American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

OSCAR PUBLISHING SERVICES

Journal Website: https://theusajournals.com/index.php/ajsshr

Research Article

THE ROLE OF THE DIGITAL ECONOMY IN E-COMMERCE

Submission Date: April 20, 2023, Accepted Date: April 25, 2023,
Published Date: April 30, 2023
Crossref doi: https://doi.org/10.37547/ajsshr/Volume03Issue04-18

Murotjonova Mubina Dilshod Qizi
Jizzakh Branch Of The National University Of Uzbekistan Named After Mirzo Ulugbek, Faculty Of "Psychology", 5230100 - Economy (By Industries And Sectors), Student Of Group 140-20, Uzbekistan

ABSTRACT

The development of digital economy technologies and electronic commerce should serve to increase the country's economic potential. In the world, the online trade market through electronic commerce systems is developing more and more. There are several problems that need to be solved in the context of the development of the e-commerce system in Uzbekistan, one of which is the need to reduce the delivery time of goods from foreign online stores. Based on international experience, one of the solutions to this problem is the creation of special customs warehouses and the achievement of fully automated control of their activities. In the near future, world trade is preparing for a complete transition to a fast, convenient and cheap electronic commerce system. The countries that have fully adapted it to themselves, using its convenience and advantages can have great achievements and provide employment to a large number of people.

KEYWORDS

digital product, digital service, digital innovation activity, adoption, production, commercialization, synergistic effect, scientific-production organizations, technopolises, technoparks, innovation centers, innovation-investment, business centers.

INTRODUCTION

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

By bringing new digital products (or services) to life is necessary to differentiate digital innovation activities that are completed and implemented on a larger scale. Currently, there are several approaches to understanding the process of creating new knowledge and information (or digital innovation activity). Based on the entrepreneurial approach, digital innovation activity is understood as a process from the creation of an idea about a new product to its adoption, production, sale and commercialization. Based on the creative-functional approach, digital innovative activity is an effective creative activity, which is understood as the achievement of existing or completely new goals using new tools. Based on the philosophical approach, digital innovative activity is understood as a process by which science, technology, economy, entrepreneurship and management can be combined and a positive synergistic effect can be achieved. Creating digital innovations is a process that includes all activities related to the creation and mastering of a new digital product, such as scientific research, experimental design work, and the implementation of their results. The life cycle of innovations (digital innovations) does not end with implementation, but also includes the processes of serial and mass production, sale, distribution and use of digital products. But in some cases, a digital innovative product may not be intended for mass production, exchange and consumption. Examples include space, aviation, atomic industry products, or exclusive (unique, unique, one-of-a-kind) digital products produced for medicine, nuclear physics, and other high-tech industries. It should also be said that any series and mass production cannot be called innovative, of course.

Subjects of digital innovation activity are enterprises, organizations or individuals that create innovations and produce their test copies as new digital products. In addition to these, as entities, we can include legal and physical entities that provide financial, information, marketing, patent licensing, leasing, franchising, sales and other services to the digital innovation process. More precisely, the subjects of digital innovation activities are:

- Structures in the form of scientific-production organizations and technopolises, technoparks, innovation centers, innovation-investment and business centers, which are special forms of digital innovative activity and innovative service;
- Scientific and research organizations that create digital products (academic and network scientific institutes, design bureaus, laboratories, experimental sites, family educational institutions);
- Large and medium-sized enterprises and organizations that create digital products;
- Small investment organizations and firms creating digital products;

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

- Employees of innovative, scientific-research and production organizations dealing with the problems of the digital economy;
- Highly talented scientists, inventors, programmers and qualified specialists in the field of digital economy.

From the legal point of view, subjects of digital innovative entrepreneurial activity are understood as individuals who are doing business in scientific and technical fields without forming a legal entity (that is, individual entrepreneurs), and they have received certificates to engage in this type of activity. should take Including inventors, constructors, rationalizers, computer programmers, freelancers, designers (including web designers), architects, technologists and other representatives of the creative field who create innovations in various sectors of the economy and implement them in such subjects of digital innovation business activity. Commercial organizations that turn innovative ideas into concrete projects and receive financial results in the form of profit can be included in the leading subjects of digital innovation activity. Therefore, the subjects of digital innovative business activities, regardless of the type of property, include research and design and construction organizations, enterprises and organizations in various sectors of the economy, and higher educational institutions. Entities supporting digital innovation activities can be divided into a separate group. These are the elements of the digital innovation infrastructure. Subjects of digital innovation activity can be differentiated according to their territorial indicators, according to their main functions, according to their organizational elements, according to the completion of the innovation process and according to the process of creating knowledge. Associations of business organizations of the following types, which require a high level of scientific knowledge and are of great importance in the implementation of complex innovative ideas: consortia, concerns, holding companies, finance-production groups, associations and associations of legal entities. Among such associations, consortia that can implement large-scale digital innovation projects are of primary importance. In the field of digital innovation, a consortium can be explained as a temporary agreement (sometimes on an international scale) between banks, companies, organizations, firms and scientific centers for the implementation of projects that require a lot of scientific research and require a lot of investment. The peculiarity of the consortium is that the partners entering it (except for those not related to the goals of the consortium) retain their economic and legal independence. In addition, the consortium is a temporary association, which ends its activities after the achievement of the set goals. One of the most complex forms of digital innovative business structures is a concern that combines production,

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

transport, trade and banks. As participants of the concern

it can be individual enterprises and organizations, firms, banks and investment companies that join forces to implement complex innovative projects. Large enterprises have the following advantages over small ones in adopting digital innovations:

- Being able to attract huge financial resources, because big innovations require huge funds and reserves;
- Ability to solve them together when unforeseen financial, organizational and other difficulties arise;
- The ability to implement innovations with a view to many goals;
- Scientists, engineers and inventors of various fields ability to attract;
- Ability to participate in international projects and bring the results to get out the international market;
- Ability to implement several innovative ideas at the same time.

All this together increases the effectiveness of digital innovation activities several times (synergetic effect). It is known from practice that the digital innovation activities of large and small enterprises are interdependent. For example, in order to deliver new products produced by large enterprises to the markets, supply them with raw materials and spare parts, provide them with service, repair them and perform other similar tasks, small enterprises work in cooperation with large firms and as a result, their relationship expands and strengthens. This, in turn, creates new opportunities for innovative digital entrepreneurship. The most important of the micro-organizational structures that serve to strengthen the digital innovation process are venture, engineering, and innovation implementation firms.

Engineering firms are organizations that uniquely connect scientific research with projects on the one hand, and innovation production on the other. Firms engaged in engineering activities create, design, service, develop various production enterprises. They are engaged in the optimal organization of production processes. Among the structures that support digital innovation activity, technology parks are also of special importance, they transform fixed and circulating funds, investments and intellectual reserves into innovative services. Large technoparks are called technopolises, and very large ones are called scientific and technical regions (regions) that have some digital innovation direction and occupy large areas. If we place the technopark structures in order of increasing complexity, we get the following: incubators, technological parks, technopolises, science and technology areas (regions).

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

A technological park is a territorial complex of scientific production with a rather complex functional structure, and its main task is to create conditions as favorable as possible for client firms whose development requires science. The structural unit of the technopark is the innovation center. The most widespread centers include a scientific research center, a business incubator, a scientific and technological complex (innovation center), a production zone, a marketing center, and an educational center. Each of these centers provides its own type of services.

The business incubator is a multi-functional complex that provides a wide range of digital innovation services. Depending on its technological direction, the innovative firm rents rooms (or equipment) from the incubator and uses its innovative services. The incubation period of the client firm can be from 2 to 5 years. After that, he leaves the incubator and starts working independently. Technopolis is a whole scientific production structure organized on the basis of a separate city, and technoparks and incubators occupy a significant place in its economy. New products and technologies developed in scientific centers are used to solve economic and social problems of the city. Technopolises can be established in new or redeveloping cities with advanced digital innovation structures.

Science and technology areas (regions) can occupy areas equal to the boundaries of the entire administrative (administrative) area. In the economy of such a region, innovative activities supported by the structures of the technological park will be of great importance. Scientific production complexes work here as a whole, therefore, new technologies created in scientific centers are immediately applied to production and practice. Large scientific organizations and production enterprises operate in the field of science and technology. This complex also includes production and household service infrastructures, small and medium-sized business enterprises, financial institutions and funds, recreation areas and cultural organizations. Natural conditions, cultural and spiritual conditions, and the features of the human capital involved in it have a great influence on the development of such a field of science. The science and technology region will have a wide infrastructure supporting scientific and production activities, including technopolises, technology parks, and incubators.

A special place among small innovative firms is occupied by venture firms operating on the basis of "risk". They are very flexible and efficient small enterprises that serve to test, process and implement digital innovation projects (new scientific and technical solutions) related to risk. In some cases, venture firms can be temporary organizational structures created to solve a specific problem. Such enterprises work very actively, because their employees and partners are

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Crossref doi Google Scholar WorldCat MENDELEY
Publisher: Oscar Publishing Services

personally interested in the implementation of a new idea, technology or invention, which means that they can get a lot of income as a result. Venture enterprises are widespread in sectors of the economy that require deep knowledge and science (for example, solar, wind, mini-hydro and bioenergetics, processing, storage and cultivation of agricultural products using innovative methods), and here they are clearly absent. applied scientific research in the field and they conduct engineering and technical research that can bring great financial results. The special importance of venture business in the field of digital economy is as follows:

- Venture business leads to the creation of enterprises adapted to a new innovative way of life, affects the traditional scientific research system and brings modern positive changes in the production process of the country;
- Ensures the employment of highly qualified specialists, engineering and technical personnel and scientists and increases the demand for them;
- It allows to achieve technical and technological re-equipment of traditional sectors of the economy;
- Serves as an example for large enterprises, organizations and corporations to change their structure, direction of activity and goals in accordance with modern requirements;
- It is known from the long-term experience of venture business in different countries that in order to realize the long-term goals of our country, it is necessary to create a special finance-credit system operating on the basis of venture capital (for example, interest-free loans from banks for venture business enterprises, but establishing the provision of profit-sharing loans).

Venture firms in the field of digital economy are established on the basis of contracts between several legal entities and individuals, or on the basis of bank loans, or on the basis of funds from banks and large companies. The following conditions must be met for the establishment of venture firms:

- The basic idea of creating an innovative innovation - a new technology, invention, production process, service, creating a program, creating an Internet resource, 3D-technology, organizing an intellectual system and the like;
- Society's demand for the implementation of this idea at the world, country, region or enterprise level;
- There is a demand in the domestic and foreign markets for the products produced or the services provided as a result of the implementation of this idea;

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Publisher: Oscar Publishing Services

- The presence of a real entrepreneur who can create a new firm with risk based on this idea and manage it;

- The ability to find the necessary amount of "risk" capital to finance this venture firm.

Unlike other types of investments, investing financial resources in venture business has the following features:

- Since the financial funds are attracted to the venture business without guarantees and without material security, the investors face a great risk, because in case of failure, they can lose a lot of money. But the willingness to take such a risk is explained by the fact that entrepreneurs strongly believe in the success of venture business and that they cannot do it alone;

- The investor must have a direct or indirect stake of not more than 50% in the founding (charter) capital of the venture firm. That is, risk capital participates as a contribution to the authorized capital of the company and has a special effect on the allocation of financial resources. In turn, investors will have the right to receive their share of the profit of the financed company;

- Funds are given for a long period of time due to non-return, because in some cases, investors have to wait 3-5 years to know the effectiveness of their funds and get the appropriate income;

- The active participation of the investor in the management of the venture firm financed is required, because investors have a personal interest in the success of the venture firm and therefore it is not enough to just provide funds.

Venture firms can operate in two different organizational forms. One of them is independent venture firms, and the other is venture firms established within large organizations. When choosing a project to create a new product or service type, two conditions must be taken into account: firstly, the goals and problems of this project do not coincide with the traditional activities of the main company - that is, the main goal of the internal venture is new innovations that bring great income. is to find and apply it to the company's activities. Secondly, when choosing new ideas, the economic result that can be obtained from them, in addition to justifying the costs, should be large enough to bring great profit. Technological platforms are one of the most important tools that can be used to combine the capabilities of the state, science and business in creating national values of technological development and in their implementation. A technological platform is a communication opportunity that allows to bring together all interested parties (including members of the state, science, business and society) to attract

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Publisher: Oscar Publishing Services

additional resources for the creation of new commercial digital technologies, products, services. It provides necessary support to clusters (associations) consisting of firms and organizations implementing a scientific and technical innovation. Clusters are organized in areas where innovation is expected in digital technologies, and new market opportunities are found through it. That is why many economically developed and newly developing countries organize clusters in order to support the newest digital innovation trends.

One of the main opportunities for the integration of science and production is the creation of a market mechanism for the transfer of digital technologies. In order to speed up the process of transfer of digital technologies, it is necessary to create a mechanism that arouses the interest of enterprises in the country to find new digital technologies in cooperation with scientists and to enable scientists to perform business tasks. As a mechanism, state support to consortia established for the transfer of digital technologies. It is also possible to show that it is given. If the enterprise is ready to bring the innovation produced by scientists to the market, and its authors in scientific organizations are ready to bring their scientific results to production, then this activity should be financed by the state on the basis of design. In this case, it is necessary to fully or partially cover the funds spent on bringing digital technologies to the end, and the scientific research institute should have a part of the profit from the sale of the finished product (only then it is interested in full participation in the consortium).

The activity of enterprises within the framework of digital innovation activity is determined by how well the relationship with the above-mentioned innovative organizations is established. In the process of creating digital innovations, innovative firms should be provided with information in the fields of science, technology, technology and economy, and should receive financial, legal and political support. Therefore, the infrastructure of innovation or creativity will be of great importance in the knowledge-based digital economy.

REFERENCES

1. Lane N. (1999) Advancing the digital economy into the 21st century. Infor- mation Systems Frontiers, vol. 1, no 3, pp. 317-320.
2. Mesenbourg T.L. (2001) MeasuringtheDigital Economy, US Bureau of the Census, Suitland. Available at: (acc. 01/02/20). ions. Canberra: DBCDE (2009) Australia's Digital Economy: Future Direct.
3. Department of Broadband, Communications and the Digital Economy G20 DETF (2016) G20 Digital Economy Development and Cooperation Initiative. Available at:

American Journal Of Social Sciences And Humanity Research
(ISSN – 2771-2141)
VOLUME 03 ISSUE 04 Pages: 100-108
SJIF IMPACT FACTOR (2021: 5. 993) (2022: 6. 015) (2023: 7. 164)
OCLC – 1121105677
Publisher: Oscar Publishing Services

http://www.g20.utoronto.ca/ (accessed Febr.1, 2020).

4. Machlup F. The Production and Distribution of Knowledge ni the United States. -NJ.: Princeton, 1962. - 283 p.