



SAVDO XIZMATLARINI RIVOJLANISHIDA RAQAMLASHTIRISHNING ZARURATI

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**Annotatsiya.** Maqolada savdo xizmat ko'rsatish sohasining rivojlanishida raqamlashtirishning ahamiyati asoslangan. Respublikamizda savdo xizmatlari sohasining raqamlashtirish zaruriyati tahlil qilingan. Transformatsiyalash texnologiyalarini joriy etish bilan ko'p tarmoqli xizmatlar sohasining integratsiyasini ta'minlash va ularni kompleks boshqarishning zamonaviy intellektual tizimi masalalari tadqiq etilgan.

**Kalit so'zlar:** raqamlashtirish; raqamli texnologiya; raqamli iqtisodiyot; "raqamli o'zbekiston-2030" strategiyasi; raqamli infratuzilma; savdo xizmatlarini rivojlantirish; ekonometrik model; modellashtirish.

НЕОБХОДИМОСТЬ ЦИФРОВИЗАЦИИ В РАЗВИТИИ ТОРГОВЫХ УСЛУГ

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**Аннотация.** В статье основана на важности цифровизации в развитии сфера услуг торговли. Проанализирована необходимость оцифровки торговых услуг в наш стране. Исследованы вопросы обеспечения интеграции многопрофильных служб и их управления современных интеллектуальных систем с внедрением трансформационных технологий.

**Ключевые слова:** оцифровка; цифровая технология; цифровая экономика; Стратегия «Цифровой Узбекистан-2030», цифровая инфраструктура; развитие торговых услуг, эконометрическая модель, моделирование.

THE NEED FOR DIGITALIZATION IN THE DEVELOPMENT OF TRADE SERVICES

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**Annotation.** The article is based on the importance of digitalization in the development of the trade services industry. The need to digitize trade services in our country has been analyzed. The issues of ensuring the integration of multidisciplinary services and their management of modern intelligent systems with the introduction of transformation technologies are investigated.

**Keywords:** digitization; digital technology; digital economy; Strategy "Digital Uzbekistan-2030", digital infrastructure; development of trade services, econometric model, modeling.

**Introduction.** The digitalization of commerce and service provision plays a pivotal role in shaping state governance strategies for socio-economic development across regions within a country. However, exploring these areas should not be confined solely to theoretical studies, as they are significantly intertwined with the theories of economic growth in various regions.

Globally, the process of digitalization continues to evolve. Even in advanced countries, this process is not yet complete, and the level of digitalization varies significantly from one sector to another. Certain industries have already experienced considerable impacts from information technologies. Notably, retail commerce stands at

the forefront, gradually integrating digital technologies into various processes.

The global economy comprises markets for goods, capital, labor, and services. The services market, a complex system, primarily aims to meet the population's demand for services. It is founded on the rapidly growing and broad sector of the world economy's service industry, which plays a crucial role in enhancing the quality and standard of living in the global economic landscape.

In line with the Decree PF-6079 issued by the President of the Republic of Uzbekistan on October 5, 2020, the "Digital Uzbekistan – 2030" strategy was developed to ensure the rapid digital progression of economic sectors, social sphere,

and state governance system, including the enhancement of electronic public service mechanisms.[1]

Within the strategy for developing e-government, several projects are being implemented to establish "smart" and "secure" cities and regions through the deployment of big data processing, the internet of things, and intelligent surveillance and monitoring systems in public areas.

The theoretical analysis of the transformation process in the commerce service sector indicates that its current theory is in a paradigmatic state, serving as the widely accepted theory for addressing contemporary research challenges. The analysis reveals that the transformation of the commerce service sector is undergoing an evolutionary path of development. Throughout its developmental stages, the sector requires the formation and application of diverse innovative concepts to address problems at various levels of activity.

**Analysis of Scholarly Literature.** Globally, the effective development of the commerce sector, the refinement of organizational-economic mechanisms to expand the variety of competitive products in markets, and the strategic directions for enhancing the efficiency of service sectors are also being evaluated as priority tasks. Currently, the scope of research on rational organization of the trade process, grounding the forecast indicators for the development of the commerce sector for medium and long terms, and enhancing the efficiency of sales services through the effective application of synergistic efficiency and cluster approaches is expanding. All these efforts are aimed at improving the population's living standards, necessitating the study of commerce sector development.

The continuous perfection and transformation of the trade service, along with its synergistic nature, are being thoroughly studied by scholars. Recent research rightly emphasizes that service is a process, highlighting that the execution of actions or operations in a specific sequence constitutes the "Service process scenario." It indicates the importance of interaction with customers in the "Service theatre"[2] denoting service as an action.

The new directions in the socio-economic development of modern countries are primarily based on J. Schumpeter's idea of an innovation economy[3], the trends of post-industrial society development founded by American scholar D. Bell, [4]]. Hawkings' theory of the knowledge economy or creative economy, the networked economy

concept presented in[5] Y. Benkler's work "Digital Economy," and the digital economy introduced by [6,7]D. Tapscott.

Recent scientific research by our country's scholars on the problems in the commerce sector can include works by B. Abdukarimov[8], A. Soliyev[9], E.S. Fayziyev[10], among others.

B. Abdukarimov interprets the concept of "trade service" broadly, emphasizing that "trade service is a distinct type that serves manufacturers, consumers, the state, and also provides services to other economic sectors and fields, utilizing their services as a consumer and interacting with them".

A. Soliyev defines this concept as "Enhancing trade service quality involves advising customers, demonstrating product samples in action, and aiding customers in product selection through the development of various forms of advertising and information."

E.S. Fayziyev's scientific conclusion states that "trade service is the result of the mutual activity of seller and buyer, aimed at fulfilling the needs of the customers."

However, as many authors currently note, there is a noticeable lack of consensus in the definitional expression of transformation, and its general scientific standard has not been sufficiently elucidated.

**Research Methods.** The purpose of this article is to analyze and assess the significance of the digitalization process in the development of commerce services.

In addressing the topic of this article, methods such as statistical, comparative, clustering, expert evaluation, analysis, and others have been utilized.

**Analysis and Results.** The commerce services sector is becoming one of the leading sectors in the economy of the Republic of Uzbekistan. The socio-economic orientation of commerce services contributes to creating additional jobs, reducing costs, shortening the time of trade service provision, and improving the quality of life for the population. Recently, the commerce services sector has developed under favorable economic conditions.

The development of trade service networks for the population demands the search for and implementation of new approaches, models, and methods. The current strategic development in Uzbekistan also promotes the concept of a digital economy. However, the level of ICT development is not high, and the existing rates of trade network development do not allow for the effective resolution of tasks, modernization of society, and

ensuring the competitiveness of Uzbekistan. ICT is not sufficiently implemented in economically significant trade sectors, local software products are not adequately developed, information technologies are weakly implemented in state governance, and the level of computer literacy among trade employees does not facilitate the extensive use of internet services.

The low level of information technology implementation limits the opportunities for purchasing online services and organizing electronic data exchange between market participants and state authorities, which also hinders the rapid growth of communication services.

By 2030, it is planned to increase communication and informatization services by 2.5 times with targeted parameters. Developing the commerce services sector branches based on information and communication technologies, and technical equipment of the network, will facilitate the full transition to a digital economy, resulting in the share of information and communication technologies in the republic's economy increasing up to 3.5 percent.

The implementation of foreign loans, particularly in executing the following significant projects, is essential to address the priority tasks in the telecommunications, television broadcasting, and radio broadcasting network:

We live in an era where consumer needs and demands are constantly growing. IT and venture financing have facilitated market entry for market participants with innovative business models. The ubiquity of the internet has enabled digital transformation and the emergence of digital services.

The ongoing digitalization process is bringing about profound changes in the global economy by reducing the costs associated with collecting, processing, transmitting, and distributing information. However, it is crucial not to equate the digital transformation process merely with the implementation of information technologies. It is also incorrect to believe that developing a corporate website, launching a Telegram bot, a mobile application, and engaging in social networks allow organizations to consider themselves digital.

In retrospect, the following can be identified as the primary challenges in developing logistics in the Republic:

- The distribution system for goods and services is not rationally developed (lack of an overall strategy for the development of the distribution system and a shortage of organized commodity markets at the wholesale and medium wholesale levels);

- Underdeveloped modern communication systems;

- Outdated transport infrastructure, especially roads, as well as a lack of cargo terminals and their technical and technological obsolescence.

In essence, digital transformation manifests through the creation of innovative products and services based on advanced technologies, the development of entirely new simulation models [11], and sophisticated analytical methods. The process of trade service transformation should be understood as encompassing a range of changes including direct structure, development strategy, customer engagement[12], promotion and service methods, and even service culture, integrating specific investment in trade service technologies and encompassing all existing models of service provision.

Digitalizing the economy offers numerous benefits, ensuring the quality, speed, and convenience of various services, entertainment, education, scientific, and informational content. Digitalization reduces the cost and price of payments, becoming a new source of revenue. The cost of services provided online is significantly lower than in the traditional economy, especially due to the reduction of service-related realization costs, making state and commercial services increasingly accessible to all. Furthermore, in the digital world, goods and services can quickly find their market and become accessible from any point globally. Services can be rapidly adapted to consumer preferences in a short time frame. Digital economy has already become a reality in retail, transport, telecommunications, insurance, and banking sectors.

In his address to the Oliy Majlis, President of the Republic of Uzbekistan Shavkat Mirziyoyev emphasized that "actively transitioning to a digital economy will be one of our most critical tasks for the next five years. Although our country has moved up 8 ranks in the 'International Information Communication Technologies Development Index' in 2019, we are still significantly behind. It is true that most ministries, agencies, and enterprises are far from digital technologies." Therefore, to achieve progress, it is imperative that we acquire digital knowledge and modern information technologies, which will offer us the shortest path to advancement. Indeed, today, information technologies are deeply integrating into all sectors worldwide.

The Logistics Performance Index (LPI) is a World Bank index that examines the ease of delivering goods and the state of trade logistics at

national and international levels. This index measures the efficiency of supply chains in international trade and is assessed every two years.

To improve the Logistics Performance Index and achieve high results in logistics development by 2030, several tasks need to be addressed

Despite noticeable lags in developing logistics in our Republic, recent times have seen positive shifts in this sector. There is an increasing demand for logistics services, which motivates logistics companies to develop and enhance the quality of the services provided. This trend is significant everywhere, particularly noticeable in the segment of companies providing comprehensive services in goods delivery and warehouse services.

Constructing modern logistics terminals not only in the central regions but also in other parts of the Republic has become a priority. It is undeniable that many tasks set to improve this sector are being effectively implemented.

Today, digital transformation is relevant to almost any field of activity. Enhancing the movement of goods based on logistics development principles using terminal and container technologies is crucial. As a result, trade services are expected to increase 2.5 times from 2018 to 2030.

1. By 2030, shopping centers will transform into modern, universal "centers" and multi-branch complexes, with an expanded range of services offered (medical, educational, and recreational services).

2. Within the "Smart City" project framework, a "Smart Consumer Market" component will be implemented, focusing on actively incorporating digital technologies and developing internet trade, warehouse, and logistics infrastructure.

3. The fight against counterfeit and low-quality products will become more effective.

4. An interactive service for obtaining information about goods and services will be established, improving the quality control of goods and services. Additionally, an electronic trading platform for selling our country's goods is planned, enabling producers to sell their products remotely and without intermediaries.

Improving the segment of legal documents

on utility models and simplifying the application and review process for patents, trade dress, and industrial designs will enhance the full legal protection of intellectual property assets, fostering the development of intellectual property.

It's worth noting that digital transformation opens up numerous opportunities. Firstly, it increases revenue, which occurs through the launch of new business directions, products, and services. For instance, in the telecommunications sector, this might include digital services for music and video streaming or cloud platforms for smart homes[14,15].

The second positive impact is the reduction in operational costs and increased process efficiency. Automating accounting, taxation, and HR management allows for the fast and quality management of large volumes of information. Processing data using "Big Data"[16,17] methodologies enables precise targeting of potential customers based on specific criteria, directly influencing the success of marketing activities. Additionally, the quality of management decisions improves. Leaders are no longer solely reliant on reports from responsible departments; they can access the system to move from general data to specific indicators[18], comparing the obtained results with those of previous periods immediately. Automation of processes leads to more accurate econometric forecasting models.

**Conclusion.** The implementation of transformational technologies results in the integration and modern intelligent system management of urban and regional infrastructure, housing, commerce services, transport logistics, and emergency services into a unified complex, where they are interrelated and coordinated. The last decade has demonstrated the demand for digital technologies, and the upcoming decade will set a new vector for their development. Today, even the most unusual customer demands from a client's perspective need to be fulfilled quickly and successfully. Enterprises and organizations utilizing modern technologies have a future because they provide the most advanced services and products to consumers[18,19], offering the highest quality and most appealing products across all market spectrums.

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