TRENDS AND PROBLEMS OF DEVELOPMENT OF ELECTRONIC COMMERCe IN THE REPUBLIC OF UZBEKISTAN

a Madina Khushmurodova, b Urazov Komil

ABSTRACT

Objective: The purpose of the article is an objective assessment of the state of electronic commerce in the Central Asian region, on the basis of which the identification of urgent problems that impede the expansion of online commerce in Uzbekistan in the context of a serious transformation in the digital space. The development of networks of modern highly efficient forms and methods of trade leads to its transformation into a modern service industry. In particular, these are small forms of trade: convenience stores or retail outlets at gas stations, discounters.

Methodology: The paper uses the SWOT analysis method to assess the level of development of electronic commerce, its competitive advantages and prospects for further development, as well as forecasting methods to develop predictive indicators of trade development based on extrapolation.

Results: This has a positive impact on a variety of parameters, including the rate of inflation, the proportion of the population whose income is below the level needed for subsistence, the dynamics of the gross regional product, and the growth of cross-border trade, amongst other things.

Conclusion: When the proportion of a country's and region's gross domestic product (GDP) contributed by e-commerce grows, the indicators of socioeconomic development improve. At this stage, the task is to build our own e-commerce environment and integrate with global systems based on long-term strategies, determine the e-commerce architecture, which can be centralized (a single supranational structure), decentralized (a set of national structures) or hybrid.

Keywords: wholesale and retail trade, B2B, B2C, SWOT analysis of E-commerce, development stages of e-commerce.

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TENDÊNCIAS E PROBLEMAS DO DESENVOLVIMENTO DO COMÉRCIO ELETRÔNICO NA REPÚBLICA DO USBEQUISTÃO

RESUMO

Objetivo: O objetivo do artigo é uma avaliação objetiva do estado do comércio eletrônico na região da Ásia Central, com base na qual a identificação de problemas urgentes que impedem a expansão do comércio on-line no Uzbequistão no contexto de uma série transformação no espaço digital. O desenvolvimento de redes de formas e métodos de comércio modernos e altamente eficientes leva à sua transformação numa indústria de serviços moderna. Trata-se, em particular, de pequenas formas de comércio: lojas de conveniência ou pontos de venda a retalho em postos de gasolina, descontos.

Metodologia: O documento utiliza o método de análise SWOT para avaliar o nível de desenvolvimento do comércio eletrônico, suas vantagens competitivas e perspectivas de desenvolvimento futuro, bem como métodos de previsão para desenvolver indicadores preditivos de desenvolvimento do comércio com base em extrapolação.

Resultados: Isso tem um impacto positivo em uma variedade de parâmetros, incluindo a taxa de inflação, a proporção da população cuja renda é inferior ao nível necessário para subsistência, a dinâmica do produto regional bruto e o crescimento do comércio transfronteiriço, entre outras coisas.

Conclusão: Quando cresce a proporção do produto interno bruto (PIB) de um país e região contribuído pelo comércio eletrônico, os indicadores de desenvolvimento socioeconômico melhoram. Nesta fase, a tarefa é construir nosso próprio ambiente de comércio eletrônico e integrar-se com sistemas globais com base em estratégias de longo prazo, determinar a arquitetura de comércio eletrônico, que pode ser centralizada (uma estrutura supranacional única), descentralizada (um conjunto de estruturas nacionais) ou híbrida.


1 INTRODUCTION

The fundamental foundations of the problem of the formation of the service economy, the rational use of resources, the study of information technology in socio-economic research, the research of foreign scientists, creators such as Yakovenko A.A(2021). Scientific and methodological aspects of the development of e-commerce were studied by foreign scientists. Electronic commerce is turning into a means of integrating individuals, commercial and non-commercial legal entities, public organizations and government agencies, various types of activities and states into a single community in which effective interaction between customers and partners is implemented by electronic means of information exchange Arabov, N et al.(2022). It is impossible for anyone to deny that the rise of e-commerce has not altered the operational procedures of retail and wholesale firms. Increases in the amount of GDP that can be attributed to e-commerce at both the national and regional levels are beneficial for a wide range of
socioeconomic indicators, including the growth of regional GDP, the number of people living below the poverty line, inflation, and the growth of cross-border trade, amongst many others Baa, R. (2022). E-commerce can be credited with increasing the amount of GDP at both the national and regional levels.

2 LITERATURE SURVEY

The authors of this study recommended revising a mathematical model currently used to determine how bank capital is distributed based on what they discovered from this investigation. This was the response that was given to a question that was posed at the beginning of the discussion Coppola, D. (2020). The model is comprised of a group of first-order ordinary differential equations that are founded on the "predator-pray" method. The signs are present in a market in which various prices compete with one another. In order to "realise" the model as a set of numbers and take into consideration the three distinct groups of starting parameter values, the model must be "realised" Грибанов, Ю. И. (2019). This study illustrates how distinct banking capital dynamics can be constructed beginning from a variety of different places of departure Kobilov, A. Et al.(2020). Since a decision has already been made on one of the three possibilities, the other two are no longer viable choices. The model is made more general by taking into account fractional derivatives of the bank indicators for time, which show how quickly they change. Using mathematical calculations, it has been shown that when the order of derivatives from units is changed Porto, R. B. Et al. (2021), the dynamics of banking capital move more slowly. It has been shown that the delay in the dynamics of indicators grows as the order of derivatives gets further away from the unit. In every case that is looked at, indicators tend to move towards their levels of equilibrium Яковенко, et al.(2021).

According to the State Statistics Committee, in January-March 2022, the total income of the population of Uzbekistan reached 114.2 trillion soums, an increase in nominal terms amounted to 15.9%, in real terms (adjusted for inflation) - 5.4%.
The retail trade turnover in Uzbekistan in 2022 amounted to $24.1 billion (for comparison: in Russia - $553 billion, in Kazakhstan - $31.4 billion, in Belarus - $23.6 billion). Retail turnover per capita per month at the end of 2022 in Uzbekistan is $68.4.

Until 2019, the average growth rate of retail and wholesale trade was at the level of up to 10%, in the context of the coronavirus pandemic, a complete lockdown of the country's economy, the growth rate dropped to 2.4%. Undoubtedly, this period opened up opportunities for online trading, which later led to a significant growth rate of over 10%. The cumulative impact of the development of traditional and the breakthrough of electronic commerce accelerate the processes of both retail and wholesale trade from 24-33% growth annually. This is facilitated not only by state regulation of trade, benefits and preferences for entrepreneurship, but also by increasing the level of income of the population, accelerating the development of high technologies online trade, the growing level of Internet coverage and the use of mobile smartphone applications, the development of postal and logistics services in trade.
3 METHODOLOGY

Trade organizations perform the functions of a trigger, which, through modern technological capabilities and growing incomes of the population, stimulate the development of new forms of retail sold by retail chains.

Currently, the following trends in the development of modern trade are observed in Uzbekistan:

1. The development of networks of modern highly efficient forms and methods of trade leads to its transformation into a modern service industry. In particular, these are small forms of trade: convenience stores or retail outlets at gas stations, discounters.

2. Growth in the share of consumer lending in the loan portfolio, which amounted to 6.8% in the amount of 2 billion dollars. USA in Uzbekistan at the beginning of 2022, which led to an increase in retail turnover and, as a result, the profitability of e-commerce by improving online payments through mobile banking applications. However, among the Commonwealth countries, the share of consumer lending is the lowest in the country, which indicates a difference in the structure of lending to households that prefer mortgage lending.

3. Increasing competitiveness led to mergers and acquisitions of trade enterprises, the introduction of a cluster form of management in organized trade with the participation of foreign capital. At the beginning of 2023, the turnover of large enterprises amounted to 58,668.9 billion soums (growth rate - 131.8%), and small businesses and private entrepreneurship - 217,163.0 billion soums (growth rate - 107.5%), in including unorganized trade amounted to 22 741.1 billion soums (growth rate - 111.9%).

E-commerce in Uzbekistan in 2020 generated $481.3 million in revenue and accounted for 68% of the total digital revenue in the country, with the remaining 32% coming from digital media, e-services and e-travel. According to a Statista study by the Department of International Trade of the US Department of Commerce, e-commerce revenues in Uzbekistan will grow by 6.3% annually by 2025. However, spending on digital technologies in Uzbekistan is small and amounted to 1.2% of consumer spending per capita in 2020, compared to 3.1% on average in Asia.
People mainly shop online for fashion (32%) and electronics (31%), followed by food and personal care (14%), toys, hobbies and DIY (11.5%), and furniture and household appliances (11%). Online platforms have appeared in the republic that create websites for local trade organizations to sell goods and services. E-commerce according to the model is growing rapidly both on national and international marketplaces, the latter, in turn, are more popular and successful both in the world and in the republic. Promotion of e-commerce services is carried out through social networks (Facebook, Telegram and others). Digitalization of many banking services for repayment of debts and loans, payments stimulated the growth of e-commerce on the B2B model.

Table 1. SWOT analysis of e-commerce development in Uzbekistan

<table>
<thead>
<tr>
<th><strong>Strengths:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The absence of barriers for online entrepreneurship, low transaction costs, which increases the competitiveness of trade organizations;</td>
</tr>
<tr>
<td>Tax incentives and preferences in the conduct of electronic commerce;</td>
</tr>
<tr>
<td>Improvement of legal documents regulating online trading;</td>
</tr>
<tr>
<td>Ability to apply a client-oriented approach in the implementation of operations;</td>
</tr>
<tr>
<td>Constant growth of consumers purchasing via the Internet;</td>
</tr>
<tr>
<td>Improvement of payment services, growth of payments through bank cards;</td>
</tr>
<tr>
<td>Involvement of rural and remote areas in the promotion of unique, ecological products and services;</td>
</tr>
<tr>
<td>Increasing employment through freelancing and self-employment,</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Weak sides:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The level of digitalization is low. Only 26% of private firms formally operating in Uzbekistan have their own websites, well below the regional average of 63%;</td>
</tr>
<tr>
<td>Lack of metrics and statistics on e-commerce by official statistical bodies;</td>
</tr>
<tr>
<td>The low level of competitiveness of domestic e-commerce, which leads to an outflow of funds in favor of cross-border trade;</td>
</tr>
<tr>
<td>Uncontrolled unorganized e-commerce of small organizations creates risks of loss and loss to consumers;</td>
</tr>
<tr>
<td>Low level of consumer confidence in domestic market places;</td>
</tr>
</tbody>
</table>
which often do not require high qualifications and the availability of specialized skills and knowledge; Huge consumer market for both domestic and cross-border trade.

Large marketplaces are abandoning B2C retail sales due to the high profitability of B2B trading; Lack of self-regulatory mechanisms in e-commerce.

### Possibilities:

- Development of multichannel and omnichannel e-commerce;
- The concept of green economy development will allow the less developed regions of the country to participate more actively in e-commerce, subject to government support;
- The high level of earnings in the field of e-commerce stimulate young people to self-development and mastering skills in the field of ICT and SMM;
- Decrease in unemployment and development of innovative employment, reduction of social differentiation.

Against the backdrop of political instability in neighboring countries, the interest of potential consumers to make purchases is growing, replacing products that have left the market of Western manufacturers through e-commerce.

### Threats:

- A high level of cross-border trade leads to the withdrawal of domestic trade organizations from the market;
- Unfair trading practices;
- Avoiding taxation and other social payments stimulates the opening of one-day e-commerce entities aimed at theft and deception.
- The lack of ethical standards for conducting electronic commerce leads to an irresponsible attitude of the participants in the exchange.

*the information compiled by the author independently based on the results of the study

Source: Prepared by the authors (2023)

To date, Uzbekistan ranks second in terms of the share of firms (51.2%, excluding micro-enterprises) that have adopted or expanded the use of digital platforms in response to the pandemic. Despite this, the degree of digitalization in business processes is still low, 26% of officially operating private firms in Uzbekistan have their own websites, which is well below the regional average of 63%[^3], which indicates a slowdown in the penetration of private sectors into the digital space, which leads to a backlog of domestic e-commerce from cross-border ones.

Despite the insufficient level and quality of supply in the e-commerce market in the republic, there is a rapid increase in demand for products, services of online stores, improvement of infrastructure, and affordable mobile Internet. The volume of e-commerce at the end of 2022 in the country amounted to 264 million US dollars 1/3 (9.6 million people) of Internet users are actively involved in the purchase of goods and services of market places.

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**Table 2. Share of e-commerce in retail turnover in Uzbekistan**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade volume, billion soums</td>
<td>88071.6</td>
<td>105229.9</td>
<td>133195.2</td>
<td>199518.8</td>
<td>252056.6</td>
<td>275 831.8</td>
</tr>
<tr>
<td>Growth rate, %</td>
<td>100.0</td>
<td>119.4</td>
<td>126.5</td>
<td>147.7</td>
<td>126.3</td>
<td>109.4</td>
</tr>
<tr>
<td>Volume of wholesale trade, billion soums</td>
<td>42185.9</td>
<td>63185.9</td>
<td>93322.8</td>
<td>120451.1</td>
<td>172790.1</td>
<td>212 524.0</td>
</tr>
<tr>
<td>Growth rate, %</td>
<td>100.0</td>
<td>149.7</td>
<td>147.6</td>
<td>129.0</td>
<td>143.4</td>
<td>122.9</td>
</tr>
</tbody>
</table>

[^3]: Source: Prepared by the authors (2023)
At present, there are many sources of information, forecasting mechanisms, methods and computer programs that are used in forecasting. Methods for predicting the development of socio-economic events can be divided into three groups. The first group includes those that extrapolate and model patterns based on changes in the object under study; the second group is based on the examination of the analyzed phenomenon; the third group includes combined methods.

The first group includes direct extrapolation methods, curve extrapolation methods, correlation and regression methods, alternative forecasting methods, etc.

The methods of the second group include various modifications of the methods of individual and collective examination.

Direct extrapolation methods are based on the study of changes in economic events during the forecast period and the further implementation of the discovered patterns.

The advantage of the extrapolation method is the wide versatility of the calculation scheme, the fact that the calculation algorithm does not require much work, the availability of a computer program that allows you to automate the processing of the initial information.

The deficiency of the method is the need to use the database for a long time; the impossibility of applying the principle of inertia (while maintaining the usual movement) in predicting the future; decrease in its accuracy in forecasting for the long term.

Analyzing time series, many researchers tried to build various forecasts by extrapolating the series (expanding the series) and predicting their future state based on studying the nature of past events.

<table>
<thead>
<tr>
<th>Volume of trade, billion soums</th>
<th>130275.5</th>
<th>164415.8</th>
<th>226518</th>
<th>319969.9</th>
<th>424846.7</th>
<th>488355.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth rate, %</td>
<td>100.0</td>
<td>126.2</td>
<td>137.7</td>
<td>141.2</td>
<td>132.7</td>
<td>114.9</td>
</tr>
<tr>
<td>E-commerce volume in thousands of US dollars</td>
<td>14.6</td>
<td>40.8</td>
<td>275.3</td>
<td>481300</td>
<td>168000</td>
<td>264000</td>
</tr>
<tr>
<td>Growth rate, %</td>
<td>100.0</td>
<td>2.8 раз</td>
<td>6.7 раз</td>
<td>1750раз</td>
<td>34.9</td>
<td>157.1</td>
</tr>
<tr>
<td>The exchange rate of the Central Bank of Uzbekistan 1 US dollar to the sum</td>
<td>8100</td>
<td>8339</td>
<td>9507</td>
<td>10477</td>
<td>10838</td>
<td>11225</td>
</tr>
<tr>
<td>Growth rate, %</td>
<td>100.0</td>
<td>102.9</td>
<td>114.0</td>
<td>109.8</td>
<td>103.4</td>
<td>103.5</td>
</tr>
<tr>
<td>Share of e-commerce, %</td>
<td>0.009</td>
<td>0.002</td>
<td>0.01</td>
<td>0.011</td>
<td>0.016</td>
<td>0.60</td>
</tr>
</tbody>
</table>

* Compiled by the author based on data from the State Statistics Committee of the Republic of Uzbekistan
Source: Prepared by the authors (2023)
Various methods can be used to extrapolate dynamic ranges. But each of its methods is based on the assumption that past patterns (trends) in the development of the phenomena and processes under study will continue in the future.

Therefore, the processes of forecasting based on the extrapolation of the series should begin with the analysis of the presented time series. One of the important conditions for the use of such extrapolation forecasting methods is knowledge of the nature of the process under study and the presence of sustainable economic growth. Only then can the necessary level of continuity in the development of the phenomenon under study be ensured. In reality, a variety of internal and external influences affect current patterns of development. Extrapolating the series yields likely results, thus those numbers make sense.

One of the methods of extrapolation of time series is their smoothing by analytical formulas. Each actual level of the presented dynamic series is considered as the sum of three terms \( y_t = f(t) + \varepsilon_t \), where \( f(t) \) is the trend structure, and \( \varepsilon_t \) is a random variable with \( M\varepsilon = 0, \quad D\varepsilon = \sigma^2 \). The goal of applying dynamic series smoothing to empirical data is to calculate its "theoretical" levels using the well-known formula \( t = f(t) \). We give the most useful analytical formulas that capture the most important trends in development (Table 3).

<table>
<thead>
<tr>
<th>№</th>
<th>Analytic form</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>( y = b_0 + b_1t )</td>
<td>Linear</td>
</tr>
<tr>
<td>2</td>
<td>( y = b_0 + b_1 \ln(t) )</td>
<td>Logarithmic</td>
</tr>
<tr>
<td>3</td>
<td>( y = b_0 + b_1/t )</td>
<td>Reverse</td>
</tr>
<tr>
<td>4</td>
<td>( y = b_0 + b_1 t + b_2 t^2 )</td>
<td>Quadratic</td>
</tr>
<tr>
<td>5</td>
<td>( y = b_0 + b_1 t + b_2 t^2 + b_3 t^3 )</td>
<td>Cubic</td>
</tr>
<tr>
<td>6</td>
<td>( y = b_0 + b_1 t )</td>
<td>Structural</td>
</tr>
<tr>
<td>7</td>
<td>( y = b_0 + b_1 t )</td>
<td>Power</td>
</tr>
<tr>
<td>8</td>
<td>( y = e(b_0 + b_1 t) )</td>
<td>S-function</td>
</tr>
<tr>
<td>9</td>
<td>( y = e(b_0 + b_1 t) )</td>
<td>Hyperbolic</td>
</tr>
<tr>
<td>10</td>
<td>( y = e(b_0 + b_1 t) )</td>
<td>Exponential</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

When implementing the forecast for the volume of retail trade in the Republic of Uzbekistan, we analyzed the statistical data of the republic for 2017-2021 using a linear-functional analytical form of forecasting models.
where,

\[
\begin{align*}
    \sum y &= \sum n \cdot a_0 + \sum x \\
    \sum x \cdot y &= \sum a_0 \cdot x + \sum a_1 \cdot x^2
\end{align*}
\]

n is the number of years, x is the influencing factor (in our example, years), y is a performance indicator (in our example, an economic indicator), a0 and a1 are the coefficients of the function, respectively.

By extrapolating time series from ten years of data, a model of indicators was built

\[
y = a_0 + a_1 \cdot x
\]

and made the following prediction.

Table 4. Retail trade volume, billion soums

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
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<td>199518,8</td>
<td>252056,6</td>
<td>282292,1</td>
<td>324518</td>
<td>366743,9</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023)

The linear function of the mathematical model of the change in this indicator over the years was determined by extrapolation using tabular data. According to her

\[
y = 28936,7 + 42225,9 \cdot n
\]

- where n is the number of years (data for 5 years were used to build the model - from 2017 to 2021, substituting 6 or more years in n and the resulting indicator in the corresponding year can be determined) and y is the volume of services per capita.

The correlation of the indicator of the volume of services provided by the region with the volume of services per capita was established, and it turned out to be very high, equal to \(r=0,973\).

The share of electronic commerce in the total volume of trade in the republic tends to grow. Over the past 6 years, in the context of a fundamental transformation in the field of e-commerce, the share of e-commerce has increased to 0.6%, while in 2017 it barely reached 0.01%. The maximum turnover of e-commerce was observed during the periods of the pandemic, when B2C trade reached a record level in all countries. In addition, a number of effective measures to stimulate e-commerce were taken in the country already at the first stage of reform:

1) Adoption of legislative documents regulating electronic business in Uzbekistan;
2) Development of a system of benefits and preferences for entities engaged in electronic commerce and online payments;
3) creation of a modern telecommunications base, the tasks of creating a modern fiber-optic infrastructure are being solved;
4) Creation of the "Electronic government" system;
5) implementation of the "Digital Bank" system;
6) A national online trading platform "Unisavdo.uz" has been created, where domestic entrepreneurs have the opportunity to put their products up for auction. In May, its mobile version was launched.

All this leads to a rapid outflow of consumers from traditional trade to online trade, and growing into the cross-border space for the export and import of goods and services. The annual growth in the share of e-commerce in the country’s GDP is estimated at 30%. At the same time, the total capacity of the e-commerce market in Uzbekistan is estimated by experts at 12–15 billion US dollars. The government is actively developing specialized strategies and programs for the development of e-commerce, partially taking into account the specifics of a new type of relationship between participants in the e-commerce process, taking into account horizontal measures, facilitating the formation of systems that affect the entire value chain, including related processes that enable e-commerce.

The introduction of new business models has led to the emergence of more complex operations and creates new challenges and tasks that need to be addressed quickly and efficiently. First of all, we are talking about the blurring of the border between goods and services and the resulting uncertainty in the application of trade rules. In the production process itself, the share of services is growing - design, design, research and other services, often coordinated electronically, services are becoming an integral part of "smart goods". Businesses are shifting their focus, blurring the lines between once-distinct industries.

The customer-oriented approach of trade organizations is a key factor in increasing the competitiveness of both an individual organization and an industry and national one. The economic entities of countries that are not involved in the renewal of global supply chains are losing their competitiveness. Consumer orientation is especially important for marketplaces, for which customer loyalty is their main asset. In an effort to improve the user experience, platforms and manufacturers selling via the Internet offer more and more new services, strive to speed up supply chains and create new trade
channels. The consumer actively participates in the process with their data, and also creates content on their own in the form of feedback, comments and complaints. Ultimately, it is consumers and digital platforms that determine what patterns of interactions between participants develop in the digital space. This is especially important in the context of the expansion of the influence of electronic commerce on the preferences of buyers, which is observed in the republic. Many trade organizations, when opening websites, channels through social networks, initially envisaged the goals of promoting goods, informing about sales promotion, today the tactics of trade structures are changing dramatically: online platforms not only do not accompany the selection process, but already involve most of the consumers in online shopping based on a comprehensive analysis of needs, the development of features of a portrait of a modern consumer using business intelligence methods.

3.1 TRENDS IN THE DEVELOPMENT OF E-COMMERCE IN UZBEKISTAN

1) Electronic trading platforms are a link in the value chain. The first step towards the digital transformation of trade was the digitization of goods and services and their placement on trading floors, online storefronts, which are characterized by limited functionality. The main part of the processes is carried out off-site. Delivery, payments, etc. are provided by the manufacturer or third-party services that line up in a consistent chain. To date, in the implementation of electronic commerce, the main part of the chains of creation of added value is shifted outside the republic. And here the problem arises of the transition of most of the value chains outside the republic.

2) Development of digital platforms. In the next phase of e-commerce development, platforms combine core processes to improve efficiency. Multi-sided multifunctional platform systems are becoming a new competitive advantage in the market. The formation of a competitive e-commerce system requires the creation of the following conditions: accumulation of a mass of competitive products, business immersion in the digital environment; the use of the latest technologies that improve the quality of decision-making, such as market forecasting and business analytics, promotion and loyalty, and the creation by the state of favorable conditions for the development of electronic commerce.
3) Integration of systems that interact with each other and the boundaries between them are erased. At this stage, the systems begin to interact with each other, creating a single e-commerce environment. Both platforms and individual producers of goods and services, consumers of the B2C and B2B segments actively exchange data and act both as producers and consumers of goods, services, and digital assets.

4 CONCLUSION

At the center of the electronic environment is the consumer, who actively participates in the process of production and trade of his information, creates content on his own in the form of reviews, comments and complaints. Ultimately, it is the consumer who determines which models of the interaction of participants develops in the digital environment. The consumer himself is also changing, generational types of consumers are emerging. At this stage, the task is to build our own e-commerce environment and integrate with global systems based on long-term strategies, determine the e-commerce architecture, which can be centralized (a single supranational structure), decentralized (a set of national structures) or hybrid. Representatives of electronic trading platforms and associations, manufacturers of goods, providers of providing services note that there are restrictive practices in the republic that do not allow local players to get the maximum benefits from participating in e-commerce processes. Specialized regulation is fragmented and opaque. National trading floors face adverse competitive conditions relative to global trade participants in terms of taxation, security requirements, etc. Elements of digital infrastructures are at different levels of maturity, which does not allow for synchronism and smoothness of processes.
REFERENCES


