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.

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THEORETICAL ASPECTS OF E-BUSINESS IN UZBEKISTAN

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

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-

vestment inflow, expansion of geography and accessibility for participation in business, increased competition.

In the country should take a worthy place among the countries participating in the development of the Internet and e-commerce. Reforming the Russian economy, its integration into the world economy, urgently requires the expansion of the use of modern information technologies, including e-commerce, both in business activities and in government activities. Despite some economic difficulties, electronic trading systems are already actively developing in Russia. However, a lot of effort is required, first of all from the state authorities, in order to successfully take advantage of all the advantages that e-commerce brings.

In previous years, before the advent of the Internet, the opportunities for trade were very limited compared to the opportunities that opened up for it new technologies and information infrastructures. The main factors of limitation were time and space. Even if the store worked around the clock, only those customers who lived somewhere nearby visited it. In addition, the store could offer a relatively meager range of goods, as the store space is physically limited.

The store on the Internet is not limited in space and time. The range of products that the store offers is also unlimited. For example, Amazon.com offers over 4.7 million books. Imagine a store that stores so much literature in its warehouse! True, this is not a very good comparison, because Amazon.com does not store books in stock, but orders them as needed. But Amazon.com provides information about each book.

Online retailers (sometimes called e-sellers) also offer more products than traditional sellers, as well as a wider range of services for each product. On the Internet, books, CDs and tickets are sold better than in trade establishments, since the consumer value of these goods is their content, not the design. The appearance of an airplane ticket does not matter; The buyer is interested in the price and the level of service in the plane. New technologies also make the Internet an excellent place to sell goods that are bought on the basis of emotions, thanks to their appearance, not content (so-called spontaneous purchases).

The Internet changes the traditional sales model, tactical in nature. Companies usually produce what can be sold, whether it is a product, service or information, and in their sales efforts are based on four key components of marketing (price, product, promotion and distribution). In the Internet, trade is becoming more strategic. If most companies view their products solely as a means of satisfying demand, then the Internet makes them see the entire sales cycle as the product (market mastering, demand creation, demand satisfaction, customer service, customer retention). In the tactical model, all these stages of the sales cycle are something like an inevitable application, added before and after the sale. In the strategic model, on the contrary, these are the most important components, from which a commercial message is compiled.

Many believe that e-commerce is the same as e-business, however, as is clear from our definition, e-commerce is only one component of e-business. Only end users who face the company only at the time of buying its products, can consider that e-commerce and e-business are one and the same. E-commerce is a kind of electronic

business that first appeared on the Internet, but the Internet can offer much more than just buying and selling goods and services.

## Electronic pointers

Pointers are simply necessary in the search for the right goods and services. Telephone directories, the so-called "White Pages" with private numbers and "Yellow Pages" with phone numbers of organizations and institutions, will always help to find the right person or company. Telephone companies not only issue directories, but also offer the necessary information on special reference phones.

These two functions slowly moved to the Internet. The entire database is in one place, providing a centralized operation, but anyone can get information at any time anywhere in the world.
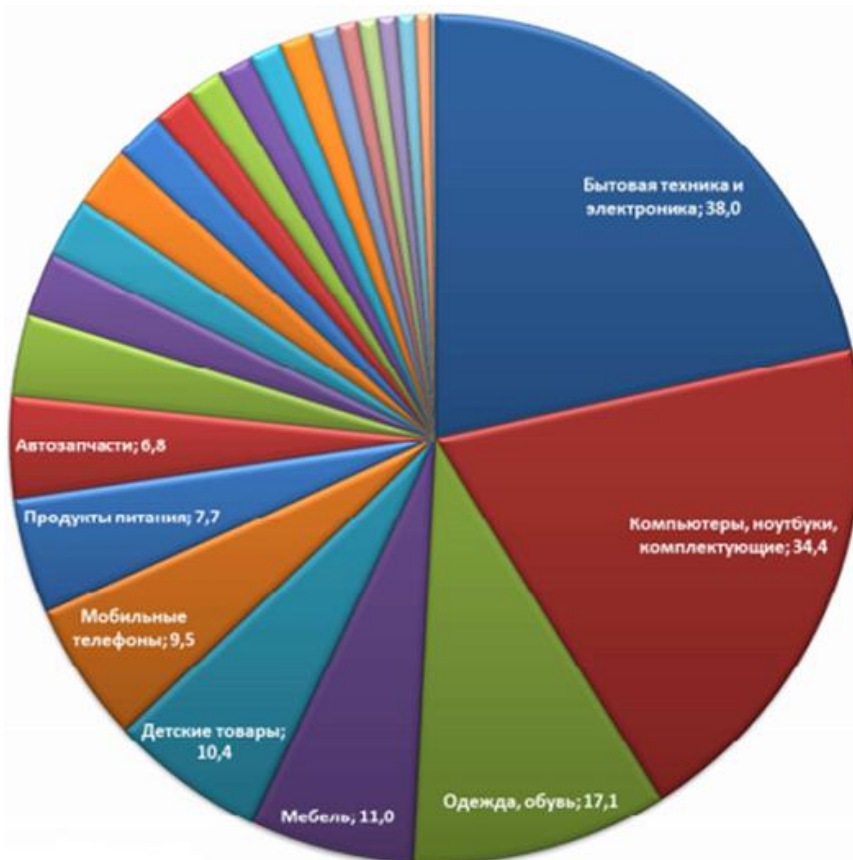


Fig. 1. The volume of online trade in different segments (billion soums)

The Internet provides the ability to replicate telephone directories in any quantity; Internet allows you to find out not only the phone number by the name of the owner. On the Internet you can find out the name of the person by his last name. Moreover, on the Web, soon there will be new directories with addresses of Web pages of individuals and with electronic addresses of companies.

Internet simultaneously simplifies and complicates obtaining of the necessary information. Simplifies, because it has powerful search tools. Complicating, because the search is hampered by the rapid growth in the amount of information that comes to the Internet every day.
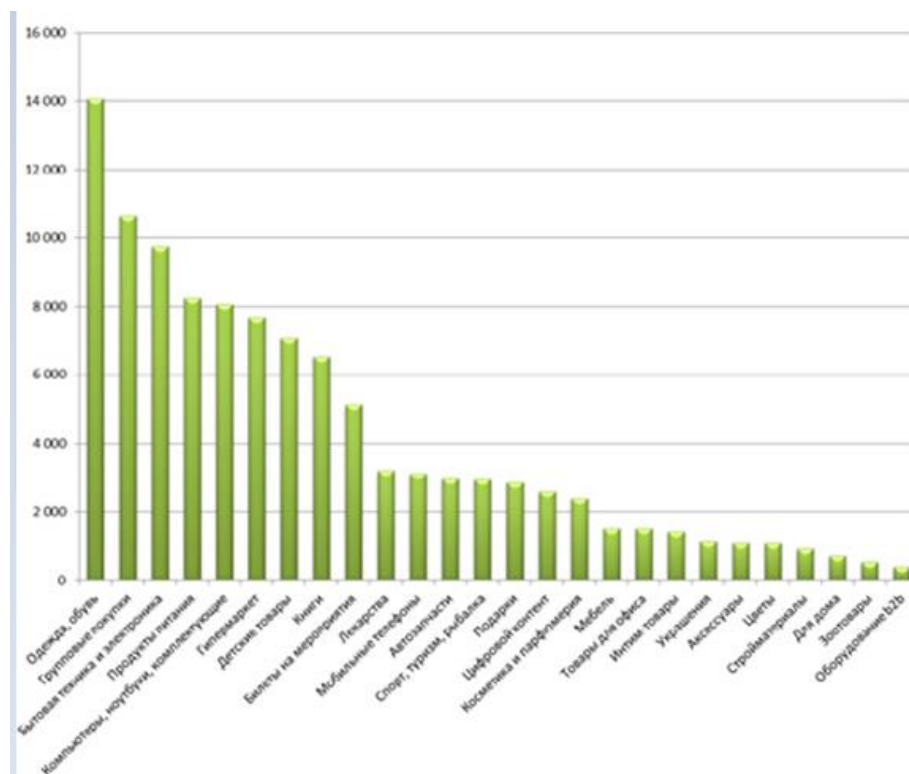
Fig. 2. Average daily number of orders by segments

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## SERVICE MANAGEMENT IN THE FIELD OF INFORMATION TECHNOLOGIES

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In the IT sphere, it is customary to use the terms "information technology services", "information technology services" (IT services) or "information technology services" (IT services).

In general, a "service" is an act or activity performed by one subject (a person, a technical device, a system) in the interests of another entity. Synonyms of this term are "help", "support". Services are temporary by nature, they can not be "accumulated", stored, they are produced and consumed at the same time. Currently, the formation of a large-scale service sector is continuing, which is a manifestation of the processes of entering the era of a "post-industrial society", the emergence of an econ-