

DEVELOPMENT OF INFORMATION SERVICES AND PRODUCTS IN UZBEKISTAN DURING GLOBALIZATION

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Abstract

The main purpose of the article is investigation of the issues of development of information services and products in Uzbekistan during globalization role of information and communicative technologies in development international business and trade. As the results of the research there revealed a connection of introducing electronic commerce and business in practice of firms, corporation and banks there conducted changes in the character of carrying out commercial and financial transactions, interrelations with partners and clients, elaborations and introduction business strategies and competition itself. In the conclusion there offered the suggestions of joining and adjusting to each other varying legislation of different countries and developing international system of taxation of Internet commerce satisfying all participants of electronic trading transactions.

Key words: *Electronic Commerce, International Business, Information Services, Services Market, Commodity Market.*

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1. INTRODUCTION

All areas of international business are changed, modified and adapted to new phenomena and relations in business environment under the influence of information and communicative technologies. Information and communicative technologies are substantially changing the character of economic interaction of dispersed economic entities. Researches of similar transformations are rather actual and timely, as organizational schemes arising in business are based on network principle and network interaction which becomes a fundamental principle and networks are basic tools of new organizational scheme in international business.

Considering the fact that the developed countries have already formed a uniform global commodity market, services and capital on network basis and receive an essential benefits from it, it is necessary for Uzbekistan to pay attention to development of information and communicative technologies and network forms of organizing economy in modern economic systems, but to pass even more actively from corresponding decisions made at legislative and executive levels of authority and their practical realization.

As researches shows there still poorly investigated not only economic, but also social and cultural consequences of wide application of information and communicative technologies in all spheres of national economy, therefore there is a necessity of scientific and practical search of optimum forms of accelerated development and application of information and communicative technologies for every participants of economic relations. At the same time it is necessary to consider the advanced world experience of automation and information

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of all spheres of economic activities at various approaches of solving this problem in CIS countries and the Republic of Uzbekistan.

Information systems help to carry out the analysis of problem, make complex objects "visible" and create new products. From the business point of view information systems are considered as organizational and administrative decisions based on information and communicative technologies, in response to a challenge which is sent by business environment. Information and communicative technologies provide interstate, international and really global information interchange (Kobelev , 2008: 684).

The international economic relations at the present stage include close interaction of electronic / virtual and real sectors of economy. Information system with network structure gives an opportunity to create virtual corporation for effective organization of global activity by means of using e-mail, Internet and video conference. They unite companies and their branches situated in different geographical places of the world to provide timely delivery of accessories, goods and services and interaction between all links of international business as well.

A necessity of similar interaction was caused by strengthening pressure of competition, increase of level of risks, complication of all processes and chains in international business that demanded an increase of speed of information and communication and business contacts, display of competitive flexibility, creation of conditions for transparency of transactions, increase of labor productivity and change of organizational structures and business forms. Thus, information and communicative technologies and information systems as a whole promote the realization and coordination of commercial operations that allows using effectively the competitive advantages provided by new information and communication environment. Network technologies became a major factor of traditional economy modernization, including management methods in corporations and noncommercial organizations.

2. MAIN PART

As a result of development of information and communicative technologies and information economy there appeared new firms and new kinds of business, new business concepts and new organizational strategies, there happened changes in international trade model (Internet shops, Internet auctions, Internet platforms) and competition. There was an expansion of functions of banks in connection with development of electronic commerce and e-money. There created new financial systems in the Internet: Internet-banking (granting bank services through the Internet), Internet trading (services in operating in currency and share markets through the Internet), Internet insurance (granting of services of insurance through the Internet). Bank services through the Internet are a most dynamically developing segment of electronic commerce. It is well followed in the activity of national Banks of the Republic of Uzbekistan, Asaka Bank and private banks as Ravshan Bank or Davr Bank.

Actual electronic commerce is a tool of realization of globalization process as it represents by itself business dealing mean in global scale. With the help of the Internet even small and middle suppliers can be engaged in global business and customers have a real possibility to choose suppliers. Electronic commerce expands business area and changes organizational principles of functioning not only trade, but also manufacture and finance (Branch of Lukoil, GM, Coca-Cola and others in Uzbekistan).

In activity of these companies a key condition of improvement of international business efficiency is strategy of flexibility, increase of speed of carrying out transactions,

great transparency that provides the adaptability of internal environment of the company to external conditions for which constant changes, unpredictability, periodic recessions and crisis phenomena are characteristic. An essential reduction of time which is given to elaboration and delivery to the market of new products, including hi-tech became an important indicator of increasing the efficiency of international business (Yurasov, 2008: 480).

The analysis of activity of national companies revealed that in the conditions of globalization the economic activity become essentially complicated that causes a growth of information activity connecting all links of manufacture of goods and services. One of the main conditions of manufacture globalization is globalization of information services making "new global infrastructure". Thus in the conditions of globalization of world economic relations there increased a value of information systems connecting various parts of reproduction process. Usage of these systems caused a development of electronic commerce and electronic business based on electronic project carefully developed by firm which is understood as a new form of organization of system of production and management, leading to reduction of cycle of sales, acceleration of activity rates on production sale, increase of repeated sales volumes of companies and firms of the Republic of Uzbekistan, transparency improvement in the system of orders for their more exact forecast, fast transfer of necessary market information to those who makes decisions. It is established that there is necessity of creation and introduction of programs or projects of electronic business possessing an ability of fast updating with the purpose of developing innovation in manufacture. As a result a basic direction in electronic business is a support of various processes in the company, it should be carried out by means of effective utilization of inter functional integrated applications (application clusters), joining various functions in one bunch.

Model of electronic commerce is changing in the process of improving information and communicative technologies, acknowledgement of which is a transition from a model of consecutive purchases of one subject once to a model of "purchases in the cart for goods selection". It is revealed that users widely apply search engines in the world and there became important an appearance of their site in the first lines of search engines for companies. Private web site all to a great extent becomes a mean of creating a brand of product or company services and attraction of customers' attention. The reasons of quick distribution and growth of electronic trade connected with convenience for users, low cost of transactions and granting operative, cheap and trustworthy information about products.

The analysis conducted by us displayed that information and communicative technologies had the greatest influence on functioning and developing the financial institutions in the market of distant bank services therefore financial institutions passed to new form of international banking - electronic banking that promoted an expansion of kinds and improvement bank services quality rendered to the population. An access to new markets, products, services and reduction costs create more attractive conditions for clients that an efficiency of banking establishments is strengthening. One of the main aspects of using electronic banking is further development of tendency to global mobility and capital liquidity of all categories of customers (Smirnov, 2006: 250).

Functioning and analysis of trading systems in the Internet is a major component of electronic business. Electronic trading systems are Internet shops which represent by web sites providing sales through the Internet with the use of electronic catalogue or other kind of production representation. Internet shops are referred to retail form of trade (B2Csector - business-consumer) and unite elements of direct marketing with visiting traditional shop. An interactive shop can offer considerably larger quantity of goods and services and provide

more necessary information for consumers' purchase in making decision. At the expense of using information and communicative technologies there appears a possibility of approach of each client personification proceeding from his shopping history.

In the work the author shows basic problems of realization of Internet shop which are on technologies junction, the Internet and traditional commercial activity: sometimes there are problems with delivery of inexpensive goods, there are problems with payment in electronic shop, the reason of which is citizens' mistrust to bank system in some countries, insufficient regulation of organizational and legal issues of electronic payments and uncertainty in safety of carrying out transactions through the Internet. Electronic commerce is a financial operations and transactions which are carried out by means of the Internet and private communication networks in course of which purchases and sale of goods and services are made and money transfers are conducted (Orlova, 2004: 126). Transactions in electronic commerce are carried out by simple confirmation of purchase by credit card through transfer of necessary sum of product price or more difficult way –by means of information transfer through many networks. Electronic trade was formed as a market which is developed according to general economic laws motive formation power of which became companies-emitters. Development information and communicative technologies, use of browsers, distribution of multimedia computers and consumers' interest to the Internet and realization of transactions in it were other factors stimulating the development of electronic commerce.

Basic requirements shown by buyers to the organization of Internet shops are the following: clear interface and convenient navigation in shop; convenient system of cross references and other elements of navigation, which allow receiving necessary information in optimum image. According to of automation degree all systems of electronic shops can be classified as: web show-windows, Internet shops, Trading Internet systems (TIS). Thanks to dynamic processing of information and work with databases the Internet shop has possibility to work individually with every registered buyer. Internet shops and TIS can carry out a full trading cycle in connection mode to the Internet. TIS are additionally integrated into system of automation of internal document circulation of the company. Internet platforms represent virtual trading platforms - a place where transactions between seller and buyer are made and financial and trading transactions are carried out. The development of trading Internet platforms should provide more effective and free information flow, goods, payments and other services of type business (<http://kpis.ru>). There is an opinion that it is necessary to refer to virtual trading platforms only those one that are managed by neutral third party and serve for conducting transactions between many buyers and sellers. Nevertheless, there is a number of high lights realization of which is equally important for all types of platforms: availability and convenience, scaled and reliable platform, flexible strategy of catalogues management, integration, safety, administration, business intellectuality (granting and data analysis), additional services (auctions, financial services, logistics organization). Internet design and web design are extremely important for electronic commerce. Mass Internet marketing campaigns are insufficiently effective; therefore some methods of personification are used to increase their efficiency. Personification technologies as a whole are in process of development. Nowadays many processes of traditional economy are passing in digital format. Electronic business attracts more and more different spheres of economy one of which has become the Internet marketing. In this connection there is a necessity for studying of new progressive tendencies which takes place in modern web marketing that involves in it the issues of electronic branding, benchmarking and management of clients' relations. Types of sales in the Internet are: model of sales support, model of direct sale, model of subscription sale and model of advertising sale (<http://www.kupitam.by> and <http://rvles.ieie.nsc.ru>). World network gives a set of instruments to influence on target audience of advertiser: advertising

placing on thematic and information sites, e-marketing, product promotion by means of search engines and catalogues, references exchange, ratings, partner and sponsor's programs and banner networks. Internet marketing helps to measure demand with the use of modern information and communication technologies more quickly, qualitatively and effectively. We talk not only about the question of estimation methods of current demand, but also future growth that is especially important in working out market purposes and plans and also e-business schemes (electronic business). Marketing information systems optimize a choice and management of marketing channels representing a set of intermediary organizations, involved in creation process of product or part of the product.

3. CONCLUSION

In connection with the development of electronic trade and electronic forms of business there is a problem of taxation and customs modes. Electronic commerce represents a technologies and which demands the use of new business approaches, including in the field of taxation. When purchase and sale are made through the Internet and transaction are carried out in it and frontiers lose its value, there appears area without customs and taxes that the states cannot admit. Services have transnational character, practically representing international contracts which are not officially formed as these ones in spite of the fact that in the Network there carried out electronic document circulation and electronic system of payments. At the same times as the authors consider a virtual environment of transactions realization does not mean that the parties participating in it do not meet any obligations of contract character. The most important question connected with realization of electronic trade in the Internet is whether electronic trade will increase and develop. There are some concepts of state regulation and taxation subjects of electronic economic activities. Statutory acts are accepted in the USA, Canada, Australia, in the European countries and some international organizations. The main difficulty is in how to join and adjust to each other varying legislation of different countries and how to develop international system of taxation of Internet commerce satisfying all participants of electronic trading transactions. According to propositions of some countries and organizations, such as the USA, EU, Japan and Organization for Economic Cooperation and Development for maintenance of government participation in development of necessary agreements and typical legislation which would support general frame basis, it is necessary to elaborate actively cooperation between governments, using international organizations OECD and WTO. Private sector should take part in development of international tax laws. And thus the base point of view should be accepted by everyone for development of joint platform of any changes which will be brought in legal and institutional bases of electronic commerce, they should be neutral from the point of view of using technology. One more basic point of view of which adheres the USA is an offer not to enter any new taxes and tax departments of various countries coordinate its activity to provide simplicity of tax systems and admit not desirable phenomena in electronic trade.

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