



## Innovative Approaches in the Development of Book Trade and Their Theoretical Problems

Usmanova Nigina Marupovna

Samarkand Institute of Economics and Service  
Independent researcher

### ABSTRACT

The article is based on the need for innovative approaches and factors for the development of the book trade. At the moment, special importance is attached to innovative methods that are included in the existing book trade for the development of the book trade. A comparative analysis of the situation of bookselling in some regions of our country has also been carried out and, based on the results of the study, some recommendations for the development of this industry have been given.

### Keywords:

Book, bookselling, innovations, innovative factors, innovative methods, book publishing.

**Introduction.** Relevance of the topic, in the Development Strategy of New Uzbekistan for 2022-2026, adopted in our country, "establishing a people-friendly state by increasing human dignity and further developing a free civil society, making the principles of justice and the rule of law the most basic and necessary condition for development in our country, accelerating the national economy ensuring development and high growth rates, conducting a fair social policy, developing human capital, ensuring spiritual progress and bringing the industry to a new level, approaching universal problems based on national interests, strengthening the security and defense potential of our country, conducting an open, pragmatic and active foreign policy go"<sup>1</sup> tasks are envisaged. In the implementation of these, development of reading and improvement of book sales, delivering them to readers is one of the priority tasks.

<sup>1</sup> Decree of the President of the Republic of Uzbekistan "On the Development Strategy of New Uzbekistan for 2022-2026" signed on January 28, 2022.

In order to clearly define the fulfillment of these tasks and taking into account the problems in this regard, the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" dated September 13, 2017 Resolution №. PD-3271 on the program of comprehensive measures for the development and promotion of book reading and reading culture, Decree of January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026". On August 12, 2022, the PD-350 decision<sup>2</sup> "On additional measures to expand the opportunities for modern knowledge and professional acquisition" and several other measures have been assigned relevant tasks for the development of reading and improvement of book trade.

<sup>2</sup> Decree №. PO-4947 of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy of Actions for Further Development of the Republic of Uzbekistan", Decree №. PD-3271 of the President of the Republic of Uzbekistan dated September 13, 2017 "Development of the system of publication and distribution of book products and book reading and "On the program of comprehensive measures to increase and promote reading culture". Lex.uz, decree of January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026". Decision PD-350 on August 12, 2022 "On additional measures to expand opportunities for modern knowledge and professional acquisition".

**Analysis of literature.** M.Q.Pardaev, M.M.Muhammedov, M.Z.Pulatov, B.A.Abdukarimov, Q.J.Mirzaev, O.M.Pardaev, G.A.Solieva and others are engaged in book sales services, those who came. In the works of the mentioned scientists, the results of major scientific research in the field of services are covered. In the structural structure of the service sector, attention is also paid to services related to book sales. It is recognized by them that the book is important in educating the society and ensuring its socio-economic development. But only G.S.Solieva dealt with the book trade, its nature and features.

**Research methodology.** In the course of the research, the best practices of foreign countries on the development of book trade services were studied, logical and comparative analysis, systematic approach, generalization of processes, space and time, analysis and synthesis methods were used.

**Analysis and results.** We think it's time to improve the book trade and use innovative factors in it. Because they buy food products for daily needs. However, people are not hungry for books. It will be necessary to carry out campaigning and promotional activities that will make him feel it. After all, creating a

demand for a book is a very complicated process. Without demand, there will be no sales in any industry, including books.

Just as an appetite for food is needed to revive the book trade, so it is necessary to arouse the same passion for books. Who should arouse this passion is a big problem. Because when everyone is hungry, they want to eat. This process depends on each individual, but if you do not "appetite" for the book, it will remain unopened. A person does not feel that his mind is starved. The question arises as to what to do in such circumstances. We think that the main way to create a feeling for the book is to strengthen the promotion of the book. Everyone should understand that the book is of great importance to him. For this purpose, it is necessary to systematically hold various advertisements and live discussions about books in the family, schools, social networks, in places related to books, such as libraries and bookstores.

Today, book sales, like other types of sales, have entered into innovative methods. Because without such innovative methods, it is impossible to ensure the sustainable development of any industry. Because of this, this issue should be in the attention of experts and researchers of every field. The types of innovative methods used in book sales are presented in the table below (Table 1).

**Table 1**  
**Innovative methods entering the book trade**

<b>№</b>	<b>Innovative methods used in book sales</b>	<b>An overview of innovative methods used in book sales</b>
1.	Selling the published book through online stores	Currently, many books are published, but most of them are sold in shops in Tashkent.  It is necessary to advertise existing books on the Internet and make a way to deliver them to any corner of the country.
2.	Delivery by express mail	After each book is advertised on the Internet, the reader orders the book of his choice from the store and it must be delivered by express mail.
3.	Training of individual marketer personnel for book sales	Bookselling is unique and requires the training of special marketers. They use all their skills and try to sell as many as possible, while they are entitled to a monthly salary for their state and a certain percentage of the proceeds from the books sold.
4.	Establishment of electronic	The sale of electronic versions of fiction and

	sales of the text of books	educational literature should also be allowed. It is cheap to the first buyer, the delivery is light and fast. If the buyer wants, he can take out this book, sew it into a book, read it and keep it.
5.	Work on correcting the content and form of the book by the publishers	Currently, many books are being reprinted in publishing houses. It is also desirable to find new authors and start publishing their very interesting and useful books.
6.	It is necessary to dramatically increase the circulation of published scientific literature and ensure their delivery	Currently, scientific monographs are published by the authors at their own expense and in most cases there are 100 copies. This is very rare for a country like Uzbekistan. Because of this, all higher educational institutions of our country will have to buy at least 4 copies of scientific works for their library. In this case, the circulation of the book will also increase and the most important thing is that scientific works will be delivered to consumers.
7.	Mobile book sales should be organized from time to time in remote areas, especially in rural areas.	In remote areas, especially in rural areas, the need for books is not met at all. There are no bookstores. Therefore, it is advisable to periodically organize a mobile book sale in these areas. In this case, it is advisable to constantly communicate with the population of this land through the Internet, to study their demand and to take this into account in the mobile book trade.
8.	At present, it is advisable to organize distance sales in the publishers themselves.	Currently, most publishers are limited to publishing books on order. They can advertise each published book on their website, indicating the content and prices, and arrange sales in agreement with the author. The author takes the unsold part and sells it himself.

Information service provided by the State Tax Committee revealed how many books were purchased in the country and its regions in January-August 2022 by the citizens of Uzbekistan through the online cash register technique. It is noted that 111.7 billion soums worth of books were purchased by the citizens of our country through the online cash register

technique in the 8th month of 2022. Currently, 5708 entities are engaged in book sales. These entities have 15,300 sales outlets, through which book products were sold 980,600 times during the period. Among these, the regions where the most books were purchased were the following (Table 2)

**Table 2**  
**Structural analysis of booksellers' data for 8 months of 2022 in our country and some of its regions**

<b>№</b>	<b>The name of the areas</b>	<b>Sold amount, billion soums</b>	<b>Share, %</b>
1	<b>Tashkent city</b>	58,9	52,7
2	<b>Andijan region</b>	14,8	13,2

3	<b>Tashkent region</b>	12,5	11,2
4	<b>Navoi region</b>	6,8	6,1
5	<b>Samarkand region</b>	4,1	3,7
6	<b>The rest of the regions</b>	14,6	13,1
	<b>TOTAL</b>	111,7	100,0

As can be seen from the table, 52.7% of the main books correspond only to the city of Tashkent. Andijan region is in second place. Its share in book sales is 13.2%. The third place is Tashkent region, its share is 11.2%. A surprising situation is the situation in Samarkand and Navoi regions. Despite the fact that the population of Navoi region is less than the population of Samarkand region and there are fewer higher education institutions, its share in book sales is 1.7 times higher. It is difficult to explain that the share of the remaining nine regions is less than one Andijan region. Most of the book products sold in

Uzbekistan consist of textbooks and training manuals. Also, most of the books are books intended for general education schools, and some of them consist of textbooks that are prohibited for sale. It can be seen that there are still many problems that need to be solved in the book trade in our country.

The reading level of our country can be determined in a certain sense by the volume of books sold per million inhabitants. To do this, it is possible to determine the volume of book sales in our country and its regions by comparative analysis. (Table 3)

**Table 3**  
**Comparative analysis of data on population and book sales in our country and its regions as of October 1, 2022**

Nº	The name of the areas	Population, thousand people	Share of the total population, %	Amount of books sold, billion soums	Share, %	One million volume of books per population, million soums
1.	<b>Tashkent city</b>	2654,6	7,7	58,9	52,7	22,19
2.	<b>Andijan region</b>	3172,1	9,2	14,8	13,2	4,67
3.	<b>Tashkent region</b>	2977,8	8,7	12,5	11,2	4,20
4.	<b>Navoi region</b>	1009,3	2,9	6,8	6,1	6,7
5.	<b>Samarkand region</b>	3928,7	11,4	4,1	3,7	1,05
6.	<b>The rest of the regions</b>	20713,2	60,1	14,6	13,1	0,71
	<b>TOTAL</b>	34479,7	100	111,7	100,0	3,24

As can be seen from the data of this table, the number of population and the share of book sales in our country and its regions do not correspond to each other. In particular, it can be seen that the share of all sold books was equal to 52.7% at a time when the population of Tashkent was 7.7% of the total population.

This is an excellent indicator. However, only 3.7% of the books sold at a time when the population of Samarkand region was 11.4% of the country's population. Every million in this region, books worth 1.05 thousand soums were sold per person. This is 2.19 million more than the average, per soum (3.24 - 1.05) less. The

situation in other regions is even worse. Although these regions make up 60.1% of the population, they bought only 13.1% of the books sold. 0.71 thousand soums of books were sold per million inhabitants of these regions. It is also difficult to ensure development in the illiterate population.

The issue of "promoting book reading among young people" is one direction of the initiative announced by the President. As it was mentioned above, it became clear that the creation of a clean reading environment cannot be fully implemented and an effective result can be achieved only by propaganda. Therefore, a comprehensive approach to this issue is necessary. First of all, it is necessary to start work with the authors of the book. In the second stage, it will be necessary to work with publishers. It is desirable that the publishing house serves to ensure the highest quality of the work in terms of content and form. At the third stage, based on the number of specific consumers of the book, it is necessary to determine its amount. Every book should be as widely distributed as possible. At the fourth stage, it will be necessary to determine the channels for selling the book. In this case, it is desirable to achieve the sale of the book by choosing the most convenient methods, such as wholesale and retail sales, sales through the Internet, organizing sales by traveling.

Today, it is necessary to deal with issues such as working with promoters of book reading, coordinating publishing activities, increasing the number of books to the maximum level and assessing the level of satisfaction of the population's demand with them. In general, although the book trade is not a big business, its spiritual significance is more important than its economic interest. Because of this, it is necessary to look at the book trade not only from an economic point of view, but also from a spiritual point of view.

### Conclusions and suggestions.

In conclusion, innovative approaches and their theoretical issues in the development of book trade are still not sufficiently covered in the scientific and educational literature. There is still a lot of work to be done on this

issue. Because bookselling needs improvement these days. Taking these into account, several recommendations were developed. These are:

First, the issue of improving the content and quality of the book should start with the publishers. It will be appropriate to prepare and publish books on the most relevant topics.

Second, you need to start selling the book with publishers using advertisements. In this way, a book sales chain covering "publishing house - bookstores - book authors - book sellers" should be formed. It is necessary to study the needs of the population for books in all links of this chain.

Thirdly, scientific works published at the expense of one's own funds (monographs, in some cases textbooks, training manuals, etc.) must be distributed in a certain amount to all higher education institutions. Institutions of higher education pay the author, and the author neither publishes nor loses money.

In general, it should be noted that in order to ensure the stable development and competitiveness of our country, to increase the well-being of the population, it is necessary to develop reading, which is its basis. An important factor for this is the development of book trade as one of the urgent issues.

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