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USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES FOR THE EXPORT OF ECONOMIC SUBJECTS OF SAMARKAND REGION



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Abstract. This article is aimed at improving the use of information and communication technologies to support the export of entrepreneurship, covering the processes of further expansion of business activity and creating conditions for domestic producers, including their export to foreign markets and exports.

Keywords: information and communication technologies, export, interactive services, modern technologies, action strategy, integrated electronic information system of integrated divisions, electronic catalogs. Introduction

Introduction

The rating of developed countries in the global economy is determined by at least 80% of their GDP due to the creation of new products and services based on new knowledge, 60-70% of the share of small business and private entrepreneurship, and 30-35% of their share in exports. Therefore, small business, private entrepreneurship and its export potential are one of the priority areas of economic policy of each of the developed and developing countries.

According to the World Bank, the annual volume of goods and services produced by small businesses and private entrepreneurship is 6.4 trillion. US dollars, of which 2.1 trillion. US dollars in exports, world GDP grew by 16% [9]. In the conditions of fierce competition and trade in international markets, business entities need innovative technologies and ICT in order to quickly receive information about consumers, effectively organize logistics processes and capture new markets.

Particular attention was paid to economic measures in the last decade in our country for wide access to small business, private entrepreneurship, their support and promotion. Small business and private entrepreneurship are the leading sectors of the economy, accounting for 57% of the country's GDP, 27% of exports and 76% of the total number of employees [8].

However, the regions lack sufficient opportunities for the development of business entities, as well as their limited access to international markets, lack of access to modern technologies in their export orientation, customs, transport and logistics, cargo tracking, quality control, storage and shipment. Thus, to support the export activities of enterprises, access to international markets and the need to improve the use of ICTs for the delivery of competitive products are necessary.

The Development Strategy of the Republic of Uzbekistan for 2017-2021 defines the tasks of "creating a favorable business environment for the large-scale development of small business and private entrepreneurship, improving and simplifying the procedures for access of business entities to engineering networks and the gradual acquisition of new products and technologies, according to which competitiveness national goods in the domestic and foreign markets, liberalization of export operations, diversification of the structure and geography of exports, expansion and obilizatsiya export potential of industries and regions "[1].

Our first priority should be to provide all-round support to entrepreneurs, in particular, in creating favorable conditions for the import and introduction of high technologies and the latest scientific achievements into production"[2].

The effective implementation of these tasks requires the development of small business and private entrepreneurship in the regions of the republic and the availability of ICT in their export operations. The introduction of methods to improve the use of modern ICTs, which provide competitive products and exports that meet the requirements of world standards, quick access to international markets and efficient logistics, requires research to ensure the country's economic development.

In this regard, conducting research to improve the use of ICT for the export of business entities is one of the pressing problems of our time. Therefore, it is necessary to pay special attention to the development of economic entities and their export in our country. At the same time, today, research on improving the use of ICT is one of the urgent tasks in the regions when exporting business entities.

Based on the above, you should pay attention to the development of business entities and their exports in our country. At the same time, the use of ICT to further improve the quality of export development of business entities is one of the important tasks in the regions. In this aspect, we need to study the scientific work of a number of domestic and foreign scientists.

Literature review

At the same time, the use of information and communication technologies is one of the country's most important tasks for further improving the export of business entities. In this regard, we must study the scientific work of a number of foreign and domestic scientists. Including scientific and practical issues of the implementation of information and communication technologies in various sectors of the economy were studied by foreign scientists M. M. Bezkorovain, A. I. Kostogryzov, V. M. Lvov, A. V. Goncharov, S. L. Goldstein [3].

G. Kalyanov's work presents a method for automatic verification of the quality of information systems in the process of designing an information system using CASE-tools, which is built in graphical form [4].

A. V. Goncharov, S. L. Goldstein and others in their research work paid special attention to issues of assessing the quality of modeling business processes [5]. Scientific research in the field of the formation of the national information and communication market and the national information system in entrepreneurship during the liberalization of the economy of the republic was also carried out by our country's scientists B. B. Begalov [6] and A. Kenzhabaev [7].

The above scientists and experts have studied the scientific basis for the implementation of ICT in various sectors of the national economy, but it can be seen that issues such as the effective use

of ICT in the export of business entities are not sufficiently addressed. Therefore, this situation requires a theoretical and methodological justification for the effective use of information and communication technologies in the export of business entities in accordance with the development of the economy.

Analysis and Results

A statistical analysis of the sector will be necessary to increase the export potential of business entities and study the state of ICT use. It is necessary to develop entrepreneurial qualifications by improving the use of information and communication technologies in the export of business entities, the widespread introduction of international best practices in entrepreneurial activity, and establishing close cooperation with leading foreign organizations.

First of all, if we pay attention to the share of small business and private entrepreneurship in the main types of economic activity in 2017, then today its share is different in the types of economic activity (Figure 1).

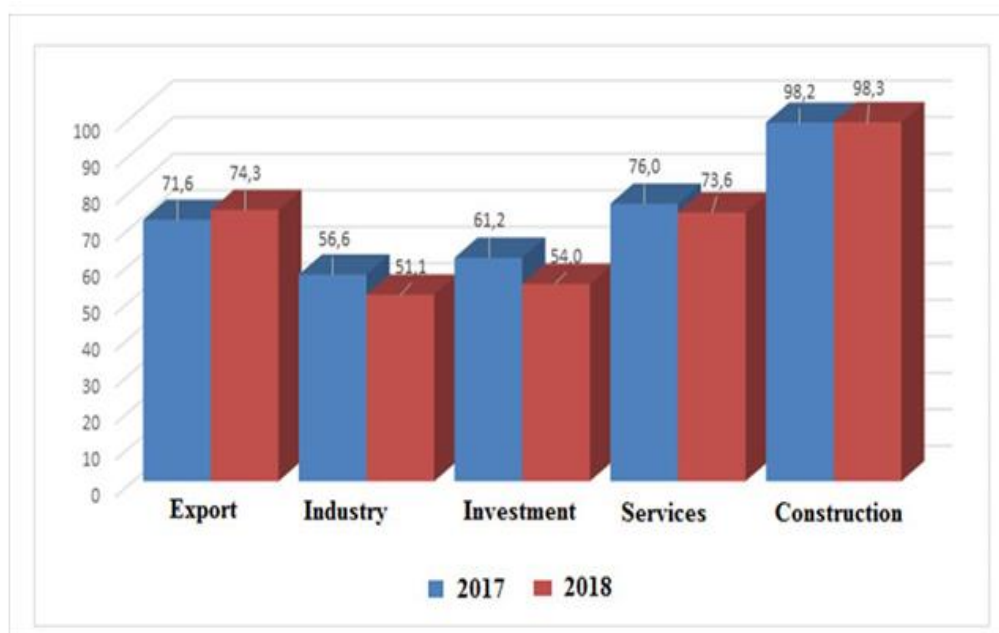


Figure 1. –The share of small business and private entrepreneurship in economic entities of Samarkand region%) [10]

Source: Information from Samarkand Regional Statistical Office.

Given the share of small business and private entrepreneurship in major economic activities, the share of construction (98.3%), services (73.6%) and industry (51.1%). The following indicators comprise export (74.3%) and investments (54.0%). In this regard, taking into account the foreign trade of small businesses and private entrepreneurship, this allows you to increase the share of small businesses in export due to state support of small businesses producing import-substituting and export-oriented products.

In 2018, the share of small business and private entrepreneurship in the total volume of exports in the republic amounted to 26.5%, in 2000 - 10.2%, in 2017 - 27%, i.e. increased by 16.8% unit (Figure 2).

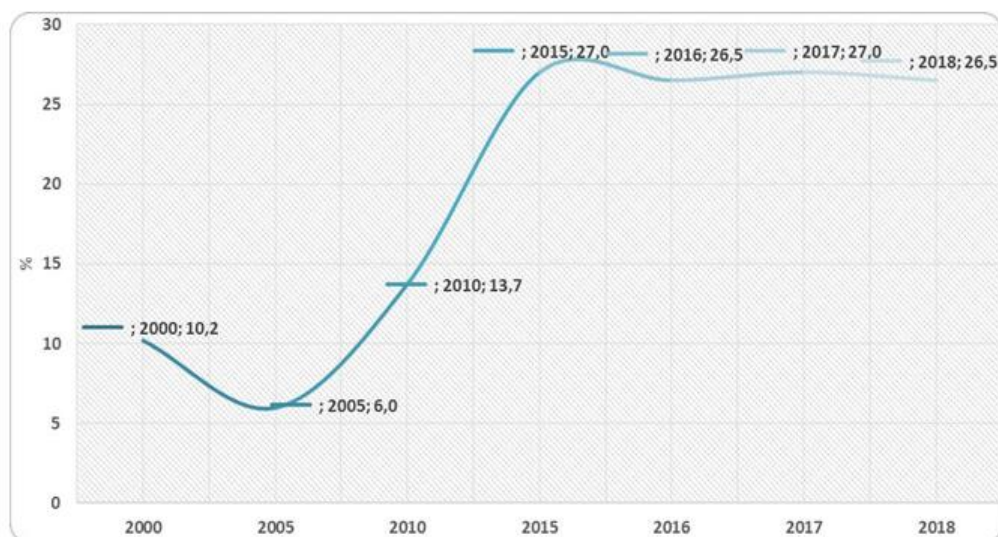


Figure 2. – The share of small business and private entrepreneurship in export (in% to the total volume)

Source: authoring based on data from the State Statistics Committee of the Republic of Uzbekistan.

As a result of a serious study of these processes, we must be sure that the share of exports over the past three years has amounted to about 27%. This is caused by a number of problems.

Along with the advantages of using information and communication technologies when exporting enterprises, a number of problems and contradictions arise. They should be divided into six main groups:

- technological;
- organizational;
- personal;
- financial;
- transaction costs and other problems (table 1).

Table 1. – Problems in the use of information and communication technologies in the export of business entities

Problems	Feature Description
Technological	<ul style="list-style-type: none"> - restrictions in computer programs; - the complexity of installing software; - lack of Internet, the speed of which does not meet the requirements; - the inability to install fiber optic cables; - insufficient formation of export management processes at enterprises; - the need to modernize the technologies used; - Lack of the website of the enterprise;
Organizational	<ul style="list-style-type: none"> - not the readiness of managers to implement ICTs, lack of awareness about them - misconception about the organizational culture of ICT implementation; - the need for reorganization of the enterprise related to ICT; - the need to form a highly qualified team on ICT by managers; - non-use of remote interactive services; - lack of innovative consulting services; - insufficient monitoring of online surveillance in logistics;

Continuation of *table 1*

Private	<ul style="list-style-type: none"> - insufficient knowledge and skills of qualified ICT personnel; - lack of involvement of qualified ICT consultants; - unwillingness to perform additional tasks related to the use of ICT in export processes;
Financial	<ul style="list-style-type: none"> - the high cost of computer software; - the cost of installing computer software; - Internet costs; - marketing expenses; - advertising expenses
Transaction costs	<ul style="list-style-type: none"> - transaction costs due to market uncertainty; - automation of business processes; - search for information; - negotiation and conclusion of contracts; - certification, assessment
Other	<ul style="list-style-type: none"> - ignorance of the use of ICT; - operational changes in the marketing environment of the foreign market; - imperfection of the electronic payment system: - non-use of electronic retail space; - refusal to participate in local and international fairs and exhibitions, so the wishes of people are not taken into account when developing and improving the enterprise.

Source: Compiled by the author based on the results of the study.

According to the study, the creation of an information system in an enterprise during the export process provides the following advantages: collecting organizational information about the export, storing important data, coordinating the export plan, analyzing costs and profits, making timely decisions in foreign markets and strategic planning.

As a result, the process of creating an information system for studying foreign markets by business entities is currently being formed. Based on the experience of foreign countries, it should be emphasized that for the development of exports at the enterprise, first of all, the creation and effective use of the ICT system is required.

Based on the results of the analysis, all the problems arising in connection with the use of ICTs not only affect the export process, but also lead to difficulties in analyzing and monitoring information about the foreign market.

As practice shows, when using ICT in the export of business entities, the following issues remain relevant:

The exchange of documents between business entities and organizations is often carried out in paper form and slows down many decision-making processes. Moreover, the costs of securities used in these processes are increasing day by day.

- introduction of an electronic document management system for ICT services when exporting business entities taking into account the requirements of the world market;

- in the event of an accident during the export process, the widespread use of ICT functionality and assessment from a distance of this provision

- difficulties in receiving orders from customers abroad;

- a lot of mistakes are found, and corruption in paperwork over a long period of time;

- problems on the participation of business entities in foreign fairs;

- business entities partially use ICTs, mainly for the automation of settlement operations and accounting reports;

- the presence of vague goals in the export activities of business entities;
- making unreasonable decisions, taking into account the low efficiency of exports, real estate and risk factors.

Based on the foregoing, to improve the use of ICT in the export of enterprises, the following is proposed:

- widespread use of ICT functionality to improve the exchange of documents between business entities and partner organizations in these processes;
- Improving the electronic system of registration of insurance services using ICT for export; - acceptance of orders from customers abroad in electronic form;
- financial support for the participation of entrepreneurs at foreign fairs;
- development of consulting services for the use of electronic trading platforms;
- development of an optimal system of electronic declaration of electronic procurement for all types of business entities;
- implementation in practice of a single integrated interdepartmental electronic information system of foreign trade operations. This system will help reduce and accelerate the process of drawing up foreign trade contracts, as well as ensure currency control over cash flows from domestic goods.
- Improving online interactive services for the export of business entities.
- Creation of a unified automated control system for transit goods and vehicles, which allows you to automate the processing and control of transit goods in real time.

Based on the above proposals, it is possible to achieve an increase in exports through a positive solution to the problems. In addition, the banks of our country need to introduce a wide range of remote banking services for small businesses and private entrepreneurship, such as Bank-Client, Internet banking, SMS banking. For example, entrepreneurs will be able to manage their accounts using mobile phones in real time.

In turn, the use of ICT tools for exporting goods is very important for business entities. Taking into account the level of ICT support for the export of business entities, it is necessary to improve the quality of ICT use in the export process, and the large-scale introduction of business entities in the export process (Figure 3).

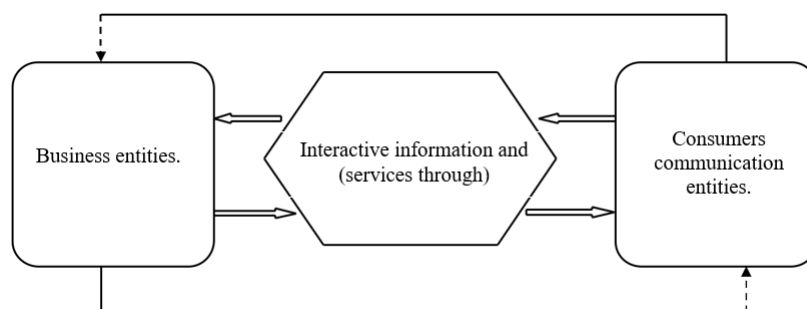


Figure 3. – Widespread adoption of information and communication technologies in the export of business entities

Source: Authoring

Through the use of interactive services through ICT, the export potential of enterprises is accelerating. This process is an innovation, a change in the business activity of the export of business entities, and its implementation provides high efficiency.

In conclusion, it can be noted that as a result of further improvement of the process of using ICT in the export of business entities, high indicators of export quality can be achieved. This, in turn, indicates the need for the use of ICT in the export of business entities.

Improving the use of information and communication technologies when entering foreign markets can solve the problems facing entrepreneurs. And this leads to a more effective solution to the problems of achieving high growth rates of finished goods exports by increasing the output of goods that are in demand on foreign markets.

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ИСПОЛЬЗОВАНИЕ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ ДЛЯ ЭКСПОРТА ЭКОНОМИЧЕСКИХ СУБЪЕКТОВ САМАРКАНДСКАЯ ОБЛАСТЬ

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Аннотация: Цель данной статьи - улучшить использование информационных и коммуникационных технологий для поддержки экспорта предпринимательства, охватывая процессы дальнейшего расширения деловой активности и создания условий для отечественных производителей, включая их экспорт на зарубежные рынки и экспорт.

Ключевые слова: информационно-коммуникационные технологии, экспорт, интерактивные услуги, современные технологии, стратегия действий, интегрированная электронная информационная система интегрированных подразделений, электронные каталоги. Вступление