Emerging Stages and Types of Electronic Commerce In the Digital Economy

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ABSTRACT

This article analyzes the role of e-commerce in the digital economy, the development of the trade sector to the level of e-commerce, the increase in the scale of e-commerce, and the factors influencing the development and quality of e-commerce in the digital economy

Keywords: Digital economy, e-commerce, Internet network, e-commerce, business process.

Introduction

Due to the rapid development of digital technologies in the world economy, the emergence of digital computers, mobile phones and Internet technologies led to a radical change in the economy. As a result, it has become one of the main factors in the development of the world economy today.

Systemic reforms implemented in the world, scientific and technical research, behavior related to the systematic change of consumer needs in large multinational companies, as well as the role of growing content under the influence of the liberalization of information exchange and the creation of a digital society. other directions of development create comprehensive opportunities for improving management activities in real sectors of the economy.

Currently, the global role of the digital economy and its development trends are increasing. For example, the change in the scale of data flow is that the global traffic volume based on Internet Protocol (IP) was 100 gigabytes per day in 1992, while in 2019 this indicator exceeded 89,000 GB per second . Considering that these data refer to the initial stage of the development of the digital economy, it is not difficult to get an idea of the pace of its development. According to forecasts, by 2022, global IP traffic volume will reach 150,700 GB per second, which will be realized as a result of the increase of new users on the Internet and further expansion of the Internet [1]. Today, the development of world trade has reached the level of e-commerce, and the scale of e-commerce is 2.8 trillion. US dollar and the growth rate is 20-25 percent. These indicators indicate the improvement of trade services on a global scale and, in turn, have a positive effect on the development level and quality of electronic trade in the digital economy.

If we look at the global scale, two countries occupy a leading position in the geography of the development of the digital economy. These are the US and China. These countries account for 75% of all patents related to blockchain technology, 50% of Internet of Things

[1]UN Conference on Trade and Development. Digital Economy Report (2019). https://unctad.org/en/PublicationsLibrary/der2019_overview_ru.pdf

[1] spending, and more than 75% of the global open cloud computing market. Most notably, they control 90% of the market capitalization of the world's 70 largest digital platforms. It is caused by the pursuit of global superiority in technologies. If we take into account that the USA and China occupy the first and second places in the world in terms of GDP, we can once again be sure that digital technologies are of strategic importance in the development of the country's economy.

Currently, in the era of computerization and high technology, the digital economy is affecting every aspect of our life: internet commerce, health care, education, internet banking, government.

2023 , the share of the digital economy in the country's gross domestic product will be doubled by 2023 based on the Decision of the President of the Republic of Uzbekistan "On measures for the widespread introduction of the digital economy and electronic government" dated April 28, 2020 No. PQ-4699 increase is provided. The economic development strategy is based on such factors as development of industry, internet trade, service sector and agriculture, strengthening of entrepreneurial initiative, provision of financial resources.

The digital economy revolution is strongly felt in Internet trade, digital agriculture, "smart" electrical grid systems, unmanned transport, and personalized healthcare. E-commerce can include:

- electronic data interchange (Electronis Data Interchange, EDI),
- electronic capital flow (Electronic Funds Transfer, EFT),
- electronic trade (English e-trade),
- electronic money (e-cash),
- electronic marketing (e-marketing),
- electronic banking (e-banking),
- electronic insurance services (e-insurance).

Currently, e-commerce can be studied from different perspectives:

- *in terms of connections* : electronic commerce is the method of delivering information, goods, services and payments using telephone lines, computer networks or any other electronic means;
- *from a business process point of view* : e-commerce is a technology that automates business operations;
- *in terms of services* : e-commerce is a means of reducing the costs of companies, receivers, improving the quality of goods and services, and quickly delivering them;
- *in terms of time* : e-commerce allows real-time sale of goods, services and information on the Internet (purchase, implementation within 24 hours a day);
- *from a cosmic point of view* : the open infrastructure of the Internet creates a global (infinite) implementation environment (the Internet) in electronic commerce.

As a result of research, it is appropriate to divide electronic commerce into two forms:

- e-commerce is the basis for creating a business;
- e-commerce as an additional tool for the development of existing traditional business.

E-commerce is the basis for creating a business, and it implies a business model in which the majority of business processes are implemented with the help of Internet technologies.

E-commerce means the existence of a traditional business model complemented by a new environment, e-commerce technologies, as an additional tool for business management and development.

Electronic commerce is a commercial activity aimed at selling goods using telecommunication networks.

We believe that the main functions of e-commerce, like traditional ones, are as follows :

- sale of produced use value (goods);
- organization of production and consumer relations;
- delivery of goods to consumers by carrying out a number of operations to organize

[1]Internet of Things, IoT is a technology that connects devices to a computer network and allows them to collect, analyze, process and transmit data to other objects using software, applications or hardware.

the spatial movement of goods and continue the production process in the field of circulation (transportation, storage, sorting, processing, making the product salable, etc.).

Conclusion And Discussion

The development of electronic commerce improves the supply of information to the market: buyers and sellers receive information about the price, quality and delivery conditions of goods offered by almost any competitor. Access to market information, new for buyers and sellers the availability of potential customers and new products will help the development of small and medium-sized enterprises, which will increase tax revenues for all levels of budgets, reduce unemployment and strengthen social stability in the regions. As a result of e-commerce, it is also possible to reduce the costs of establishment and operation of the enterprise.

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