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## DIRECTIONS FOR THE USE OF DIGITAL COMMERCIAL MODELS IN THE ORGANIZATION OF GOODS MOVEMENT

*Abdukhaliyeva L.*

*Professor of the Department of Marketing, TSUE*

### Abstract

This scientific article analyzes the essence of electronic trade and electronic commerce, the essence of 6 models of calculation and interaction. The importance of e-commerce or e-commerce models in the organization of goods movement, the mechanism of operation was studied.

**Keywords:** "G2C", "B2C" "B2B", "G2B", e-commerce, e-purchase, online shopping.

### Introduction

It is difficult to imagine the competitiveness of sectors and sectors of the economy where the principles of the digital economy have not penetrated. Along with the digitization of the commodity market and the activities of its structures, at a time when the "Industry-4.0" program is being widely implemented in the world economy, the digitization of marketing research of the commodity market is important in increasing the sales volume of enterprises and organizations, as well as in bringing the seller and the buyer closer together.

Currently, the basis of the achievements in the economy, especially in the field of entrepreneurship, is the highly developed and effective use of information technologies in various segments. The economy of our republic is no exception to this situation, of course. Because the development of information technologies is of great importance in ensuring new economic relations.

As a result of the gradual development of the economy of the Republic of Uzbekistan, the importance of new principles of business activity, especially electronic commerce, has greatly increased. By now, every internet user has tried to understand the meaning of the word e-commerce.

According to the evaluation of the world's independent "eMarketer" agency, the turnover of consumer goods in the world in 2021 will be 22,492 trillion. amounted to US dollars, of which 1.3 trillion. part of it corresponded to internet trade, that is, it made up 5.9% of the total turnover of consumer goods, and China and the USA were its leaders. It is recognized that in 2021, the share of these countries in the total electronic trade of the world will be 55 percent.

It should also be noted that there are over 3.4 billion e-commerce users worldwide. Although China

is the leader in e-commerce, the biggest markets are Germany and Great Britain. According to forecasts, between 2020 and 2027, the volume of e-commerce will grow by 14.7% and generate revenue of 27.15 trillion dollars [1].

In such a positive trend, effective organization of goods movement is also important. In particular, the increasing number of digital technologies, systems and tools creates the possibility of wide application of digital commercial models in organizing the movement of goods. From this point of view, the research of this topic is of urgent importance.

### Literature review

The issues of effective management of the movement of goods in the conditions of the innovative economy have been extensively researched in the scientific works of foreign scientists. In particular, C.J.Langley researched the application of the digital economy methodology in the organization of goods movement. K.Oliver and M.Webber formed the concept of business logistics as an integral tool of business management in the organization of the movement of commodity resources, and also showed that there are significant principle differences in the functions of marketing and logistics in distribution channels [2]. In the early 1980s, the term "Supply Chain Management" began to be used in the United States. The first use of this term was proposed by the American designer K.Oliver and M.Webber as part of an integrated strategy, calling it the delivery of primary raw materials to production enterprises, the management of supply chains from production enterprises to the final consumer [3].

Chairman Hugh MacKeown has researched that the wholesale trade is the main factor in organizing the movement of goods [4]. In his research, it was

recognized that wholesalers are the main force in the production of industrial goods and the organization of its trade. Also, it is proved in their scientific research that wholesalers are not limited to selling goods to manufacturers, but also provide a number of services.

In the works of a number of Russian scientists, the formation of distribution channels in the organization of goods movement, the role of logistics service in the supply of raw materials has been researched. In particular, Naumov I.N. [5] researched the role of marketing, the application of marketing functions and principles in the distribution of commodity resources, while Tokmanev S.V. carried out extensive scientific research on the mechanisms for the development of logistics infrastructures and the organization of wholesale-intermediary activities in the management of stock of goods [6].

#### Analysis and results

In the economic literature, e-commerce and e-commerce are divided into 4 models according to the nature, calculation and interaction ("G2C", "B2C", "B2B", "G2B"), but if we take a broader approach, 6 of them can be indicated :

- "G2C" (government to consumers) - communication between the state and the consumer (population). These include e-commerce activities such as paying taxes, registering land and vehicles, and providing information between the government and its citizens or consumers. Despite the presence of these platforms, the government is effectively using the necessary services to its citizens. Through these platforms, information that should be in the public domain is delivered at minimal cost.

- G2C also refers to interactions between a government and its consumers through responses to consumer concerns or support for government services and products. Such services include land searches, verification of valid licenses and vehicle title searches. Disputes such as non-payment of tax or refund of tax are resolved through online support on government platforms.

- - "G2B" (government to business) - communication and trade between government and business entities. - "G2B" (government to business) is a term that indicates the relationship between state management organizations (entities) and enterprises. As one of the main models of e-governance, it can be used for any relationship between the state administration entity and enterprises.

In the G2B model, the initiative comes from a government organization and businesses are the target group.

This model involves the electronic exchange of any kind of information between business and government, usually using the Internet, so that cooperation or communication is usually more effective than if it were outside the Internet. In G2B, government agencies and businesses use websites, shopping marketplaces, software, and web services.

In any real-life situation, interactions can involve a request for information from businesses or the submission of an official document to a legal authority.

The model is usually used to refer to an ICT solution that converts such communication into an electronic form, or to describe a solution that simplifies communication between government and businesses.

Examples of G2B / B2G services:

- state order;
- electronic shopping markets;
- electronic auction;
- electronic education;
- forms of electronic association;
- updating corporate information;
- sending completed electronic forms (for example, tax forms, social security forms)
- sending electronic payments;
- sending / receiving answers electronically;
- online meetings;
- cooperation on project management;
- Saas, PaaS or IaaS for data centers, e-government use [7].

In the Republic of Uzbekistan, the normative and legal framework of the G2B system has also been formed, as stated in the Law of the Republic of Uzbekistan "On State Procurement" of April 9, 2020, state procurement is the purchase of goods (work/services) by state customers on a paid basis. Electronic public procurement is a method of conducting public procurement by means of information and communication technologies through the software and technical complex of a special information portal, such as an electronic store and an auction held to reduce the initial price. The state customer is a legal entity that performs state purchases [8].

The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to improve the organization of tenders" and the "On conducting tenders for the purchase of raw materials, materials, components and tools" approved by this decision It found its place in Nizam. According to this Decision, the tenders will be held for the amount of more than 100 thousand US dollars, the winner will be determined by the decision of the tender commissioner, 1 mln. In the case of bidding at a price higher than the US dollar, it was decided that the composition of the tender committee should be agreed with the Cabinet of Ministers of the Republic of Uzbekistan [9].

- "B2C" (business to consumers) - communication and trade between business entities and consumers. The term "business to consumer" (B2C) refers to the process of selling products and services directly between a business and consumers who are the end users of its products or services. Most companies that sell directly to consumers can be called B2C companies.

B2C became very popular during the dotcom boom of the late 1990s, when it was mainly used to refer to online retail businesses that sell products and services to consumers over the Internet.

As a business model, it is significantly different from business-to-consumer and business-to-business model, which refers to commerce between two or more businesses [10].

- "B2B" (business to business) - communication and trade between businesses and business entities. This term covers all companies that create products and services for other businesses. This can include SaaS products, B2B marketing firms, and general business supply companies.

B2B companies are support businesses that offer what other businesses need to operate and thrive. Payroll processors and industrial suppliers are two examples. This differs from business-to-consumer models that sell directly to individual buyers and models where users offer services for businesses (such as customer reviews or influencer marketing). B2B companies have a completely different target audience: They offer raw materials, finished parts, services or advice that other businesses need to operate, grow and profit.

- "G2G" (government to government) - communication and trade between state organizations. Government to Government (G2G) is the electronic exchange of data and information systems between government agencies and organizations. The goal of G2G is to support e-government initiatives by improving communication, data access and data exchange.

G2G initiatives are also being budgeted and funded. By sharing data and systems, governments are able to reduce IT costs, and government agencies can become more efficient and streamlined by allowing citizens to access information over the Internet. They may also be eligible for grant funding depending on the project [11].

- "C2C" (consumers to consumers) - communication and auction trade between residents and residents. Consumer-to-consumer or C2C is a business model that facilitates commerce between individuals. Be it for goods or services, this category of e-commerce connects people to do business with each other.

A clear example of C2C transactions would be the classifieds section of a newspaper or an auction. In both cases, the buyer—not the business—sells goods or services to another customer.

The goal of C2C is to enable these relationships by helping buyers and sellers find each other. Customers can benefit from product competition and easily find products that might otherwise be difficult to find [12].

OLX, uybor.uz, avtobor.uz, avtoelon.uz and other projects and sites can be mentioned among the providers of S2S electronic sales in our country. One of the main advantages of this type is that it reduces the intervention of middlemen in the trading process and is important in reducing prices.

To date, the state bodies of our Republic follow the following principles, which are widely used in the development of electronic commerce based on the experience of developed countries:

- the corporate sector should play an active role in the development of electronic commerce;
- various unfounded restrictions should be imposed by state authorities on electronic commerce;

- the state authority can intervene in the e-commerce process in order to support the subjects of this field and improve the legal base;

- when developing e-commerce management measures, the government should take into account the peculiarities of the Internet;

- the process of electronic commerce can take place on a global scale, regardless of administrative-territorial division and state borders.

In modern times, you can find people who open pages on social networks, engage in online sales and earn good income. But social networks serve as an additional tool for large business entities to conduct online sales.

Recently, the most popular online trading platform is messengers. They are implemented on the basis of bots.

A bot is a robot on the Internet that can make sales and offer products for you. However, the bot works without resting, without eating, without asking for a monthly salary. You just have to check it. For example, trading with the help of bots in the Telegram messenger is becoming more popular. At the same time, bots have been launched in the messenger of the world's most popular social network, Facebook.

Currently, online payment systems such as Click, PayMe, PayCom, UPay, MBank, WoyWoo are operating effectively in our country. Various business representatives are establishing cooperation with them and creating convenience for their users.

One of the biggest problems in online sales is the lack of online sales in our country. It is clear that the more offers and the more the promotion is done, the more the demand will increase. Because the number of our compatriots online today is very large. This, in turn, makes free trade possible. Also, lack of knowledge and information about online concepts among many people is also one of the biggest disadvantages. Therefore, it is necessary to carry out large-scale works that will give results, such as introducing mass media shows and broadcasts about online trade and commerce in the public, and organizing public seminars.

Today, the Start Up Mix project is organized, where those who are starting an online business talk about their projects. It is appropriate to introduce this project to the general public in all places of our Republic and it will certainly give a positive result. Also, I believe that the creation of opportunities for citizens of our country to participate in electronic fund and currency exchange trades will have a wide impact on the development of online trade.

Another interesting Internet platform is Startup Factory, which offers advice on organizing online projects. But it is also not large. If the number of online commercial sales projects increases, the problems related to it will also be solved.

It should be noted that electronic stores for goods or products in large batches operate in our Republic today, but we see a small number of electronic stores in the retail system.

### Conclusions and recommendations

As a result of the conducted research, the following conclusions and proposals were formed:

Digital marketing services are especially in demand in B2B and B2C segments. The use of advanced digital capabilities allows you to reach the target consumers to the maximum and establish the effectiveness of interaction with them, which ensures the high efficiency of this approach.

The development of trade networks and mines in our country, the new appearance of trade stores, the formation and development of supermarkets, internet stores also created an opportunity for the development of digital systems.

- At a time when the principles of the market economy are developing, it is necessary to establish the JIT system in B2B and B2C relations. That is, business entities providing business services need to adapt to the demand in production or service. But for this, unified local digital systems must be actively working.

Not all internet stores operating in our country provide timely service to consumers in the B2C system. In most cases, the reason for this is the lack of raw materials. But B2B and B2C systems can also be activated if a native digital system is launched.

Thus, it should be emphasized that the opportunities for the development of e-commerce in our Republic are growing year by year. Its development creates opportunities for our national producers to open new markets and find new customers. Following the chosen and current path of e-commerce development will make the economy of our Republic one of the leading representatives of the world market in the future. Choosing the right way to solve the problems of electronic commerce in our republic is reflected in the well-being of the people, the progress of our society, and our economic development.

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