



## Article

# Foreign Experience of Developing Electronic Commerce Services in Uzbekistan and its Opportunities for Use

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**Abstract:** This article analyzes the issues of using foreign experience in the process of developing e-commerce services in Uzbekistan. Successfully implemented e-commerce strategies and their efficiency factors in world experience are considered, and the possibilities of their application in the conditions of Uzbekistan are assessed. Also, recommendations are given for the development of e-commerce infrastructure, improvement of legal and regulatory frameworks, and increasing consumer confidence. The results of the study will serve to form effective management mechanisms in the field of e-commerce and accelerate the process of digitization of the national economy.

**Keywords:** E-Commerce, Digital Economy, Online Trade, Electronic Payment Systems, Logistics, Foreign Experience, Innovative Technologies, Consumer Rights, Uzbekistan, E-Commerce Infrastructure

## 1. Introduction

Today, the development of digital technologies and Internet services in the global economy has brought e-commerce to a new level. E-commerce, that is, online trading, is creating an opportunity to implement traditional direct contacts between consumers and manufacturers through digital platforms. This process, in turn, is recognized as an effective tool for creating new opportunities in the global economy, introducing reforms in the trade sector, developing businesses and providing favorable conditions for consumers. Various countries around the world are managing to accelerate economic growth, improve the business environment, provide convenient and fast services to consumers and increase competitiveness through the development of e-commerce [1]. All this requires fully unlocking the potential of digital technologies and innovative solutions. In particular, advanced e-commerce practices, interactions and effective systems in the United States, China, the European Union and Southeast Asian countries serve as a model for many countries. Uzbekistan, following this global trend, is also paying great attention to creating the infrastructure and legal framework necessary for the rapid development of e-commerce. Our country has made significant progress in the introduction of electronic payment systems, online trading platforms, mobile applications and digital communication tools [2]. However, there is also a need to further develop e-commerce, apply innovative technologies to it, and solve problems such as ensuring the security of personal data. Foreign experience plays an important role in the development of e-commerce, as it provides not only practical knowledge, but also the ability to quickly adapt to changing market needs. Therefore, in the development of e-commerce in Uzbekistan, it is very important to use, study and adapt foreign experience to national conditions. This article analyzes the possibilities of Uzbekistan's effective use of foreign experience in the field of e-commerce, its economic and legal basis, as well as the main problems that arise in the process of adapting to the conditions of Uzbekistan and recommendations for their

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solution. The purpose of the study is to find effective ways to further develop e-commerce, effectively use its potential and introduce new, innovative solutions for the economy of our country. The article also provides specific proposals on the main factors in the field of e-commerce - technologies, legal environment, consumer support, business digitization and the creation of the necessary infrastructure network for the country's economy. The development of electronic commerce and its economic significance are at the center of many scientific studies today [3]. The work "Electronic Commerce: The Second Wave" by M. McKinney and J. M. Wetherbe analyzes various forms of electronic commerce and their impact on economic growth. Foreign experience, in particular, is based on successful electronic commerce models in the United States and the European Union, the rapid development of digital technologies and online trade. M. Porter's work "Competitive Advantage" discusses the role of electronic commerce in increasing competitiveness in the market. The process of reforms and development in the field of electronic commerce in Uzbekistan has also been widely studied. Shavkat Mirziyoyev's speech in 2020 emphasizes the need to develop the digital economy and electronic commerce [4]. It is indicated that the infrastructure and legal system need to be improved for the further development of this sector in the conditions of Uzbekistan. Studies assessing the economic efficiency of electronic commerce in Uzbekistan examine the opportunities for creating new jobs and developing businesses. The application of foreign and national experiences, innovative technologies, as well as the study of factors that contributed to the rapid development of e-commerce, will allow the development of the digital economy in Uzbekistan. It is important to create new opportunities by strengthening the economic and legal framework of e-commerce and adapting it to national conditions [5].

## 2. Materials and Methods

The study uses several methodological approaches to study foreign experience in the development of e-commerce and adapt it to the conditions of Uzbekistan. First, the analytical method is used to study the experience of e-commerce in foreign countries. This method analyzes the factors of effective operation of e-commerce systems in the USA, China, the European Union and Southeast Asian countries and their successful application [6]. This approach identifies the main factors affecting the development of e-commerce and the foundations of the successful operation of the model. Also, a descriptive research approach is used to study the state of e-commerce in Uzbekistan. This method examines the country's e-commerce infrastructure, digital payment systems, online trading platforms and their performance. The study identifies existing problems and opportunities and identifies necessary measures for the further development of e-commerce in Uzbekistan. Using the comparative analysis method, e-commerce systems in foreign experience are compared with the conditions of Uzbekistan [7]. This method studies the differences and similarities between countries. Comparison of foreign and national experiences will help determine which approaches are effective in developing e-commerce and develop appropriate recommendations for adaptation to Uzbekistan. The empirical part of the study is planned to be carried out through questionnaires and interviews with e-commerce entities, users and manufacturers in Uzbekistan. This method, based on practical data, will help to study the attitude of users to e-commerce and identify their needs. Empirical data also plays an important role in determining the approaches and strategies necessary to increase the effectiveness of e-commerce. Through legislative and legal analysis, the legal and regulatory factors necessary for the development of e-commerce in Uzbekistan will be considered [8]. The laws and regulatory documents regulating e-commerce are analyzed, and existing gaps and proposals for their improvement are made. This method is important for strengthening the legal framework of e-commerce and ensuring the development of digital trade in the country. Based on the results of the research, practical recommendations will be developed for the development of e-commerce in Uzbekistan [9]. Using foreign experience, descriptive analysis,

comparative analysis, empirical research and legal analysis methods, strategies and measures will be developed to promote the effective development of e-commerce in Uzbekistan. These recommendations will be an important step in the development of the economy and digital infrastructure of Uzbekistan.

### 3. Results and Discussion

The analytical part of the study is aimed at studying foreign experience in the development of e-commerce and determining how it is applied in the conditions of Uzbekistan. The effective operation and successful business models of e-commerce systems in foreign countries, in particular the USA, China and the European Union, are of great importance in improving the e-commerce system in Uzbekistan. The study, first of all, analyzed the technologies and business approaches used in foreign experiences [10]. The successful operation of companies such as China's Alibaba and the US's Amazon, the rapid development of online trading and digital payment systems can also play an important role in the development of e-commerce in Uzbekistan. The biggest factor in the development of e-commerce is technology [11]. The main factors that led to the development of e-commerce in the USA and the European Union are, first of all, the development of digital infrastructure, access to the wide Internet network and the availability of modern payment systems. In China, innovative strategies used by the state and investments aimed at developing e-commerce infrastructure have allowed the rapid development of the industry [12]. This experience shows the need for state support and strengthening of technological infrastructure in the development of e-commerce in Uzbekistan. When analyzing the current situation in Uzbekistan, a number of problems were identified that hinder the development of e-commerce. First of all, there are uneven access to the Internet and restrictions on the use of digital technologies. Also, the limited development of digital payment systems in the field of e-commerce and the lack of consumer protection mechanisms were identified as important problems. These factors, in turn, hinder the rapid development of e-commerce [13]. The results of the empirical analysis and surveys conducted during the study indicate that interest and need for e-commerce are growing among the population of Uzbekistan. However, for many users, there is a problem of trust in e-commerce and concerns about the security of payment systems. This situation limits the widespread and popularization of e-commerce. Therefore, it is necessary to improve payment systems and strengthen user protection mechanisms. The main strategic directions for the development of e-commerce in Uzbekistan are as follows. First of all, it is necessary to create a wide Internet infrastructure for the development of e-commerce. This includes expanding Internet access, especially in rural areas, and increasing digital literacy among users. The second important direction is the development and security of digital payment systems. In order to gain user trust, it is necessary to ensure the security and modernization of payment systems. Also, state support is important for the development of e-commerce in Uzbekistan. The experience of China and other developed countries shows that digital economy strategies and tax incentives adopted by the state give a great impetus to the development of e-commerce. This requires the government of Uzbekistan to create a strategic program and new legislation for the development of e-commerce. The study also found that Uzbekistan's successful approaches to the development of e-commerce should be implemented by adapting foreign experience and responding to national needs [14]. The introduction of modern marketing and online sales systems in Uzbekistan will lead to the successful development of e-commerce. As a result, Uzbekistan has the opportunity to develop its digital economy by using foreign experience in the development of e-commerce, strengthening digital infrastructure, increasing user confidence, and improving payment systems[15]. The reforms and innovative strategies implemented in this regard can serve the rapid development of e-commerce.

#### 4. Conclusion

The study examined foreign experience in developing e-commerce in Uzbekistan and the possibilities of its application in national conditions. Successful e-commerce systems of foreign countries, in particular, the experiences of the USA, China and the European Union, the development of digital infrastructure and the use of modern payment systems provide useful and effective approaches for Uzbekistan. During the study, the main factors hindering the development of e-commerce, including limited access to the Internet, problems such as the security of digital payment systems and insufficient legal standards, were identified, as well as proposals for their elimination. Several important areas for the development of e-commerce in the conditions of Uzbekistan were identified. First, it is necessary to expand the Internet infrastructure and increase digital literacy. Second, it is necessary to ensure the security of e-commerce systems and modernize payment systems. It is also important for the state to improve strategic programs and legislation to support the digital economy and e-commerce. The results of the study showed that Uzbekistan can achieve effective results by adopting foreign experience in the development of e-commerce and adapting it to national needs. In this case, the innovative strategies used by the state, the development of digital infrastructure and payment systems will serve the rapid growth of e-commerce. Thus, Uzbekistan can open up new opportunities in the development of e-commerce based on international experience and implement strategies that will lead to the development of the digital economy. This, in turn, will contribute to the sustainable growth of the country's economy, the creation of new jobs and the expansion of international trade opportunities.

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