

## ADVANTAGES OF USING ELECTRONIC COMMERCE DURING TRANSITION TO DIGITAL ECONOMY IN OUR COUNTRY

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### Abstract

In this article, the digital economy is the conduct of economic activities, in which the main factor in production and service is information in the form of numbers, with the help of processing a large amount of information and analyzing the result of this processing of various types. It has been shown that the implementation of more effective solutions than the previous system in production, service, technology, equipment, storage, product delivery.

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The concept of digital economy was defined relatively recently, in 1995 by Nicholas Negroponte, an American scientist from the University of Massachusetts. The scientist mentioned what changes may occur during the transition from the old economy to the new economy after the intensive development of information and communication technologies. The digital economy is an economic activity in which the main factor in production and service is information in the form of numbers, with the help of processing a large amount of information and analyzing the result of this processing. It is to implement more effective solutions than the previous system in production, service, technologies, devices, storage, product delivery. In other words, the digital economy is an activity connected with the development of digital computer technologies in the provision of online services, electronic payments, internet trade, crowdfunding and other types of industries.

The advantages of the development of the digital economy are as follows<sup>1</sup>:

- ✓ increasing labor productivity in production;
- ✓ increasing the competitiveness of companies;
- ✓ reduction of production costs;
- ✓ creation of new jobs;
- ✓ emergence of new modern professions;
- ✓ overcoming poverty and eliminating social inequality, etc.

<sup>1</sup> <https://www.texnoman.uz/post/raqamli-iqtisodiyot-nima.html>

With the development of the Internet, its possibilities are increasing. The implementation of commercial sales through the Internet is currently one of the main directions of electronic income. The development of e-commerce is currently the most important means of socio-economic development, and it is the main sign of extensive development in the field of information and communication technologies. As a result, it is possible to reduce the costs of exchanging information between market participants and concluding transactions.

Therefore, the main instrument of e-commerce is the Internet. Therefore, the level of provision of internet services to the population is an important indicator.

The active development of electronic commerce is the emergence of several main categories led to, among them:

1. Business-to-business (B2B) sector. Its characteristic is any interaction between structures. This allows the use of different technologies and currency standards, such as EDI. From the very beginning, the term "B2B" covers only online buying and selling processes. However, nowadays "business to business" is understood as any business activity between 2 companies or their divisions. Thus, this task is performed through a global network.

At the same time, virtual B2B consisted of three main types: Receipt Management, Supply Chain, or Party Based. At the same time, several main points were taken into account in the formation of such sites:

- ✓ the presence of new customers on this site;
  - ✓ dimensions of used platforms;
  - ✓ quality assurance of basic standards (XML applications, EDI, etc.);
  - ✓ ensuring the security of all communications and transactions;
  - ✓ the possibility of combining various electronic business tools;
  - ✓ the availability of information and the ability to manage it.
2. Business-to-consumer (B2S) sector. This field of activity includes the retail network, that is, working directly with consumers. This enterprise is located in large cities and potential customers effective in removing the main part. Your work in the B2S sector allows you to deliver products to consumers with the least amount of intermediary companies and structures. This, in turn, makes it possible to set favorable prices for goods, increase the volume of sales and get a better profit.

From the network - the consumer sector includes:

- ✓ an online store selling goods. At the same time, they have all necessary infrastructure for trade;
  - ✓ Web showcases (front office) attract the attention of potential customers was created to attract the company's products. This is one of the easiest ways to do e-business;
  - ✓ Internet companies. Their unique feature is that they are fully integrated with all business processes in the enterprise.
3. The "Sonsumer to Business" (S2B) sector allows an entrepreneur to independently determine the pricing policy for services and goods. At the same time, such additional demand, exchange of goods, and, as a result, greater company income are formed. Based on the data, the entrepreneur can draw conclusions about which product is the most expensive and requires special development. The B2S sector allows the use of various technologies and tools that enable online transactions between sellers and consumers. For example, you can refer to various profiles, promoters, lawyers, advertising agencies and other sites.

4. The consumer-to-consumer (S2S) sector is one of the forms in which the sale of goods and services is organized not between the company and the consumer, but between different buyers. At the same time, income comes from mediation. Today, such sites are more common: free advertising resources, online auctions (for example, e-auksion.uz, uzex.uz, etc.), etc. Some people sell their products on such sites they show it and others buy it. At the same time, sole proprietorships can operate as sellers.
5. The business-administrative (B2G) sector is a special type of interaction between the company (entrepreneur) and the administration. Thanks to B2A, it is possible to establish relations between government and commercial organizations. State structures, local authorities or even international organizations can act.
6. The Consumer-Government (S2G) sector is one of the least developed areas. On the other hand, its potential is the greatest, because the state structures and mutual cooperation of consumers in a democratic society is one of the important factors. At the same time, the maximum noise should be determined in two directions - in the social and tax spheres.

The B2B model appeared and became popular abroad 30 years ago. There are two ways to use a B2B template:

First: two or more enterprises enter into various contracts with each other. For example, businesses can enter their proposals, receive invoices and make payments when concluding a contract using the Internet.

Secondly: a distinctive feature of advanced systems of e-commerce in the B2B sector is integration with corporate information systems. So, in the future, not only the automation of the purchase and sale process, but also the solution of the complex automation of enterprise management will be provided.

Within the business market, this direction of e-commerce helps to create new business relationships among manufacturers, and the process of purchasing materials and equipment is significantly simplified. At an international level, the B2B model allows our manufacturers to participate in the global market.

In order to build a B2B model and successfully operate, the intended market segment must be ready to accept and implement changes. This segment of the market has several classifications need The most important of them are: volume and capacity. Of course, North America, Western Europe, and our markets are of such size that the courses differ dramatically.

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