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IMPROVING ELECTRONIC COMMERCE IN THE DIGITAL ECONOMY

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Abstract
The article examines the relationship between the use of act technologies in the organization of electronic commerce and the introduction and use of digital technologies using information communication systems. During the research, a system for ensuring information security was developed in the realization of products of industrial enterprises through electronic commerce.

Keywords: Electronic commerce, information system, enterprise management, automation, system efficiency, management decisions, management modules, software tools, integrated information system, information communication technologies.

Introduction

Transforming existing commerce by creating new technologies, platforms, and business models in the digital economy and introducing them into everyday life is moving commerce to a new system. It is an electronic system that can be implemented based on the application of digital technologies of economic, social and cultural relations of electronic commerce. This system reduces corruption by establishing a human-less management system, increases tax revenues by concluding "smart" contracts, increases transparency of budget expenditures, and provides an opportunity to provide e-commerce services through a single electronic platform.
In this regard, the digital economy is an indispensable factor in the economic development of production. The degree of formation of the digital space is related to the maturity of the material-technological base. This shows that the level of technologies used in the commercial sectors of the industry primarily determines the level of digitization and automation. And networks equipped with digital technologies and of digital mutual interest will ultimately be the most extensive and economically efficient, exhibiting rapid development.
Based on the retrospective analysis of industrial e-commerce, the opinions of scientists on economic relations, management of scientific and technical development were summarized in Table 1. In the Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis, "active transition to the digital economy will be one of our most important tasks in the next 5 years. Although our country has risen to 8 points in the "International Information and Communication Technologies Development Index" in 2019, we are still far behind. "It is true that most ministries, agencies, and enterprises are far from digital technologies," they said.

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1-table ***The main strategic directions of organizing the process of digital transformation in industrial e-commerce***

Strategic directions of the transformation process	Tasks
Application of BIM technologies in the life cycle of commercial infrastructure objects	- Digitization based on BIM covers all processes of the life cycle of commercial infrastructure objects, ensures an increase in the quality of use and service provision;
Forming a common "Electronic Systems System" based on bigdata and artificial intelligence	- formation of a unified electronic system of commerce; - the complete system includes information about the city infrastructure and a number of other information; - the use of big data technology and artificial intelligence in the process of e-commerce management
Use of digital platforms and IoT technology in the organization of e-commerce	- Introduction of Internet technology in the process of obtaining direct information from commercial management and business facilities sensors, as well as meters;
Application of information analysis tools in electronic commerce management	- Expanding the use of information and analytical tools in commerce, including. semantic analysis of text and speech, multidimensional statistical analysis and processing of complex events in the process of reviewing citizens' appeals;
Implementation of Blockchain technology in e-commerce	- Using technology to increase commercial transparency, transfer digital transactions, documents, voting results, as well as develop crowdsourcing projects and control the work done.

BIM is a technology that allows you to create a multidimensional model of a building object, which includes all the information about it. is used. Therefore, it is completely wrong to think that BIM is only a graphic 3D projection. The possibilities of technologies are very wide. Information modeling implies a completely new approach to the construction and management of the building, in which absolutely everything is considered. All this allows you to avoid possible changes in the design, reduce construction costs and, most importantly, save time. The introduction of BIM has made it possible to make the right decisions at the stages of the life cycle - from investment to commissioning and even demolition.

However, this technology also requires financial costs. In particular, it is necessary to purchase special software and equipment for training. But in the future, these costs will be covered by reducing the costs of designing and organizing the construction of the building.

Big data (big data) is a very large volume of non-homogeneous and rapidly falling digital data that cannot be processed by conventional methods. In some cases, together with the concept of big data, the processing of this data is also understood. Basically, the object of analysis is called big data. The term Bigdata was born in 2008. Clifford Lynch, editor of Nature magazine, coined the term Bigdata in a special issue devoted to the rapid growth of the world's data volume. However, big data has been around before. According to experts, streams with more than 100 GB of data per day are called big data.

Big data analysis helps to identify patterns that are beyond human perception. This makes it possible to further improve all areas of our daily life, government management, medicine,

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telecommunications, finance, transport, production and other areas, to increase their capabilities, to find alternative solutions to problems.

IoT is a collection of physical devices, vehicles, appliances, and other things that use electronic circuits, software, sensors, and mechanical actuators connected to the Internet. This connectivity allows these objects to communicate with each other and exchange data, creating more opportunities for direct integration between real-world and computer systems, thereby increasing efficiency and economic benefits. Reduces physical work for people. In 2017, the number of IoT devices grew by 31% compared to the previous year and reached 8.4 billion devices, and according to estimates, this number will reach 30 billion by 2020. The global value of the IoT market is estimated to reach 1.7 trillion dollars. IoT involves the transfer of Internet connectivity from conventional devices to devices other than desktops, laptops, smartphones, and tablets, and to non-smart devices without Internet connectivity. Devices using this technology can communicate and interact with each other over the Internet; They can also be monitored and controlled remotely.

Blockchain is a technology that allows system participants to securely transfer assets to each other without an intermediary. For example, records of money transactions can be stored on the blockchain. In cryptocurrencies, the blockchain is used to record information about who has transferred virtual money, to whom and how much. However, other assets can also be stored on the blockchain. In general, everything that can be written on paper can also be written on the blockchain, with only one difference - it is impossible to replace and falsify records on the blockchain.

The new concept of the digital economy is a unified system of maintaining, processing and transmitting all information within the scope of human activity. Digitalization of the economy creates an opportunity to build a new economy with a creative approach. According to the results of analyzes carried out by reputable international organizations, the digital economy allows to increase the gross domestic product by at least 30%, thus, to eliminate the secret economy and drastically reduce corruption. It can be seen that this sector is a serious impetus for the high development of all industries and sectors in our country.

On February 5, 2020, President Shavkat Mirziyoev, at a meeting dedicated to the priority tasks of reforming the foreign economic activity system, discussed the improvement of the control system and infrastructure related to foreign trade, including customs, sanitary, quarantine, veterinary and other departments that carry out control at customs posts based on foreign experience. emphasized the need to reform the activities of the agencies. The fact that effective work has not been carried out in this area for many years, the presence of corruption creates certain difficulties in the practice of foreign trade. This is evidenced by the fact that our country ranks 152 out of 190 countries in the "Doing Business" rating of the World Bank in the direction of "International trade". The President emphasizes the need to put an end to corruption and illegal trade by introducing digital technologies and reducing the human factor as much as possible. The movement of imported products from the border to the final consumer should be controlled by customs and tax authorities through a single electronic system. Based on this, officials were given tasks to fully digitize documents of permits and laboratory tests, to introduce an automated "risk analysis" system. It should be said that as part of the transition to the digital economy, 143 state services were transferred to electronic form, and the number of

documents required in 35 offices and the time of service were reduced by two. The principles of transparency and openness were introduced to the processes of budget expenditures, state procurement, land, building and construction transactions. At the moment, significant steps are being taken towards the transition to the digital economy in agriculture, healthcare, construction, public services, in short, in all spheres of social life.

Conclusion

Today, people actively use social networks, messengers, especially Telegram bots to order food products. Also, various online stores and electronic payment systems are actively developing. So, our citizens believe in electronic transactions. It is also true that only now users are making small transactions that do not require large costs, and are not very willing to increase the average purchase volume. So, now the issue is to develop the implementation of medium and large economic transactions and financial transactions through digital technologies. There are also terms of the digital economy such as its own currency (cryptocurrency, bitcoin), a card that stores money (blockchain), calculation methods (mining). Choosing the desired product through a sales bot on social networks or Telegram, paying the owner of the product through an electronic payment system, and receiving the product through the delivery service is called the digital economy. This issue is explained by the simplest household example. In fact, all of us are already in the digital economy, using its convenience. For example, our monthly payments go to plastic cards, we pay for utilities, telephone, internet and other products and services through electronic payment, we submit tax returns electronically, we transfer money from card to card, etc. Thanks to the digital economy, the costs for payments are reduced (for example, the trip to the bank and other resources are saved), more and faster information is obtained about goods and services, the possibilities of entering the global market of goods and services in the digital world are great, due to the fact that feedback (consumer opinion) is received quickly. goods and services are rapidly improved. Turning to international practice, today the digital economy is not limited to the field of e-commerce and services, but to every aspect of life, in particular, health, science and education, construction, energy, agriculture and water management, transport, geology, cadastre, archive, Internet banking and other areas are rapidly entering and giving high results in each of them. Communication of citizens with government bodies through an electronic platform, that is, the government providing electronic services and offering electronic products to its citizens, is a key part of the digital economy. Broad development of this sector in our country, as the head of our state noted, will end one of the most painful problems in our country - corruption.

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