

E-COMMERCE AND ITS DEVELOPMENT IN UZBEKISTAN

In developing countries, the role of information and communication technologies is growing. Which is directly influences the development of the economy and business. The lifestyle of people is changing, demanding more information and services. However, e-commerce still does not have a significant place in the economy of countries internationally. Taking into account that e-commerce is a very convenient tool for small and medium-sized businesses to enter the world market, facilitating access to the raw materials market, increasing the possibility of conducting agricultural product marketing internationally, it is concluded that it is much more profitable, especially for entrepreneurs in developing countries. Anyway, the development of e-commerce depends on the grade of supply and demand. In order to achieve significant results, of course, it is necessary to direct activities to increase exports.

Despite the fact that this figure is very low in the countries of Central Asia, work is being carried out on the development of e-commerce, relying on world experience. In particular, a regulatory framework for this area has been created in Uzbekistan. Since the 14-article law passed on April 29, 2004 has become obsolete over time and does not take into account certain actual issues regarding e-commerce, the 20-article completed and was passed in a new revision on May 22, 2015. The law in the new edition describes e-commerce with a new approach, based on international experience from many years of experience, provides the basic principles of e-commerce, at the same time it includes new articles on public policy in the field of e-commerce, state regulation of the industry, the powers of the Cabinet of Ministers of the Republic of Uzbekistan in the field. That's why E-commerce in Uzbekistan are at the stage of active development. There are several large online stores and marketplaces in the country, such as Olx, Uzum, Asaxiy and others. The online sales segment in tourism, education and healthcare is also actively developing.

However, there are also certain problems, such as the low prevalence of the Internet in remote regions and the insufficient number of qualified specialists in the field of Internet marketing.

Trends in the development of e-business include:

The growing influence of social media: Social media has become an important tool for promoting goods and services, as well as for establishing contact with customers. Companies should actively use social media to attract new customers and maintain the loyalty of existing ones.

Improving the security of online payments: Customers are becoming more demanding about the security of their data and transactions. Com-

panies must ensure reliable protection of their customers' information and use secure payment methods.

The development of artificial intelligence and machine learning: these technologies allow you to automate data processing processes, improve the quality of recommendations and optimize marketing campaigns.

The development of e-commerce in the field of health and beauty: with the growing popularity of online shopping, more and more people prefer to buy health and beauty products over the Internet.

Increasing the role of analytics and data: Companies must use data to optimize their business processes and improve customer service.

In e-commerce, any information about the product can be obtained very easily and fast, providing through catalogues and comparing with analogues. However, there is also a hesitation in people for e-commerce, which is primarily due to the usual needs like «touching», «wearing». At the same time, in the issue of logistics, money transfer and tax payments, it is actual. Nevertheless, the Government of Uzbekistan actively supports the development of e-commerce creating conditions for attracting foreign investment and developing local businesses.