

THEORETICAL ASPECTS OF E-COMMERCE IN THE CONTEXT OF THE DEVELOPMENT OF DIGITAL TECHNOLOGIES

Zakirov Ilfat Radikovich

Tashkent University of Information Technologies named after
Muhammad Al-Khorazmiy

Master's degree in "E-commerce"

Abstract: The scientific article reveals the theoretical aspects of e-commerce in the context of the development of digital technologies. In particular, the author determined the relevance of e-commerce in doing business, gave theoretical concepts to the terms "e-commerce", "e-business", and also identified the positive and negative sides of e-commerce in business. In conclusion, the author provides conclusions on improving e-commerce in business.

Key words: E-commerce, e-business, digitalization, information and communication technologies, Internet.

In the context of Uzbekistan's transition to the digital economy, the problems of integrating the country's economy into a single information space have become relevant. With the penetration of modern information and communication technologies into the activities of various public institutions and industries, the range of commercial relations based on the active use of the Internet is significantly expanding. Already today, e-commerce is becoming a part of everyday life, and in the very near future this form of organization of business relations will become common.

In this regard, there is a gradual transformation of concepts in modern economics, which entails the emergence of different interpretations of the terms "e-commerce", "e-business". In most cases, the concept of e-business is interpreted as a general concept of business activity on the Internet.



Kozye D. introduces the concept of e-commerce as a process of carrying out business transactions related to both commercial transactions (purchase and sale of services and products) for direct profit-making, and support for profit-making (facilitating interaction between business partners, creating demand for products and services, after-sales support and customer service, etc.).

In his work "E-commerce" the author concludes that e-commerce is based on the structure of traditional commerce [1, 30].

The concept of e-commerce is interpreted as the process of using the Internet to conduct commercial transactions between enterprises or between an enterprise and consumers [2, 12]. It is emphasized that e-business is any transaction made through information and communication technologies, upon completion of which the transfer of ownership or the right to use a tangible good or service takes place. We can agree with the conclusion that from the point of view of functionality, e-commerce is a new technology for doing business, which also brings new economic advantages.

However, the above definitions of e-commerce, in our opinion, are not accurate, as they reflect only a means of implementing traditional commercial mechanisms. Turning to the concept of e-commerce, it is necessary to talk not only about the use of Internet technologies in traditional business, but about a completely new field of commercial activity in which the Internet is a means of functioning and an environment in which the activities of commercial structures are carried out. E-commerce acts as a specific form of market organization.

It should be noted that following the results of the Second Ministerial Conference of the World Trade Organization, which took place in May 1998, a Declaration on Global Electronic Commerce was approved. The main document regulating the work in this area is the Working Program on E-Commerce, which was adopted on September 25, 1998 by the WTO General Assembly.

According to this program, e-commerce is "production, distribution, marketing, sale or delivery of goods and services using electronic means of communication" [3, 18].

The term "e-commerce", as one type of commerce in general, has been fixed as follows: "E-commerce (from the English e-commerce) - 1) economic activity using electronic information technologies; 2) commercial activity using electronic information technologies, in which the interaction of the parties is carried out electronically instead of physically exchange or direct physical contact" [4, 54].

A kind of subspecies of e-commerce is Internet commerce: "e-commerce limited to using only the computer network Internet" [5, 23]. E-commerce is not a new subject of research, although, unfortunately, it has been insufficiently studied. The relevance of this topic is constantly growing at the moment. In developed countries, this can be explained by the fact that e-commerce is considered one of the ways to increase the efficiency of small and medium-sized businesses, large corporations and government agencies.

One of the main differences between e-commerce and traditional retail is the target groups of customers. In the field of e-commerce, it is more difficult to determine the target audience, since it does not necessarily consist of people working or living in a nearby area, who, as a rule, are potential consumers in traditional retail.

In this regard, Lin Yu. in his work, he emphasizes that e-commerce has created a new channel for marketing and sales. The new sales channel offers a number of advantages for online shoppers, including the availability of information, customization options and price comparison [6, 12].

In addition, e-commerce has the following advantages:

- the company's global presence in the market allows even the smallest enterprises to enter various markets, regardless of their location;
- lower costs for the organization of this type of business activity, which entails an increase in the competitiveness of the offered goods by reducing the price of it;
- unlimited opportunities to expand the sales market for the seller and the possibility of choice for the buyer;
- relatively low time spent on ordering for the buyer and its execution for the seller.

Companies have the ability to provide the necessary information about the product and

quickly respond to customer requests. In this regard, the elasticity of demand in online markets is higher than in traditional ones;

- the ability to receive as much information as possible about the needs of customers and automatically offer, develop and produce products that meet their requirements;
- work is carried out around the clock, there are no time limits;
- formation of additional areas of commercial activity within the framework of an existing business;
- flexibility of doing business and quick response to changes in the external environment [7, 44].

E-commerce is characterized by accessibility, information wealth, interactivity, personalization, as well as the use of social technologies [8, 21].

The increasing popularity of e-commerce is associated with its following factors that have a positive impact on business [9, 11]:

- replacing paper document management with electronic, which allows to speed up business processes, improve their quality, reduce costs, and also ensure the safety and security of documents;
- preferential use of computer networks as a communication channel, which allows you to communicate in real time and have access to almost any required information, exchange resources;
- the use of various online advertising (banner, search, viral marketing) instead of more expensive street advertising and advertising in the media;
- the use of an electronic digital signature, which does not require the physical presence of participants in one place at the conclusion of the transaction, reduces the risks of forgery of documents, allows you to track their status at any time;
- the use of cash and traditional non-cash bank transfers is supplemented by the possibility of using the systems "Client-Bank", "Internet Bank", electronic money, electronic checks;

- avoiding the implementation of all business processes by the enterprise with the help of outsourcing opportunities (for example, remote work of employees, which makes it possible to attract labor from regions with lower wages);
- expansion of the retail space, since the service area of the enterprise on the Internet does not depend on the type of enterprise, its specialization or location;
- the ability to automate trade and technological processes, such as order processing, payment receipt and others;
- the costs of creating a traditional trading enterprise, which may include the purchase or lease of office and industrial premises, their maintenance, are much higher than the cost of manufacturing a website.

In addition to all these advantages, e-commerce can have negative sides, which can be divided into technical and non-technical disadvantages. Technical features that may negatively affect the widespread development of e-commerce: lack or insufficient elaboration of security and reliability standards; insufficient network bandwidth; lack of special types of web servers; lack of technical ability to integrate e-commerce software or website with existing applications or databases.

There may also be problems with software and hardware compatibility, since some e-commerce programs may not be compatible with any operating system or any other component.

Non-technical disadvantages: initial cost. The cost of creating your own e-commerce application can be very high; lack of opportunity to study the product, for example, to try on or evaluate the quality, during online purchases; distrust of potential consumers, which makes it difficult for them to move from physical stores to online / virtual stores.

In conclusion, it should be noted that the organization of business on a new technological basis ensures the processes of using information as a factor of social production. Such business organization generates new forms of competition, a specific competitive environment in which, first of all, an information resource competes.

References:

1. Kozye D. E-commerce. Moscow: Russian edition, 2000. 288 p.
2. Sokolova A.N., Gerashchenko N.I. E-commerce: world and Russian experience. Moscow: Open Systems, 2000. 224 p.
3. Work Programme on Electronic Commerce [Electronic resource]. Режим доступа: https://www.wto.org/english/tratop_e/ecom_e/wkprog_e.htm
4. Klimchenya L.S. E-commerce / L.S. Klimchenya. – Minsk: Higher School, 2016. — 426 p.
5. Reynolds M. E-commerce / M. Reynolds. - M.: Lori, 2010. – 560 p.
6. Ling, Y. Research on the New Trend in E-Commerce Industry: Mobile ECommerce / Y. Ling // Advanced material research. – Vol.926-930, № 1662-8985. – P. 2634-2637.
7. Sibirskaya, E.V. Electronic commerce / E.V. Sibirskaya, O.A. Startseva. – M.: FORUM, 2015. - 288 p.
8. Gavrilov, L.P. E-commerce: textbook and workshop for undergraduate and graduate studies / L.P. Gavrilova. - M.: Yurayt Publishing House, 2016. - 363 p.
9. Kobelev, O.A. Electronic commerce: a textbook / O.A. Kobeleva. – M.: Dashkov and K, 2015. – 684 p.