

Modern Trends in E-Commerce Development

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Abstract

At the present stage of its development, Internet technology as an important economic factor influences all aspects of our lives. For this reason, the development of modern e-commerce trends is leading to the growth of the global economy. The rapid growth of e-commerce in developed countries and greater attention to its technological aspects will become the basis for the development of the countries' economies.

Keywords: E-commerce, trend, economics, organization, effect, development, world, science, method, level, experience.

INTRODUCTION

Today, the rapid process of digitalization has "created a new economy." This little-studied and growing market segment provides manufacturers with optimal methods for organizing effective marketing campaigns in business, maximizing profits at minimal cost and successfully selling goods and services. With the penetration of modern technologies into the activities of various government agencies and industrial organizations, a number of commercial relations based on the active use of the Internet are expanding¹.

Today, e-commerce is becoming a part of everyday life, and in the near future, this form of organization will become the norm of business relations. E-commerce is a unique form of market organization. By organizing business on a new technological basis, the processes of using information as a factor of social production were ensured. As a result, not only will the content of structural changes in the economy be enriched, but also the ground will be created for the broad and comprehensive development of socio-economically efficient types, industries and branches of economic activity. Various monopolies in production and consumption will be abolished, and the efficient distribution and mobility of enterprise funds and other resources will increase.

The process of liberalization of all spheres and sectors of the economy is consistently implemented by the Government of Uzbekistan. The priority is the further deepening of economic reforms, the development of enterprises through strategic planning. The term "e-commerce" is a very broad concept that has many definitions. Most of the above definitions refer to any sale or transaction made over the Internet, like e-commerce. But this is The definition does not fully encompass the concept of e-commerce².

¹ Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг "Халқ сўзи", 2017 йил 15 майдаги маърузасидан

² Uzbekiston Respublikasining "Electron tijorat tugrisida" gi Konuni. 29.04.2004 yil // Uzbekiston Respublikasi konun kuzhzhatlari tuplami, 2004, 20-son, 232-modda.



In the context of globalization, external migration, international trade and capital flows, tourism, foreign investment, and the development of information technologies affect the economic growth of countries. As a result of the reforms implemented in the new Uzbekistan, openness, development of international economic and political ties, opportunities have been created for modernization, technical and technological re-equipment of the industries of our country.

In modern conditions of increased competition in world markets, it is extremely important to radically increase the competitiveness of the economy, strengthen support for enterprises producing products, and stimulate their participation in their activities. comprehensively. Proper organization of labor, ensuring its efficiency, bringing it to the level of modern quality requirements requires life itself. Thus, e-commerce influences economic changes in foreign countries. This will bring major changes in the field of trade rights, increasing foreign trade, simplifying exports and imports, investment and payments, modernizing logistics and the transport sector, price transparency, credit and financial services, marketing and advertising.³

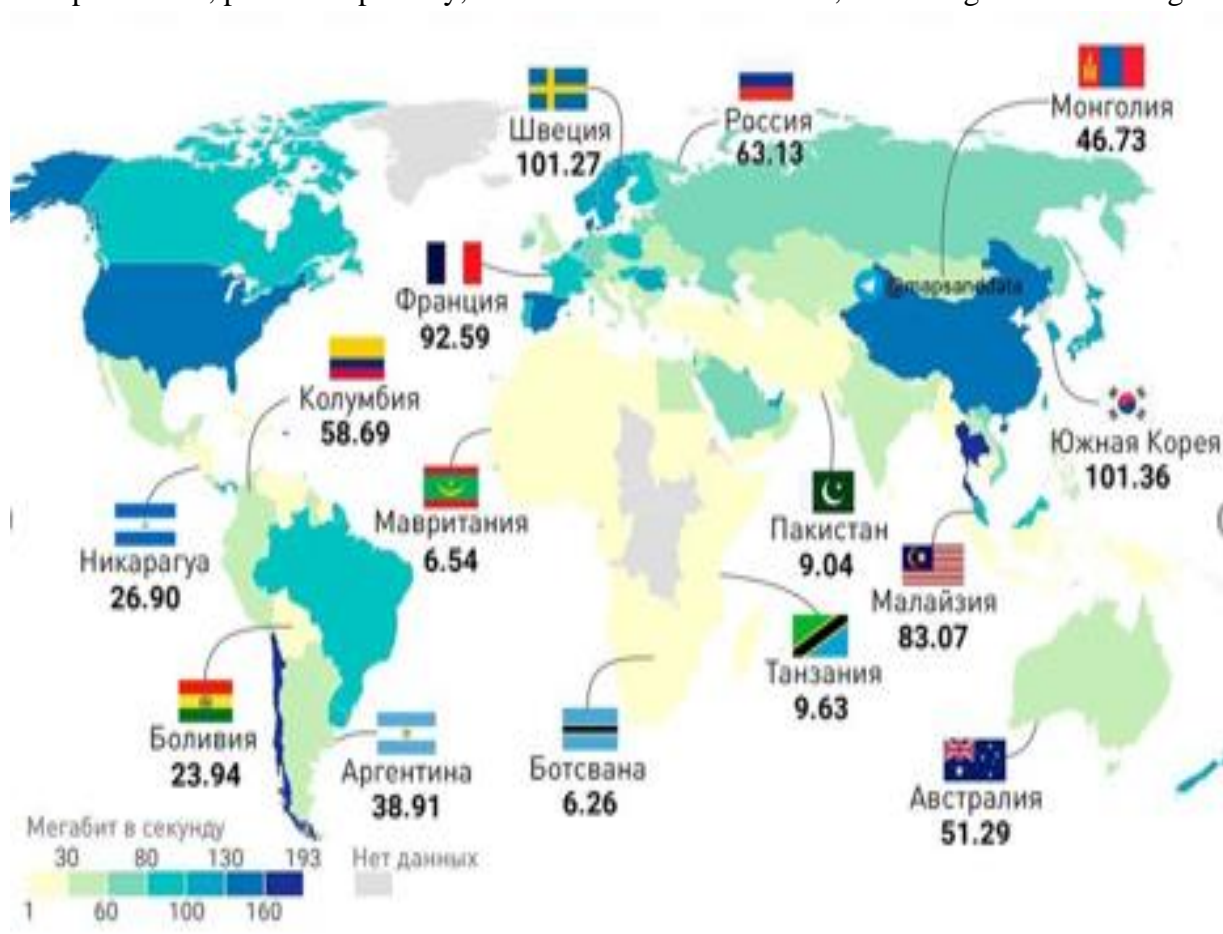


Figure-1 2021 Wired Internet Speed (Mbps)

³ Khudayberganovna, N. Z. (2023). CREATIVE APPROACH TO THE PROCESS OF HIGHER EDUCATION AND TECHNOLOGIES USING PEDAGOGICAL METHODS. *European International Journal of Multidisciplinary Research and Management Studies*, 3(01), 99-105.



The countries with the fastest internet speeds in 2021 are: Singapore, Chile, Thailand, Hong Kong (China), Monaco, Denmark, China, the United States, Spain, and Macau (China).

The countries with the lowest internet speeds in 2021 are Afghanistan, Cuba, Turkmenistan, Syria, Ethiopia, Nigeria, Sudan, and Zambia.

Despite the positive trends in the global electronic market commerce, this market is not without its problems. One of the serious problems is related to information security issues. Because information security is the basis of trust between people and business. The development of e-commerce is influenced by many factors.

Indeed, the development of e-commerce is influenced by technological factors, but the technological factor cannot be a completely influencing factor. For example, the growth trend of e-commerce in developing countries is much higher. These countries do not have the same electronic infrastructure as developed countries. It follows that the development of this field is significantly influenced by other factors, in addition to the technological factor. Therefore, the development of e-commerce is influenced by the following factors⁴.

Technological factors. Currently, almost 90% of the world is provided with electronic infrastructure.

Technological factors include:

- increasing the size of the Internet audience and increasing the growth rate of the Internet audience;
- Development of information and communication technologies (ICT);
- Intellectual in the development of computer technology
- increased capacity;

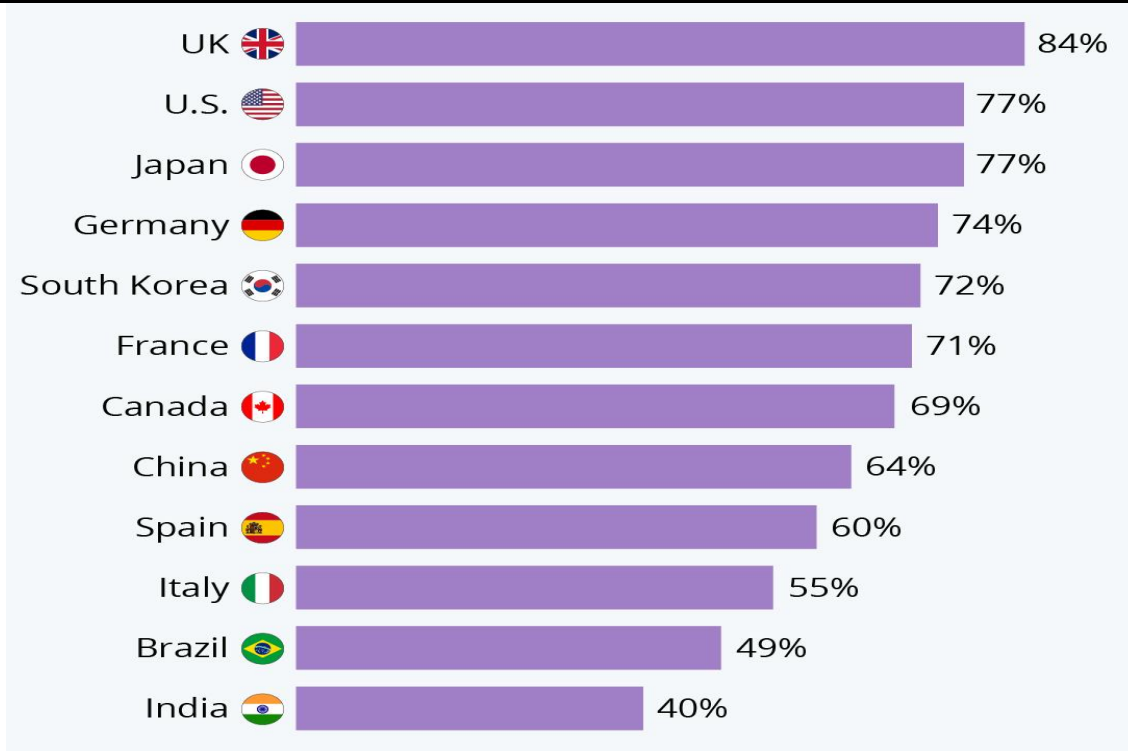
The main advantage of e-commerce is that it increases cost-effectiveness. It helps to increase cost-effectiveness through the following aspects of e-commerce:

- Significantly reduces the costs of communication for companies;
- Low-cost infrastructure;
- The ability to conclude quick and profitable business transactions with suppliers of raw materials;
- It is a low-cost method of global information exchange;
- This is a very cheap advertisement;
- Consumers can be served at a low cost.

In order to reach the highest level in the information age and in the new economic environment, today an important issue is to determine strategic positioning, determine the opportunities available to organizations, and develop practical conclusions and solutions based on a simple, efficient and viable electronic system commercial strategy.

⁴ Shavkat Mirziyoyevning of the Republic of Uzbekistan The President of the Republic of Kyrgyzstan is a member of the Oliy Majlis Chamber of Deputies of the Majlisidagi nutki. Erkin va farovon, a democrat Uzbekiston davlatini mard va olizhanob halkimiz bilan birga kuramiz. 14.12.2016





**Figure-2 E-commerce between countries of the world in 2022
Level of development and use ⁵**

E-commerce between the countries of the world in 2022 level of development and use: UK-84%, U.S.-77%, Japan-77%, Germany-74%, South Korea-72%. France-71%, Canada-69%, China-64%, Spain-60%, Italy-55%, Brazil-49%, India-40%.

From the experience of the modern world, it is known that every country striving for the highest level of development must first of all ensure openness and transparency in all spheres of society. In this regard, an important task is the introduction of scientific achievements and advanced technologies in all areas, digitalization of networks, and the introduction of an e-government system.

Measuring the value of e-commerce is still difficult, as most countries still do not publish official statistics, although more governments are collecting data.

In addition, countries that publish data on the cost of e-commerce sometimes do not follow international recommendations and often revise their statistics. To take account of recent developments, UNCTAD has adapted its methodology for the global measurement of e-commerce. At present, the development of new technologies in the world economy and increased competition in the markets for goods, services and labor are focused on the activation of the electronic process control system at enterprises and its more efficient organization. This requires the widespread use of modern methods to fully meet the rapidly growing and changing needs of the population, the use of the latest discoveries and technologies in production, the

⁵ <https://www.statista.com/statistics/1105597/coronavirus-e-commerce-usage-frequency-change-by-country-worldwide>



production of competitive products and the provision of stable increase in the life cycle of goods.

E-commerce covers the whole world every year with the advent of new technologies and an increase in the speed of the Internet. International e-commerce trade grew in 2020. This is illustrated in Figure 3 below, which shows the growth dynamics of international trade turnover from 2020 to 2021, with international trade turnover increasing by 2%. In order to determine exactly what is the situation in the regional situation, let's look at the structure of trade through the international Internet: it is presented in Figure-3⁶.

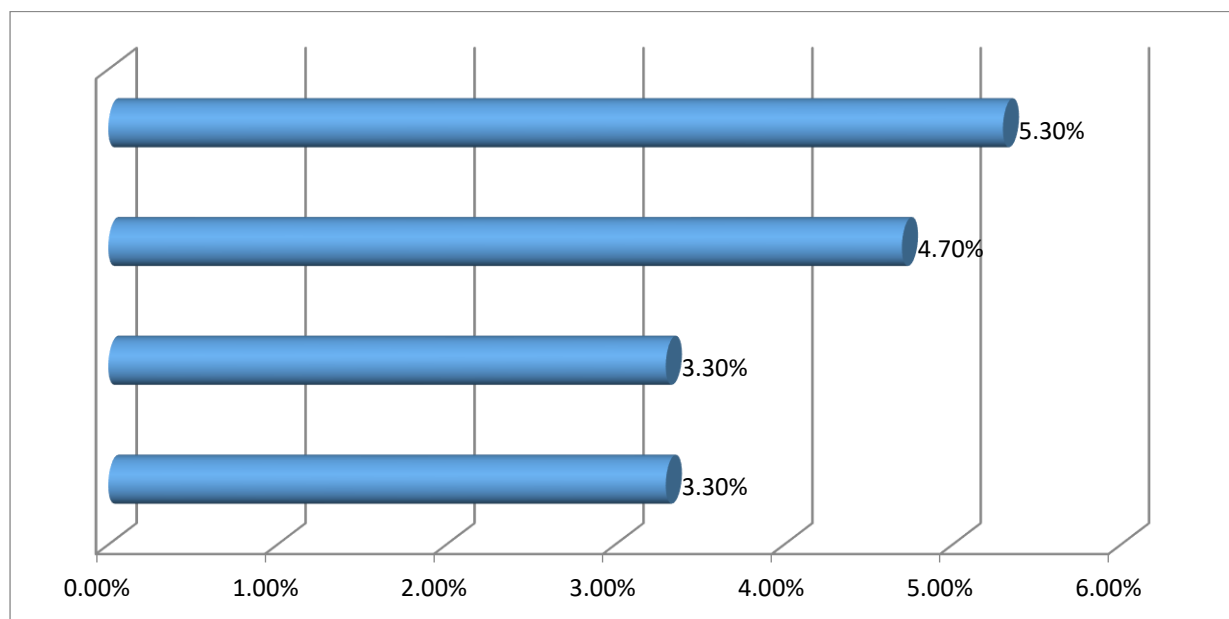


Figure-3 Dynamics of growth in foreign trade turnover in 2021

If we look at the regional structure of international e-commerce, North America accounts for 34% of e-commerce, Asia and the Pacific for 31%, Western Europe for 25%, Central and Eastern Europe and Latin America for 4%, Africa and the Middle East for 2%. Table 2 below shows the regional structure of international e-commerce in 2020. The volume of the mobile commerce market in Europe in 2021 will be \$17 billion. rose to the euro and accounted for approximately 5.5% of total e-sales. The results of a study conducted by Forrester Research allow us to predict some trends in e-commerce in Europe.

⁶ Носирова, З. Х. (2023). «БОШҚАРУВ ТАМОЙИЛЛАРИ» ФАНИНИ ЎҚИТИШДА КЕЙС ТЕХНОЛОГИЯЛАРИДАН ФЙДАЛАНИШНИНГ АҲАМИЯТИ. *Academic research in educational sciences*, 4(1), 222-230.



Table- 1 E-commerce trends in countries as a percentage⁷

№	Name of countries	2020	2021
1.	Europe	15%	17%
2.	United Kingdom	13%	15%
3.	Italy	12%	13%
4.	Spain	12%	14%
5.	United States	15%	18%
6.	China	15%	19%
7.	Germany	14%	15%

At present, in our republic, in order to further expand production, which has a stable demand in the domestic and foreign markets, to organize the production of high-quality and competitive finished products, work is underway aimed at introducing international standards at enterprises. is carried out on a large scale. It should be noted that today the lack of interest in the implementation of international standards, the lack of mature specialists in this direction creates a number of problems in the implementation of international standards at many enterprises.

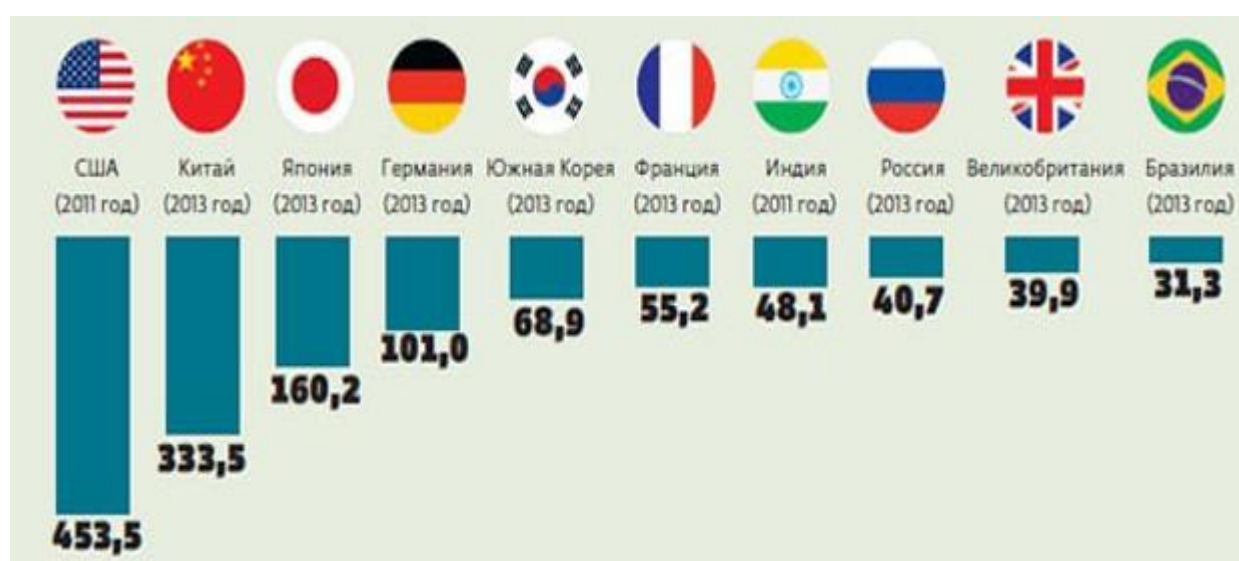


Figure-4: 10 countries investing the most in science (\$ billion)

If we look at the regional structure of the international Internet investing in science, then in the USA (2011) 453.5, in China (2013) - 333.5, in Japan (2013) - 160.2, in Germany (2013) - 101.0, in South Korea (2013) in 68.9, in Francia (2013) - 55.2, in India (2011) - 48.1, in Russia (2013) - 40.7, in the UK (2013) - 39.9, Brazil (2013) - 31,3 will be billions of dollars.

⁷ Nosirova, Z. Kh. (2021). Problems and solutions in the staged development of e-commerce in Uzbekistan. *Academic research in educational sciences*, 2(1), 594-599.

Today, the rapid process of digitalization has "created a new economy". This little-studied and growing market segment provides manufacturers with optimal methods for organizing effective marketing campaigns in business, maximizing profits at minimal cost and successfully selling goods and services. At the present stage of human development, Internet technologies as an important factor in economic growth are widely introduced into all aspects of our lives. Therefore, e-commerce is developing and becoming the backbone of the global economy. In developed times, the rapid growth of e-commerce has led to the further development of its models and stimulates the development of the economies of all countries. With the penetration of modern technologies into the activities of various government agencies and industrial organizations, a number of commercial relations based on the active use of the Internet are expanding.

Today, e-commerce is becoming a part of everyday life, and in the near future, this form of organization will become the norm of business relations. E-commerce is a unique form of market organization. By organizing business on a new technological basis, the processes of using information as a factor of social production were ensured. As a result, not only will the content of structural changes in the economy be enriched, but also the ground will be created for the broad and comprehensive development of socio-economically efficient types, industries and branches of economic activity. Various monopolies in production and consumption will be abolished, and the efficient distribution and mobility of enterprise funds and other resources will increase.

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