

IMPORTANCE AND PLACE OF ELECTRONIC COMMERCE IN TODAY'S INDUSTRIES

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Abstract: *E-commerce is a new kind of economic activity in modern Russia. Doing business via the Internet commerce can improve the competitiveness of the company. The article reveals the advantages and disadvantages of Internet commerce for companies, consumers and society.*

The modern age of information technology has radically changed the old rules of doing business. This is due to the simplification of many processes due to their automation, which, on the one hand, opened up new business opportunities, on the other hand, forced many companies to redirect the company's resources to the study and development of the components of the company's intellectual assets. Any manifestation of technological development is associated with both positive benefits that economic entities receive, and negative aspects that are associated with a change in the previous way of life of society. At the end of the 20th century, a completely new type of business appeared - e-commerce.

The opportunities associated with the advent of e-commerce allow you to start your own business, not limited to the usual traditional activities. The Internet and the personal computer have opened up new prospects for generating income for all categories of citizens. Here it is important to note the social significance of Internet technologies, which consists in providing employment for people with disabilities.

Currently, there is no generally accepted definition of the concept of "electronic commerce", since it has not been scientifically developed, although it is actively used among not only Internet professionals, but also in relation to foreign economic activity of enterprises. The concept of e-commerce in the works of economists is as follows: "E-commerce is an area of the national economy that covers all business processes associated with transactions, financial and trade transactions carried out using computer networks". It should be noted that some authors, such as L. Novomlinsky and D. Amor, consider the definition of "electronic commerce" as a type of business operations, financial transactions involving the use of leading information technologies and communication environments in order to provide a higher economic efficiency in comparison with traditional types of entrepreneurship. The author's view coincides with this definition, since here the economic essence of modern Internet commerce is fully revealed. The Federal Law "On Electronic

Commerce” provides the following definition of the term: “Electronic commerce is the implementation by the parties of a transaction of actions and operations provided for by law in the course of registration and execution of transactions for the sale and (or) supply of goods, performance of work, provision of services, as well as the performance of other actions aimed at making profit based on the execution of electronic procedures. Having studied the existing definitions given by the authors, the following designation of the concept is proposed: “Electronic commerce is a different configuration of business processes in which interaction between various subjects occurs electronically, as well as via the Internet”.

E-commerce in the broad sense of the word includes the term electronic economic activity. In other words, all banking activities are included, not just Internet banking.

E-commerce includes the following functions and processes:

- electronic information exchange (Electronic Data Interchange, EDI);
- electronic movement of capital (Electronic Funds Transfer, EFS);
- electronic trade (e-trade);
- electronic money (e-cash);
- electronic marketing (e-marketing);
- electronic banking (e-banking);
- electronic insurance services (e-insurance).

Electronic Data Interchange (EDI) is the terminology of the Russian information society, and the term is enshrined in the national standard of the Russian Federation GOST R 52292 - 2004, which refers to any movement of data using electronic resources. Electronic capital transfer (Electronic Funds Transfer, EFS) is the procedure for monetary transactions from one bank account to another without the use of paper money. Electronic commerce (e-trade) is the performance of trade and purchasing actions using the global Internet.

Electronic money (e-cash) – financial arrangements of the issuer presented in electronic form, which are on an electronic medium at the disposal of the user.

Electronic marketing (e-marketing) is a type of activity aimed at attracting, retaining and making a profit or other positive effect from an Internet user.

Electronic banking (e-banking) is a service that provides management and coordination of a bank account via the Internet.

Electronic insurance services (e-insurance) – insurance services that can be ordered via the Internet. In Russia, this technology – was developed along with other new areas of attracting and using capital only after 2010.

Even though e-commerce includes different categories of e-business, it is nevertheless important to distinguish e-business from e-commerce. There are a large number of definitions of the term e-business, which reflect different points of view. So, according to the definition of the term by IBM specialists, e-business is a change in core business processes using Internet technologies.

The main component of e-business is e-commerce. The term e-business is more general, since it refers to various forms of interaction between market entities supported by digital technologies. The implementation of electronic business using mobile technologies is defined by a number of authors as mobile commerce and mobile business. The direction of electronic mobile commerce is developing most rapidly, which gives independence to its users. The main advantage here is the lack of attachment to a desktop computer or server. Electronic commerce as a type of economic activity is a secondary process of the information development of society, because this concept arose as a result of the introduction of automated corporate resource management systems. For example, the first Internet banking system "Internet Service Bank", developed by Avtobank, began operating in Russia in 1998, which significantly contributed to the development of technologies in the Russian Federation.

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