countries using this system are the United States, Canada, Europe, Russia, Ukraine and Uzbekistan.

CONCLUSION

Since the organization of electronic business systems is not well developed theoretically and methodically, it is required to solve the following most important problems:

- clarification of the main categories and concepts used in the electronic business management system;
- development of the basic scientific principles of building an electronic business system;
-Development of a structural model of the Internet economy and justification of the position of the electronic business system in it;
- To reveal the features of the construction of models of the electronic business system, which is carried out using the Internet;
- Classification of organizational and economic models of e-business carried out on the Internet of various types;
- justification of the most expedient areas of application of electronic business;
- classification of its principled properties, which distinguishes e-business from traditional trade;
- justification of the composition of the main elements of the electronic business system;
- express the basic requirements for the organization of an electronic magazine;
- assessment of modern technologies used in the electronic business system, as well as the development of recommendations for their targeted use;
- justification of the complex of the main organizational and economic tasks to be solved in the electronic business system;
- development of a methodology related to the justification of the choice of a targeted software tool for the organization of an electronic magazine.

This methodology is based on a traditional one-purpose approach, maz-

kur is based on a multi-purpose (multi-criterion) approach to solving the task and provides relatively high economic efficiency;

- to sort out the common economic interests received by all participants in the e-business;

Western European Journal of Historical Events and Social Science
Volume 2, Issue 9, September, 2024
https://westerneuropeanstudies.com/index.php/4
ISSN (E): 2942-1926 Open Access| Peer Reviewed

– to determine the set of the main economic and organizational advantages that manufacturers and firms receive.

Despite the great risks of implementing systems, companies are actively using such factors of the digital economy as blockchain, artificial intelligence, big dates, integrated implementation of it technologies. The digital economy, of course, is a driving force for companies, regardless of their size. Enterprises should analyze their capabilities and be prepared for global changes both in the structure of the company and in the production itself.

LIST OF LITERATURE USED

1. Розничные продажи в секторе электронной коммерции https://www.statista.com/statistics/379046/worldwide-retail-
2. Market cap history of Alibaba from 2014 to 2023 https://scholarlycommons.law.northwestern.edu/njilb/vol13/iss1/7/
3. Корягина С. Безопасность в электронной торговле: как защитить интернет-магазин. Доступно на: https://m.seonews.ru/analytics/bezopasnost-v- elektronnoy torgovle-kak-zashchitit-internet-magazin/amp/
4. .Брайар К.С., Карр Б.Р. Стратегия Amazo. Инструменты бескомпромиссной работы на впечатляющий результат. Москва, изд. Боббора, 2022, 352 с.
5. Mansell R. . Political economy, power and new media. Sage publications, 2004, vol. 1, pp. 96-105. doi:10.1177/1461444804039910
6. Егорова А.Ю., Неверова Е.Т. Электорнный бизнес в современной экономике. Доступно на: https://izron.ru/articles/razvitie-ekonomiki-i- menedzhmenta-v sovremennom-mire-sbornik-nauchnykh-trudov-po-itogam- mezhdunarodn/sektsiya-2 ekonomika-i-upravlenie-narodnym-khozyaystvom- spetsialnost-08-00-05/elektronnyy biznes-v-sovremennoy-ekonomike/
7. . Ulashov, A. (2023). The Main Areas of Development of Small Business and Private Entrepreneurship in Ensuring Economic Activity. EUROPEAN JOURNAL OF BUSINESS STARTUPS AND OPEN SOCIETY, 3(6), 23-29.
8. Ulashov, A. R. (2024). Ways to increase investment activity of enterprises in Uzbekistan.