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ON THE NEED TO SUPPORT ENTREPRENEURSHIP IN THE DIGITAL ECONOMY

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ABSTRACT

In Uzbekistan, entrepreneurship is considered one of the main factors in the development of the country's economy, and its support by the government requires the wide involvement of digital technologies in this field. In particular, the use of digital technologies in the provision of services by customs, tax, banking and other systems, the introduction of remote services, and the reduction of the interference of the information factor as much as possible will ensure that the ongoing developments in this field will be more effective.

KEYWORDS

The digital economy, Business-to-Consumer, an organization, the Internet.

INTRODUCTION

In the context of the digital economy, the use of modern innovative technologies in the field of entrepreneurship, the widespread introduction of online sales and auctions, the transition to the use of online banking services and delivery services will serve to further develop this sector. The introduction of e-commerce systems in the industry provides innovation and wide development of competitiveness and is one

of the main factors of economic growth in the industry. On a global scale, global e-commerce sales have grown tenfold in the last few years.

According to the international research company "eMarketer", in 2019, the volume of e-commerce sales worldwide was 3.535 trillion US dollars, and by 2023, this figure will almost double. One of the most popular types of e-commerce is B2S (Business-to-Consumer),

which covers business-to-consumer business relationships. In this case, an organization or an individual can order and pay for the purchase of goods using the Internet. Ordered goods will be delivered to the postal address of an individual by conventional mail or courier service. This is done very quickly and conveniently, leading to a sharp reduction in funds, time and other costs.

In the world, the online trade market through electronic commerce systems is developing more and more. Companies such as Amazon, the world leader in this field, as well as China's Alibaba and JD.com, are considered supergiants of this direction, and currently their share is around 40 percent of the world's online store sales, they control seven out of ten of the largest e-commerce markets in the world, and goods in the global logistics network determines the direction of movement.

Article 3 of the Law of the Republic of Uzbekistan "On Electronic Commerce" states that "Electronic commerce is the sale of goods, works, services, and transactions carried out in accordance with the contract using information systems."

In the Resolution of the head of our state "On measures for the rapid development of electronic commerce" "Development of the sectors of the country's economy, expansion of the geography and volume of exports of local business entities, sale of national products to the world market through the Internet, development of electronic commerce, taking

into account its role in the improvement of payment systems creation of favorable conditions for According to it, e-commerce participants are given a number of benefits and facilities, which will serve the development of the sector. In particular, electronic checks, receipts, messages and other methods that allow the identification of the parties to the transactions formed by the information systems during the provision of services by business entities have been equated to receipts, vouchers, tickets and other documents confirming payments for goods (services), transfer of funds to the service bank may be accepted in the form of cash.

E-commerce entities have the right to accept payments through corporate bank cards of business entities, as well as electronic payment systems, using payment terminals in the implementation of trade activities, virtual terminals (E-POS) are equal to this type of cash registers and payment terminals. It is allowed to sell medicines and medical products through electronic commerce, taking into account the requirements of legal documents.

Reforms in the field of e-commerce development in Uzbekistan are bearing fruit today. Today, in our country, budget organizations have switched to 100% electronic trading system for the goods and services they purchase at the expense of budget funds. This, of course, serves to ensure that goods and services are available at transparent and realistic prices, save time, prevent corruption, and ensure the correct and

effective use of budget funds. The achievements of Uzbekistan in this field have been recognized by the World Bank and various international organizations and have confirmed its effectiveness.

In addition, fundamental positive changes are taking place in other main segments of e-commerce, namely B2C (business and population), B2B (business and business), S2S (population and population), B2G (business and government). Among the population of Uzbekistan, especially young people, the wide use of opportunities created in the field of electronic commerce systems, implementation of various tax, water, electricity services through electronic payment systems, implementation of the purchase of various electronic goods and other goods through the Internet system, and the use of other opportunities are expanding. Especially in the conditions of the pandemic, the volume of use of e-commerce services has increased several times.

The volume of purchases of various goods (especially electronics and supplies) from the US, China and other countries using e-commerce tools (Alibaba, Google, JD.com, etc.) is increasing day by day. The ever-increasing volume of e-commerce products, various foreign parcels and small packages coming through customs posts, is creating an unprecedented number of exchanges, and the cooperation between the postal and customs services of various countries is required to be more perfect than ever. Existing customs

procedures and regulatory mechanisms are required to adapt to the rapid growth of e-commerce today.

The development of the new e-commerce market requires strengthening cooperation with the International Customs and Transport Offices of the Universal Postal Union (Universal Customs Organization), the International Air Transport Association, and the International Civil Aviation Association in order to ensure the continuous, coordinated and reliable operation of the global logistics network.

There are several tasks that need to be solved in the context of the development of the e-commerce system in Uzbekistan, one of which is to reduce the time of delivery of goods from foreign online stores and facilitate the transfer of goods sent abroad from our online stores. In particular, based on the international experience in this regard, the creation of "special" customs warehouses 63 and full automation of their activities would also bring great convenience. For this purpose, it is possible to create bond zones aimed at the markets of Uzbekistan, Turkmenistan, Tajikistan, Kazakhstan and, in the near future, Afghanistan. This provides an opportunity for the further development of cross-border trade relations of Uzbekistan with neighboring countries, the acceleration of the delivery of goods sent through e-commerce in the customs "bond zones" to be created, and the further increase of convenience for customers.

At the same time, it will be necessary to develop mechanisms for sending goods produced in Uzbekistan to other countries through electronic commerce. These issues can be implemented by carefully studying them with the participation of experts and, if necessary, making amendments to the existing regulatory documents. In the near future, the world trade turnover is preparing to fully transition to the electronic commerce system, which is fast, convenient and cheap, and it is expected that the countries that have fully adapted it, and widely use its convenience and advantages, will have great opportunities and provide employment to a large number of people.

The development of e-commerce in our country remains one of the urgent tasks of today, and it is necessary to use all opportunities to find ways of its further development, and to make its implementation one of the important tasks.

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