

Increasing the Possibilities of using Digital Technologies in the Development of Trade Services in the Republic of Uzbekistan

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Abstract: In this article, the specific characteristics of trade services in our country, the importance of trade in the economic potential of the country, the sharp increase in trade turnover using digital technologies in the development of trade services, and measures to increase the trade turnover several times in the future are being developed.

In addition, in this article, suggestions and recommendations have been developed by the author on the improvement of trade services using digital technologies.

Keywords: trade, economy, trade services, trade processes, digital economy, trade turnover, e-commerce, digital trade, trading platform.

Introduction: Digital technologies play a big role in sales services, which opens up many opportunities to automate sales processes, analyze and optimize data, and provide the best service to customers.

Speaking about digital technologies in trade services, the presidential decision "On creating favorable conditions for business entities to provide services in the field of digital technologies through international platforms" was adopted.

According to the decision, as a legal experiment, export contractual documents for the provision of services in the field of digitalization will be allowed to be formalized on international platforms. From April 1, 2024, as part of a legal experiment, contracts with a value of up to 100,000 dollars executed in electronic form on international platforms for the export of services in the field of digitalization by residents of the software products and information technology technological park (IT-park) will be recognized as electronic documents. z was held and their paper copy is not required.

The list of international platforms that are allowed to conclude contracts for the export of services in the field of digitization is approved by the Ministry of Digital Technologies and the Ministry of Investments, Industry and Trade.

As part of the legal experiment, it is mandatory for residents of the IT park to enter relevant information on foreign trade transactions into the unified electronic information system of foreign trade operations through YIDXP. In recent years, the digital sector of the country's economy has expanded, and its main reason is the decision of the President of September 11, 2023 on measures to implement the strategy "Uzbekistan - 2030" in quality and time in 2023. The task was set to increase the volume of export of services in the IT sector to 5 billion dollars, the number of jobs created to 100 thousand, to create more favorable conditions for foreign

companies in the IT-Park and to increase the number of their representative offices to 1,000. E-commerce platforms, digital services, and financial technologies related to high-quality and safe processing of payments made on them, which are considered growth factors, are rapidly developing.

Analysis of literature on the topic.

According to Y.A. Tokarev "Export potential - providing services to foreign citizens using digital technologies in the production of competitive industrial and agricultural products of the national economy and enterprises and sectors of the entire economy in foreign markets. In this approach, Y.A. Tokarev considers the export potential as a factor that determines the export potential not only of material goods, but also of intangible production and services, and mentions that it is necessary to involve modern technologies. In particular, it takes into account the export of capital. At the same time, the scientist expanded this concept and considered it at the macro and micro level. In the information society, as part of the issues of digitalization of trade services and its development, scientists from foreign and Commonwealth of Independent States countries have studied in their research. In the works of A.A. Abduvaliyev, A.B. Bobojonov, S.S. Gulomov, B.A. Begalov, A.Sh. Bekmurodov, A.A. Musaliyev, T.Z. Teshabayev, N. Nabiyeva, K.U. Turabayeva, D.N. Rakhimova, S.M. Khodjayev and a number of other scientists within the framework of the policy of digitalization of trade services in the national economy theoretical and practical studies are reflected.

Research methodology:

Systematic approach to scientific knowledge, statistical abstract, logical reasoning and prospective forecasting methods were widely used in the course of this research.

Also, the method of analysis and synthesis was effectively used in the implementation of scientific research.

Analysis and results:

In order to simplify trade procedures, blockchain technology has been used in our country. On October 19, 2023, a roundtable discussion on "Using the potential of blockchain technology for sustainable development of trade" was organized with the United Nations Economic Commission for Europe and the Ministry of Higher Education, Science and Innovation as part of the "Innoweek 2023" international week of innovative ideas. Blockchain technology, which is attracting great interest around the world, is becoming a powerful tool to transform trade processes and expand the country's access to new markets.

Uzbekistan and other countries with economic growth are actively exploring the possibilities of this advanced technology to increase transparency and simplify operations in the trade sector.

However, despite growing interest in blockchain, significant knowledge gaps and legal barriers hinder its widespread adoption and implementation.

The project "Supporting the development of trade in Central Asia Phase V" is financed by the Finnish government and implemented by the United Nations Development Program in cooperation with the Ministry of Investments, Industry and Trade of Uzbekistan. The goal of the project is to support the countries of Central Asia in stimulating inclusive and sustainable growth by developing value chains in trade and increasing the competitiveness of economies.

The development, introduction and distribution of new technologies, the development of international trade has become a new stage in the development of the world economy from the point of view of "Digitalization".

Because the rapid growth of digital transactions and digital trade across the global economy is of great importance. The main result of digital transformation for trade services is the creation of new markets, products and business models based on new digital technologies (Internet of Things, artificial intelligence, blockchain and Big Data). However, in the context of digitization,

there are certain difficulties in defining the increasingly blurred boundaries between goods and services.

Digital technologies provide the seller with the opportunity to electronically record the activities around him. The duties, functions and powers of the Ministry of Digital Technologies, the Ministry of Investments, Industry and Trade in the field of regulation and development of electronic commerce, and the Ministry of Economy and Finance in the field of lottery organization and regulation of bookmaking activities were transferred to the National Agency of Prospective Projects.

In the months of January-June 2021, the share of trade services in the total volume of provided market services is 28.3%, which is 2,294.3 billion. amounted to soums.

For comparison: in January-June 2020, their volume is 1,871.9 billion. soums or 30.0% of the total volume. Digital technologies can be installed in several areas in the field of commerce. These technologies help in tasks such as automation of sales processes, optimization of data input and output, strengthening communication with customers and others. It uses the "Beacon" program in order to regularly attract regular customers to shopping complexes. In this case, a short-term promotion, a notification about newly delivered goods will be sent to the mobile phone of the customer who entered the shopping complex. E-commerce and retail technologies are changing the way businesses sell products and services online. From building online stores to optimizing payment processes and managing shipping and logistics, these tools and strategies help companies create a seamless shopping experience for their customers. Key topics within e-commerce and retail include e-commerce platforms, payment gateways, conversion rate optimization, product information management, and order fulfillment. Targets ads on various sites, optimizes searches, accelerates technical support, filters spam, and studies user behavior using Big Data analysis.

Advantages of using Big Data in sales services.

- Planning is simplified
- The speed of launching new trade projects will increase
- Demand for goods increases
- There will be an opportunity to assess the level of satisfaction of consumers
- It is easier to find and attract customers
- Relations with clients and contractors will be accelerated
- Integrations in the supply chain are optimized;
- The quality of customer service and the speed of interaction will increase
- Loyalty of current customers will increase

The implementation of the following digital technologies in sales services will give good results.

1. Online stores: Online stores allow customers to sell goods online. Through this technology, sales and information are automatically tracked and customers can pay for goods online.

2. Data analytics: Data analytics is widely used in digital marketing. Data analytics helps to collect and analyze relevant information about products, customers and sales processes. Sales strategies and sales processes are optimized based on this information.

3. Automated sales processes: Digital marketing involves automated sales processes.

These processes help with tasks such as automated sales management, order processing, inventory and customer communication, and more.

4. Electronic payment systems: Electronic payment systems are widely used in trade. These systems allow customers to pay online and remove the traditional handling of cash registers.

5. Databases and CRM systems: Digital marketing uses databases and CRM (Customer Relationship Management) systems to collect, store and manage customer data. These systems help in maintaining customer information and facilitating customer management.

6. Sales analytics and data localization: Digital marketing also includes marketing analytics and data visualization technologies. Sales analytics helps you analyze data such as sales results, customer likes and requests, average sales volume, and more. And data localization helps in collecting, storing and managing access to data.

These digital technologies are important in automating sales activities, analyzing and managing data, strengthening customer relationships, and optimizing sales processes.

Conclusions and suggestions.

In conclusion, it can be said that the level of development of the country's economy and the volume of GDP largely depend on the country's export potential and how wisely it is used. We believe that it is appropriate to use the following scientific proposals to increase opportunities using digital technologies in the improvement of trade services:

- it is possible to improve the trade enterprise by organizing retail trade at a modern level and offering additional services to customers;
- the types of services provided in the improvement of trade enterprises, which allow to provide convenient service to customers using digital technologies and thereby provide a competitive advantage;
- the proposed method makes it possible to assess the level of competitiveness based on the provision of additional trade services that are beneficial for both the trading company and the customers. Digital marketing also includes marketing analytics and data visualization technologies. Sales analytics helps you analyze data such as sales results, customer likes and requests, average sales volume, and more.

And data localization helps in collecting, storing and managing access to data.

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