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DIGITAL ECONOMY AND E-COMMERCE AS A TOOL FOR EXPANDING THE EXPORTS OF BUSINESSES

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Abstract . This in the article digital economy and electronic of commerce entrepreneurship subjects export in expansion role analysis E - commerce in Uzbekistan market growth ($ 1.5–1.8 billion in 2025), internet penetration (87.2%) and in export digital from the channels use studied . Entrepreneurs using digital export channels (B2B platforms , social network , marketplaces) and their advantage and obstacles analysis made . Electronic commerce small subjects for to the market entrance expenses reduce , export geography expansion shown . Bukhara in the province digital export develop directions according to conclusion and recommendations given .

Key words : digital economy , electronics commerce , export , B2B platforms , marketplace , digital trade channels , small business , Bukhara province .

Digital economy and electronic commerce last in years entrepreneurship subjects export expansion the most effective from the means to one The Internet and digital platforms traditional export the most big obstacles — foreign buyer find , market about information to take and distance expenses — sharp reduce , even small to the entrepreneur and the global market directly exit opportunity gives .

In Uzbekistan digital infrastructure intense developing : by early 2025 Internet users from number 32.7 million per person (87.2 percent of the population) , electronic commerce market size and about 1.5–1.8 billion dollar organization " Digital " "Uzbekistan - 2030" strategy and " Electronic commerce "about" law (2022) field development legal basis created .

State at the level digital export support measures done being increased : on the Alibaba platform Uzbekistan national pavilion to work was lowered , and more than 1,600 export-oriented product placed ; 100 enterprises within the framework of the “Alibaba Export Accelerator – Uzbekistan” program Aliexpress , Tmall and through Taobao export opportunity was created . However territorial at the level of — including Bukhara in the region — entrepreneurs digital export from the means use still enough it's not .

The research purpose digital economy and electronic of commerce entrepreneurship subjects export in expansion role analysis to do and him/her develop directions from justification consists of . Scientific news : (1) digital export channels and their advantages analysis ; (2) from e- commerce use limiting obstacles to determine ; (3) Bukhara province for practical recommendations .

Subject relevance again this with digital is increasing export traditional export small business for the most heavy barrier — high elementary cost and scale softens the demand . Entrepreneur now abroad representative office platform without opening a large marketing budget through to the buyer output This is especially true for handicrafts , textiles, and food such as Bukhara in the province developed networks for new opportunities opens .

Literature comment

Digital of technologies international for sale impact in literature wide studied . Research electronic commerce transaction costs , especially information and search costs , significantly

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reduce This is especially true for small and middle enterprises for important : digital platforms their scale and resource restrictions partially covering the global market entrance makes it easier .

“Born global” and “e- commerce” through " internationalization " concepts digital platforms because of enterprises traditional from the step-by-step (Uppsala) model different accordingly fast and cheap internationalization do to take emphasizes . B2B platforms (Alibaba, EuroPages), marketplaces (Amazon, Aliexpress) and digital marketing tools export new infrastructure organization will reach .

Local in literature In Uzbekistan electronic of commerce development , its In GDP share and small to business impact studied . Analysis of internet penetration and digital payment systems growth positive factor , numerical literacy and logistics infrastructure lack of and main barrier as shows . However digital of tools exactly export in expansion role , regional in section , dedicated affairs less . This article this the gap to fill focused .

Research methodology

Research official statistics (National statistics Committee , Infocom.uz), Export encouragement agency information and Bukhara in the province activity 80 exporters / exporters operating aspiring entrepreneurship subject with the participation of to the request is based on . Analysis following in directions take went to : (1) e- commerce market and internet penetration dynamics ; (2) digital export from the channels use analysis ; (3) advantage and obstacles systematization .

In the survey digital from the channel user respondents share (frequency method) was calculated . In the analysis dynamic and comparative methods was used . In the article cited some indicators analytical / illustrative to the feature has is the approach demonstration to grow for the purpose compiled .

Analysis and results

In Uzbekistan digital of the economy export for basis strengthened In Figure 1, the electronic commerce market size and internet penetration dynamics quoted : market volume 0.42 billion in 2021 from $ 1.65 billion in 2025 per dollar , internet penetration and from 62 to 87 percent It is digital . export for wide infrastructure and consumer base is creating .

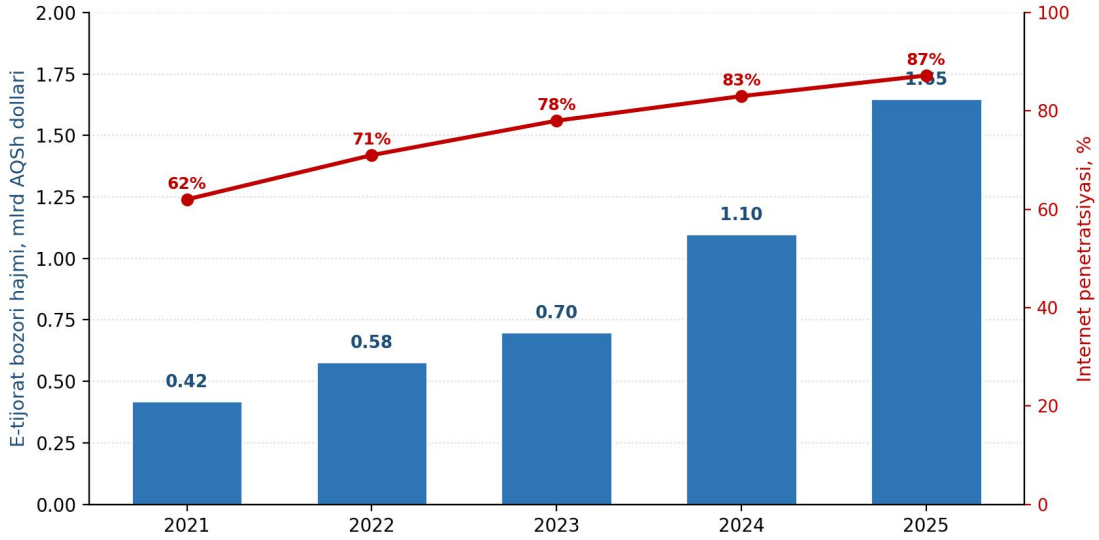


Figure 1. In Uzbekistan electronic commerce market size and internet penetration dynamics , 2021–2025

Inquiry to the results according to entrepreneurship subjects using main digital export channels are given in Figure 2. The most many used channels — B2B platforms (54%), social network / messenger trade (47%) and own online store (39%).

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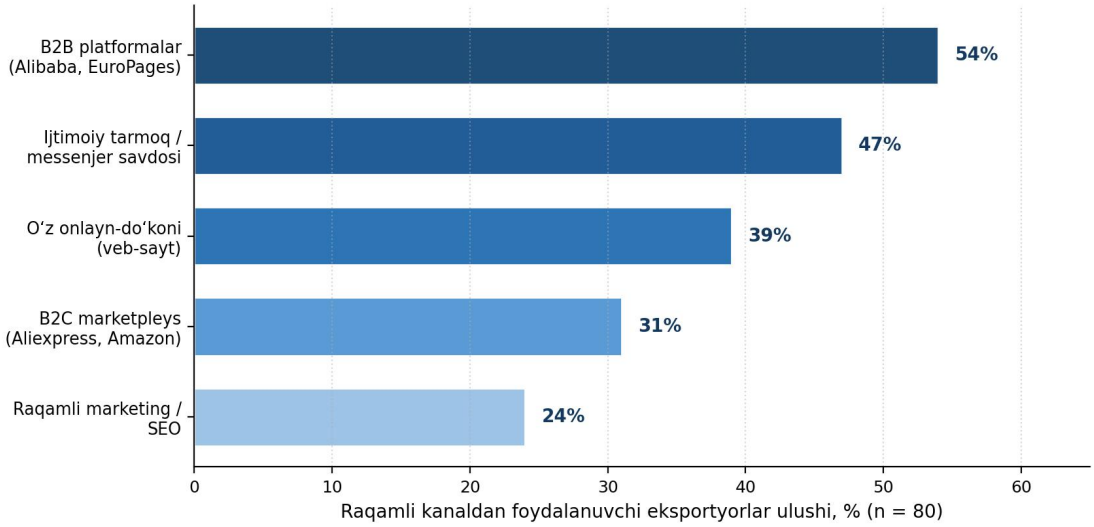


Figure 2. Entrepreneurship subjects using digital export channels (survey , n = 80)

Table 1 shows the electronic of commerce traditional for export relatively advantages and main obstacles systematized .

Table 1

Electronic commerce through export advantages and obstacles

Advantages	Obstacles
To the market entrance expenses low	Digital literacy and your qualification shortage
the global market directly exit	International payment systems with related restrictions
Buyer with straight away communication	Logistics and delivery to give expenses
Small export in batches possibility	Language barrier and content preparation
Branding and marketing opportunities	Trust , certificate and to quality related requirements

Source : author by compiled .

Analysis results shows that the electron commerce entrepreneurship subjects , especially small business for to the market entrance expenses reduce , export geography expander strong is a tool . However his/her effect digital literacy , payment and logistics infrastructure and to the language related obstacles eliminate to reach related to Bukhara in the province this obstacles , especially digital qualification and logistics in the field , yet noticeable at the level is being saved .

Entrepreneurship of subjects digital for export readiness level different . Query in table 2 based on determined readiness stages and to them suitable support need cited .

Table 2

Entrepreneurship of subjects digital for export readiness stages (survey , n = 80)

Readiness stage	Subjects share , %	Home support need

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Readiness stage	Subjects share , %	Home support need
Digital from the channel active user	18.8	logistics , branding , scaling
Elementary user (test)	33.7	marketing, content , payment system
Preparation (planned) there is)	28.8	qualification increase , platform choice
Unused	18.7	digital literacy , information
Total	100.0	—

Source : author calculations

From the table It seems that the subjects only 18.8 percent digital from the channel active uses , 28.8 percent and still preparation This is a digital export expansion for big backup that there is , but every one stage for support need various that it is shows : non-users for — digital literacy , active users for and — logistics and scaling first to the seat comes out .

Discussion

Analysis results electronic of commerce export in expansion role confirms . Digital platforms transaction expenses theory and the concept of "born global" suitable accordingly small of subjects fast and cheap internationalization opportunity B2B platforms the most many usage (54%) Uzbekistan exporters for first B2B (wholesale , manufacturing) supplier- buyer model closer that it is shows ; this is the national "Alibaba" pavilion such as state initiatives is also being strengthened .

With this together , digital export expansion infrastructural to the conditions related . International payment systems (e.g. , direct currency income), fast and cheap cross-border logistics and digital marketing skills if not , on the platform register of passing itself to real exports does not rotate . Bukhara province for this is digital literacy increase , logistics consolidation and export consulting services together to develop requirement will reach .

The research limitation as request of the selection relatively small size (80 subjects) and some indicators analytical feature record will be done . In the future digital of channels export to the size the impact econometric in a way assessment to the goal is appropriate .

Conclusion and offers

Research results based on following conclusions previously First , in Uzbekistan digital infrastructure (internet penetration 87%, e- commerce market ~1.65 billion dollars) digital export for solid basis created . Secondly , entrepreneurship subjects mainly B2B platforms , social network and from online stores Third , the main obstacles — digital literacy , payment and logistics infrastructure and language barrier .

The following recommendations working released :

1. **Digital qualification increase :** entrepreneurs for electronic commerce , digital marketing and on the platform work according to training programs and consulting services current to be
2. **To platforms exit Support :** “ Alibaba ”, EuroPages on B2B platforms such as register transition and national from the pavilions use expansion ; region products placement .
3. **Payment and logistics development :** international payment systems and cross-border logistics (fulfillment) services simplify ; digital export for logistics consolidation organization to be

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4. **Regional digital export center :** Bukhara in the province for entrepreneurs digital export according to complex help giver center (content , certification , marketing) organization to be

Digital economy and electronic commerce develop entrepreneurship subjects , especially small business for export geography expanding , Bukhara province export potential increase effective and cheap tool become service does .

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