

INNOVATIVE DEVELOPMENT AND EFFICIENCY INCREASING DIRECTIONS OF ELECTRONIC TRADE SERVICES IN THE DIGITAL ECONOMY

Ulug'murodov F.F.

Assistant of the "Digital Economy" Department, SamISI

Shodiyev Fazliddin Qalandar o'g'li

Student of SamISI

Qurbonov Tolmasjon Namoz o'g'li

Student of SamISI

Abstract: In this article, the issues of developing and increasing the efficiency of trade services with the help of innovative technologies in the conditions of the digital economy are considered. The effectiveness of introducing innovative technologies such as artificial intelligence, big data, cloud computing and smart logistics systems into e-commerce was analyzed. These technologies show how organizations can help improve service processes and increase competitiveness. It also focuses on security issues and provides recommendations for successful development in the field of e-commerce.

Keywords: E-commerce, digital economy, innovative technologies, artificial intelligence, big data, cloud computing, smart logistics, efficiency, competitiveness, security.

Introduction

The rapid development of the digital economy and the rapid introduction of innovative technologies are fundamentally changing global trade and business processes. In particular, e-commerce services have developed on a large scale in recent years and have become an integral part of economic relations around the world. The expansion and improvement of e-commerce is driven by technological advances, changing customer needs, and increased global competition. Therefore, the development of e-commerce services on an innovative basis remains of urgent importance not only for companies, but also for the economy as a whole. The use of innovative technologies such as artificial intelligence, big data, cloud computing, and smart logistics systems is becoming an important factor for effective management of e-commerce services and increasing competitiveness. These technologies are helping to better understand customer needs, provide personalized services, create faster delivery options and optimize costs. At the same time, the importance of security issues in e-commerce is increasing, because protecting the personal data of customers and creating a reliable environment for them directly affects the quality of services. This article explores ways to develop e-commerce services on an innovative basis in the context of the digital economy and analyzes the most important approaches aimed at increasing efficiency. The main goal of the research is to determine the possibilities of optimizing business processes and strengthening the competitive advantage of e-commerce companies through the implementation of modern technologies.

Literature analysis

Scientific researches and researches of many scientists on this topic have been studied. In particular, in the article "Role of Government to Enhance Digital Transformation in Small Service Business" written by scientists such as Ch.Chen, Y.Lin, W.Chen, Ch.Chao and H.Pandia, "...technological innovations in products are the key to product competitive advantages is considered. Digital technologies play an important role as a driver in the process of product

innovation. Transforming traditional products, services, and customer offerings into digital offerings using high-tech capabilities creates e-commerce.”, admitted that. The scientist explained that one of the ways of innovative development of e-commerce is the application of innovation by the organizations by digitalization of products or services or integration of digital technologies into products.

In the textbook "The development of innovations and financial technology in the digital economy" by scientists such as L. Oleksandra and R. Sharma, "The monograph is the result of a multidisciplinary study of the problems of the development of innovations and financial technologies in the digital economy. In particular, the authors focused on the main definitions, structure and characteristics of the digital economy. Special attention was paid to innovations in the digital economy and digital competencies necessary for its development. The authors of the study focused on the development of financial technologies, including blockchain technologies, in the digital economy. The main rules of the research are aimed at the formation of new scientific hypotheses, methods and tools for the development of the digital economy. The publication is intended for a wide readership of scientists, civil servants, teachers and students of higher education institutions, practitioners, who are interested in digital technologies and the problems of digital society.

In the article "Features and challenges of digital transformations in the service sector" by Kurbanova Maftuna Lazizovna, "digital transformation, humanization of social life, the combination of the impact of the main modern socio-economic trends of globalization, servitization and the formation of a joint economy on the change of business models and the development of the service sector is considered. Fundamental changes that occur under the influence of each of the listed trends are identified and a list of characteristics of the current state of the service industry is compiled. The factors determining the high rate of development of the service sector were identified and revealed, among which the digital transformation of the economy and social sphere is one of the important factors. In the conditions of digitization, positive changes were formed in the service sector, which led to the emergence of a new phenomenon - "digital service". The main focus is on trying to systematize, understand and categorize the problems of digital transformation of the service sector, among which the technological and innovative, economic and social problems are clarified.

Research in the field of e-commerce emphasizes the importance of introducing new technologies and innovations in the modern digital economy. Porter (1985) in his book "Competitive Advantage" showed the importance of strategic approaches in increasing the competitiveness of companies. In e-commerce, these approaches are widely used, in particular, to attract customers and optimize service processes.

Blue Ocean Strategies developed by Kim and Mauborgne (2005) emphasize the importance of companies opening new markets and finding non-competitive innovative solutions. This concept creates an opportunity for e-commerce companies to diversify the market through new products or services, and also paves the way for the implementation of a strategy to stay out of competition.

Gawer and Cusumano (2014) studied the success factors of platform business models. Research results have shown that online trading platforms are effective in managing interactions with customers and creating new opportunities. In their opinion, platforms have the need to introduce innovative solutions to expand services and increase market share.

Research on digital technologies, including big data and artificial intelligence (AI), is also important. Sarvary (2019) analyzed the impact of digital platforms on the economy and innovative opportunities in e-commerce. He emphasizes that artificial intelligence and big data technologies are very effective in understanding customer needs and offering personalized services.

Security issues are also one of the leading topics in electronic commerce. Smith and Chaffey (2020) studied security and privacy issues in online commerce and emphasized the need to strengthen security protocols and increase customer trust. Research shows the importance of implementing strong security systems to ensure trust in e-commerce.

In addition, studies conducted by Ernst & Young and M. Kinsey highlight the importance of strategic approaches and modern technologies in the development of e-commerce services. They recommend the widespread use of artificial intelligence, big data, and other innovative technologies to develop e-commerce and increase efficiency.

Research methodology

Scientific approach, comparative analysis, analysis and synthesis, sampling, economic-statistical analysis, econometric modeling and forecasting methods were used in the research process.

Analysis and Results

In most countries of the world, the service sector is developing rapidly, and its importance in the formation of the economy is expected to increase in the coming years. The introduction of new technologies and automation of production in industry and agriculture make the service sector the main source of employment. In the last decade, this process is clearly determined by the following trends:

- Digital transformation of social life and economy.
- Sustainable development, globalization and humanization processes.
- Service trends and emergence of hybrid products.
- Development of collaborative economy and shared consumption economy.

Digital economy is a new system that manages political, economic, scientific, social and cultural relations with the help of digital technologies. In the digital economy, the sustainable development of the service sector is of particular importance, which in turn ensures high-speed data processing and acceleration of business processes in global networks. Thus, digital infrastructure includes technologies for providing computing, telecommunications, and networking needs for companies.

The information environment of the service business in the digital economy helps not only to improve the quality of services, but also to reduce production costs and increase the transparency of financial and economic activities. Innovative technologies such as the virtual payment system and internet advertising play an important role in improving the efficiency of the service sector. At the same time, the digital economy has opportunities to provide services and products on a global scale faster and more efficiently.

The development of the digital economy in our republic continues at a rapid pace. The "Digital Uzbekistan-2030" strategy implemented by the government of Uzbekistan envisages the wide introduction of modern information and communication technologies in public administration, education, health care and other areas. Within the framework of this strategy, it is

envisaged to achieve high efficiency in the service sector and ensure sustainable development through the wider use of digital technologies.

Based on the decree of the President of the Republic of Uzbekistan dated October 5, 2020, comprehensive measures are being taken to implement the "Digital Uzbekistan-2030" strategy. Through these measures, it is aimed to stimulate growth in the service sector of our country, wide introduction of innovative technologies and modernization of the sector. During the pandemic, the work system based on the digital economy has accelerated in many areas and the importance of this process has increased.

As one of the most important factors of the digital economy, it is important to ensure the use of new technologies, the optimization of production processes and the improvement of the quality of services. Also, the role of the service sector in creating new opportunities for the state, business and civil society, ensuring high rates of economic growth and continuing the country's sustainable development is incomparable.

In this regard, the "Development Strategy of New Uzbekistan" developed based on the decree of the President of January 28, 2022, also paid special attention to the development of the digital economy and services sector. The 3rd direction of this strategy is aimed at rapid development of the national economy and ensuring high growth rates. Also, in the context of the development of the digital economy, it is of strategic importance to improve the quality and efficiency of the service sector, the sustainable development of the country's national economy, and the improvement of the standard of living of the population. Further development of the service sector based on digital technologies, in turn, serves to increase the competitiveness of the state economy.

Conclusion

In conclusion, the directions for developing and enhancing the efficiency of e-commerce services on an innovative basis within the digital economy will make a significant contribution to the implementation of the digital transformation of the service sector in our country. This process not only enhances economic efficiency but also creates new jobs, improves the quality of products and services, and promotes overall economic growth through the expansion of digital technologies. The development of the digital economy, particularly innovative approaches in the service sector, serves as an important factor in enhancing the global competitiveness of our country's economy. Reforms implemented through digital technologies contribute to supplying the changing labor market with highly skilled personnel possessing digital competencies.

Serious changes in the labor market can be achieved in the service sector through digital technologies. The introduction of new technologies and automation processes is increasing the efficiency of the service sector and driving significant transformations in the labor market. In this regard, the disappearance of certain professions and the emergence of new modern professions are being predicted. As a result, the importance of specialists who have mastered digital competencies in the service sector is growing.

References

1. O'zbekiston Respublikasi Prezidentining "Strategiyani tasdiqlash to'g'risida"gi qarori Raqamli O'zbekiston – 2030 "va uni samarali amalga oshirish chora-tadbirlari", 05.10.2020 yildagi PF-6079-son.
2. K.J.Mirzayev, G'.S.Mustafojev, B.K.Janzakov "Xizmatlar sohasi iqtisodiyoti" o'quv qo'llanma Samarqand Iqtisodiyot va servis institute-Samarqand,: "STEP-SEL MChJ.

Nashriyoti, 2023-418 bet

3. Tagaev B.E. Raqamli iqtisodiyot sharoitida norasmiy mehnat bilan bandlik darajasini kamaytirishning metodologik asoslarini takomillashtirish: iqt.fan.dok.(DSc) avtoref.–T.: 2021, 67 b.

4. Qo‘ziboev B.H. Mintaqada xizmatlar sohasini rivojlantirish mexanizmlarini takomillashtirish: iqt.fan.fal.dok.(PhD) avtoref.–Urganch.: 2021, 52 b.

5. Liashenko Oleksandra, Renu Sharma “The development of innovations and financial technology in the digital economy” monograph. Pussi, Estonia. OÜ Scientific Center of Innovative Research. 2023. 230 p.

6. Kurbanova Maftuna Lazizovna “FEATURES AND CHALLENGES OF DIGITAL TRANSFORMATIONS IN THE SERVICE SECTOR” YASHIL IQTISODIYOT VA TARAQQIYOT 2023-yil, dekabr. № 11-12-sonlar.

7. Chun-Liang Chen, Yao-Chin Lin, Wei-Hung Chen, Cheng-Fu Chao and Henry Pandia “Role of Government to Enhance Digital Transformation in Small Service Business” Submission received: 26 November 2020 / Revised: 28 December 2020 / Accepted: 16 January 2021 / Published: 20 January 2021 (This article belongs to the Special Issue Information Systems and Digital Business Strategy) [“Role of Government to Enhance Digital Transformation in Small Service Business” https://doi.org/10.3390/su13031028](https://doi.org/10.3390/su13031028)