



## ИНТЕЛЛЕКТУАЛЬНЫЕ ИНФОРМАЦИОННЫЕ СИСТЕМЫ

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### E-COMMERCE DEVELOPMENT IN UZBEKISTAN

(Ferghana Branch of the Tashkent University of Information Technologies  
named after Muhammad al - Khorezmi)

Electronic business is a way of earning money through electronic devices. There is another definition of e-business: e-business is the provision of services or an end-product through electronic means. Television, telephone, Internet are such.

Electronic business is a qualitatively new work technology that allows the company to achieve a competitive advantage by improving its customer service and optimizing business relationships with partners. Internet technologies are one of the main, but not the only key aspect in e-business.

E-commerce is one of the elements of e-business. It is associated with the implementation of marketing functions, including the sale of goods and services via the Internet to the consumer. Most experts identify two components of e-business.

Electronic Business (e-Business) is any form of business process in which interaction between subjects occurs electronically. It is important to distinguish e-business from e-commerce. "Online" sales or e-commerce (e-Commerce) is a process performed electronically, as a result of which the ownership or right to use the product / service was transferred from one person to another. From this point of view, E-commerce is a special case of Electronic Business.

The combination of the words "electronic business" contains the main idea, that is, to make formalized business transactions electronic and transfer them to the Internet environment. Although it seems simple, the essence of e-business is not limited to software and computers, as a traditional enterprise does not consist only of an office and a copying machine. The implementation of a simple and understandable idea requires a review of the entire model of business turnover. Like traditional, e-business requires an integrated approach, including planning and management, supported by technology, processes and structure. In the case of e-business, the main burden of support lies on safe and reliable software and hardware, networks, communication channels and, of course, the Internet.

Why do we need e-business? The goals are known - to make the main business of the company more profitable, the company itself - more competitive.

Who needs an "e-business"? Any company, regardless of industry, thinks about how its business will develop, what happens to its industry, where the range of operational efficiency and competitiveness lies. And if more recently the achievement of a certain level of internal efficiency ensured the success of any business, at present the



situation has radically changed. The current situation is characterized by changes associated with the explosive development of information technology and telecommunications and, as a consequence, the globalization of business and the changing nature of the interaction between business process participants.

We are coming closer to the phenomenon called the "common information space", in which both information and means of delivery become personalized and accessible at any time at any point. Now it became obvious - those criteria of success, which until now were considered classical, are no longer enough.

Unprecedented high level of service, simple tools of communication with business partner and client, round-the-clock access to all elements involved in the order, that is full integration of the business partner into all production cycles of the enterprise, that is what is required for building long-term and mutually advantageous relationships .

The development of the Internet network, methods of automation of formalized business processes allow to effectively solve these problems in a technological way.

It is believed that e-business includes: sales, marketing, financial analysis, payments, employee search, user support and partnership support.

A business solution is a system that ensures the functioning of an e-business based on Internet technologies. The business solution can be realized in the form of a portal, catalog, e-store, etc.

A component of e-business is electronic commerce (e-commerce) - sales / purchases by electronic means.

Depending on the business model used, there are B2B systems (business relations between companies), B2C (interaction between the company and the end user), and B2B (the relationship between commercial structures and government agencies).

What is an e-business system? A full-featured e-business system is a complex integrated complex that includes a wide range of components that are different in nature.

The e-business system, as a rule, includes:

- Information exchange subsystems (for example, e-mail, instant messaging applications, etc.)
- Electronic workflow subsystems
- Subsystems for managing the company's resources (material, financial, human)
- Subsystems for the global search for data, the collection and sharing of knowledge
- Corporate web-offices, integrated with other subsystems of the company
- Subsystems of electronic commerce (e-commerce) for the organization of sales and purchases
- Subsystems for interaction with customers and partners
- Resource accounting subsystems (warehouse, logistics, etc.)
- Advantages of implementing an e-business system. The introduction of the e-business system allows the company:
  - Increase profits



- Reduce costs
- Optimize internal and external information flows
- Significantly accelerate the business process (supply, production, sales, customer service)
- Reduce inventory
- Find new channels of marketing and distribution
- Improve the quality of customer service and efficiency with distributors
- Offer value added services to distributors and customers
- Get a long-term competitive advantage

### E-business models

Cleaner models of e-business stand out:

Table №1 "Models of E-business"

	State (G)	Business (B)	Citizen (C)
State (G)	G2G	B2G	C2G
Business (B)	G2B	B2B	C2B
Citizen (C)	G2C	B2C	C2C

According to the nature of the transactions conducted, that is, depending on who is the consumer of the goods, services or information, all types of e-commerce can be divided as follows:

B2B (Business to Business) - as the seller, and the buyer of the goods or services are the commercial organizations. This group includes electronic markets and intra-organizational systems in which the Internet is used to organize interaction between units of the same enterprise. A large share of all transactions today in e-commerce today falls precisely on this model.

B2C (Business to Consumer), a business consumer - a seller of a product or service is a commercial enterprise, and the consumer is a private individual, the end user. This e-commerce model includes electronic stores, as well as enterprises that provide various services through e-commerce (electronic banking or brokerage services, ticket booking, travel services, education, etc.).

C2C (Consumer to Consumer), consumer - consumer - as a seller, and a buyer is a frequent person. In this model, the consumer sells the product directly to the consumer.

C2B (Consumer to Business) - the seller of the goods or services is a private person, and the consumer is a commercial organization.

B2G (Business to Government), business government - transactions are conducted between a commercial enterprise and a governmental organization, usually in the form of public procurement.

G2B (Government to Business) government-to-business - the use of e-commerce tools to exchange information and reduce costs (primarily on the flow of documents). It is at the stage of origin, but it has prospects for rapid development in



such areas as reimbursement of value added tax and payment of corporate tax payments.

C2G (Consumer to Government), consumer - government - one of the participants is an individual, and the other is a government structure.

G2C (Government to Consumer), the consumer government - as long as there is only theory, its growth is associated with various kinds of social payments.

G2G (Government to Government), the government (budgetary organization) - the government (budgetary organization) - is a system of networks and software applications for the exchange of information and the reduction of government structures and other budgetary (non-profit) organizations. In addition, such transactions include transactions between budgetary organizations, whose goal is to reduce costs.

Models B2B and B2C are the main in e-commerce, as they provide the most part of transactions in the Internet.

### References

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### THEORETICAL ASPECTS OF E-BUSINESS IN UZBEKISTAN

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The beginning of the third millennium becomes a period of analysis of the enormous potential of information and communication technologies for mankind and their use in various fields of economy and international business. Modern achievements in the development of global information and communication technologies (Internet technologies) led to a rapid growth of economic activity, called "electronic commerce (commerce)".

Expanding everywhere and offering an ever wider range of goods and services, e-commerce becomes an instrument for integrating individuals, enterprises, industries, government agencies and states into a single community within which the interaction of partners is efficiently and seamlessly implemented by means of information and telecommunication technologies. The use of modern information technologies and communication systems (electronic data interchange, Internet, e-mail, electronic payments) is able to bring to a qualitatively new level all aspects of business.

The development of e-commerce and the increase in its volume will be accompanied and already accompanied by a number of positive effects for the global and Russian economy. These are the results of the expansion of e-commerce: first of all, reduction of transaction costs, trade facilitation, expansion of opportunities for in-