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DEVELOPMENT OF ELECTRONIC COMMERCE IN THE REPUBLIC OF UZBEKISTAN

Abstract: In article are considered development of electronic commerce in Uzbekistan. Unlike traditional commerce electronic commerce gives the big possibilities to the companies to sell the production through the Internet, to develop and co-ordinate relations with consumers and suppliers, to exchange an electronic way the goods and services and so on.

Key words: electronic commerce, Internet, sale of the goods, services for buyers, business, and electronic data.
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Introduction

Electronic commerce represents business dealing means on a global scale. She allows the companies to co-operate more full with suppliers and faster to react to inquiries and expectations of customers. The companies have an opportunity a choice of suppliers irrespective of a geographical arrangement, and also exit possibility on the global market with the goods and services. Electronic commerce is only one of components of electronic business which is limited to carrying out of transactions by means of electronic systems, for example, sale of the goods or rendering of services through the Internet.

Electronic commerce has begun the functioning still in the mid-nineties the last century in the Western countries. The first systems of electronic commerce have appeared in 1960th year in the USA. They were applied in transport companies to data exchange between various services by preparation of flights and for booking.

Originally such commerce was conducted with use of the networks which are not entering into a network the Internet, under special standards of electronic data exchange between the organizations.

Unlike traditional commerce electronic commerce gives following possibilities to the

companies: to sell the production through the Internet; to develop and co-ordinate relations with consumers and suppliers; to exchange an electronic way the goods and services; to reduce the price for delivery of digital products and on послепродажную support of the buyer; quickly to react to market changes; to reduce an overhead charge; to improve servicing and to introduce own services for buyers; to expand a circle of consumers; to consider individual needs of the buyer [1,2,3,4,5,6,].

To buyers electronic commerce allows to buy the goods at any time and in any place; to carry out the comparative analysis of the prices and to choose the best; to get simultaneously access to wide assortment of the goods; to choose convenient mechanisms for purchasing; to receive the information and news depending on the preferences. Pioneers in electronic commerce were Amazon, Ebay are trailblazers in electronic commerce. Retail trade within the limits of electronic commerce (B2C E-commerce) already makes 7 % of all volume of retail trade all over the world and in 2016 year goods turnover by B2C E-commerce has made nearby \$2.7 billion.

In the Republic of Uzbekistan following world tendencies, also develop sphere of electronic commerce. Recently businessmen of the Republic of Uzbekistan invest in the given sphere more and more.

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As an example such projects as Arba.uz, Gifty.uz, Uzbekmarket.uz, Avtech.uz and others can serve. Electronic commerce (e-commerce) is an economy part, in which procedures of payment of the goods and services are realized with use of electronic systems and networks.

Research methods: we use methods of the analysis and synthesis of an investigated material.

Discussion: the Basic part of Internet resources is connected with commercial activity, it means not only direct sale of the goods and services with use of a network the Internet, but also functions surrounding commercial activity, such as paid advertising on information resources, advancement of the goods sold by the partner and services; marketing researches, services on work with commercial portals and so forth If Front-office - a category of processes, information systems, program decisions, structural units, i.e. the universal qualifier, defined by direct affinity of object to the final client, to them concern a site, contact-center, cut-away, employees of a delivery service, cut-away, Back-office this category of processes, information systems, program decisions, structural units, i.e. the universal qualifier, defined by inaccessibility of object to the client. With growth of Internet shops beck-office structures and decisions, for example, a control system of a warehouse, the internal post client, accounts department grow, first of all. The integral part of any Internet shop, its site and with Internet shop growth increases quantity of used systems, for example back-office decisions. Information systems on management of a warehouse, the order, clients, and the documents, given are claimed, but the site always is the core. The Internet shop site is almost impossible without the Catalogue of the goods for which the database is necessary. The great attention is given to development of electronic commerce [1,8,9].

For example, the Republic of Uzbekistan Law «About electronic Commerce from April, 29th, 2004, № 613-II gives the impulse development of electronic commerce in the Republic of Uzbekistan. According to the Decision of the President of the Republic of Uzbekistan «About measures on the accelerated development of electronic commerce» the Program of development of electronic commerce in the Republic of Uzbekistan for 2018–2021yers is confirmed. In the Decision problems and lacks, «interfering creation in the country of the high-grade market of electronic commerce, to an unobstructed exit of the goods and services of the domestic enterprises-manufacturers on the foreign markets» are marked. The decision electronic checks, receipts, messages and other methods, allowing to identify the parties of the transaction generated by information systems during rendering of services by participants of electronic commerce, executed according to the legislation, are equal to receipts, coupons, tickets and other documents confirming payment of the goods

(services). At realization of transactions of electronic commerce by subjects of business payment is authorized for accepting in the cash form with an obligatory direction to the buyer through virtual terminals (E-POS) the electronic check or other confirming document on payment acceptance in the cash form with strict observance of rules of collection of money resources in serving banks. Subjects of electronic commerce at trade realization have acquired the right to accept calculations through corporate bank cards of subjects of business with use of payment terminals, and also electronic payment systems. Export of goods (services) in cost to the \$3000 realized by means of electronic commerce is carried out without entering of the information into Uniform electronic information system of the foreign trade operations and registration of the cargo customs declaration, according to rules of rendering of services of a mail service. Virtual terminals (E-POS) are equal to similar cash registers and settlement terminals. With the July, 1st to subjects of business rendering services in delivery of the goods, realized by means of electronic commerce, the right to accept payment for the third parties (sellers of the goods), with the subsequent инкассированием when due hereunder is given. [1011,12,13,14] At realization of delivery of the goods realized by means of electronic commerce, the seller and the supplier on the motor transport belonging to them on the property right, rent or other right of use, in territory of the Republic of Uzbekistan it is not required receptions of the license for realization city, suburban, long-distance and international transportation of passengers and cargoes motor transport, except for the cases established by the legislation. Besides, realization of medical products and products of medical appointment by means of electronic commerce under condition of observance of requirements and an order on maintenance of their safety at storage and transportation taking into account legislation requirements is resolved. In electronic commerce payments are carried out in exclusively next ways by means of application of the settlement terminal on reception of payments with use of bank plastic cards; by means of transfer of means from a bank plastic card through a personal office or through system of retail payments (online payment); by means of transfer of money resources from the bank account. In practice, the majority the Internet of shops demand advance payment for the goods.

At realization of the goods by the seller through own information system, risk of no delivery or delivery of the poor-quality goods is minimum. However at realization of the goods through information system of the information intermediary, there is a risk of no delivery of the paid goods the seller. Buyers will make a complaint first of all to the information intermediary in spite of the fact that it is not the transaction party. For the decision of questions on maintenance of execution of the contract concluded

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in information system, and for granting to buyers of convenient and fast service for acquisition of the goods, it is considered important to study experience of the foreign states in the field of electronic commerce. In February, 2019 the Association of electronic commerce of the Republic of Uzbekistan has been created and its main objectives are working out of projects and programs, increase of legal and economic literacy of representatives of business and the population, the help to businessmen in working out and introduction of new products. By means of Association probably to conclude contracts and to create possibilities to everyone to buy and sell in a mode online the qualitative goods and services at any time and in a place convenient to it. Market potential: \$1.2 billion Here enters sphere of services, sphere of the goods, goods delivery. In 2019 year through electronic commerce passes 663.5 billion uzbek sum (the national currency of the Republic of Uzbekistan), growth, in comparison with 2017year, has made 30 %.

People gradually pass to clearing settlements. The share of electronic commerce in the Republic of Uzbekistan is less 1 %. Rates of increase are made by 30 %. Population growth in the Republic of Uzbekistan exceeds 30 million persons and growth of penetration of smart phones, urban population growth, and logistics development in the Republic of Uzbekistan gives the chance to deliver the goods for 48 hours, and, labor redundancy gives the chance to

development of electronic commerce in the Republic of Uzbekistan. But market development is interfered by absence of authentic statistics on the market, dissociation of participants of the market, personnel hunger. Market modernization, increase in speed of the Internet, calling is necessary for development of electronic commerce on the market of regional players, and also is necessary aggregator which will facilitate work of Internet shops for introduction online payment on a site.

Problems of delivery of the goods by e-commercers practically are absent, as in the country of 17 express companies, but absence plug-ins of delivery for the Republic of Uzbekistan accelerates delivery of the goods (wordpress, opencard and so on). Bulavka.uz has developed of functional definitions of the different price of delivery in different regions of the country.

Conclusion: For preparation of experts in marketing, copywriters, designers, SMM-managers it is necessary to prepare experts in high schools of the Republic of Uzbekistan. In 2019year the share of electronic commerce in the Republic of Uzbekistan is less 1 %.

By 2030 it is possible to leave on 20 %, and by 2040 year and at all to 50 %.

Potential of the market which now \$1.2 billion can grow by the same years, to \$15 billion in 2030year and \$50 billion in 2040 year.

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