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**“GLOBAL RAQAMLI INTEGRATSIYALASHUV:
2030-YILGACHA YASHIL IQTISODIYOTGA O'TISHDA
TEXNOLOGIK VA INDUSTRIAL SANOATNI RIVOJLANTIRISH
ORQALI MIKRO VA MAKROIQTISODIY BARQAROR
O'SISHNI TA'MINLASH DOLZARBLIGI”**

**“GLOBAL DIGITAL INTEGRATION: THE RELEVANCE OF
ENSURING MICRO AND MACROECONOMIC SUSTAINABLE
GROWTH THROUGH TECHNOLOGICAL AND INDUSTRIAL
DEVELOPMENT IN THE TRANSITION TO A GREEN
ECONOMY BY 2030”**

**«ГЛОБАЛЬНАЯ ЦИФРОВАЯ ИНТЕГРАЦИЯ:
АКТУАЛЬНОСТЬ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО
МИКРО- И МАКРОЭКОНОМИЧЕСКОГО РОСТА ЧЕРЕЗ
РАЗВИТИЕ ТЕХНОЛОГИЧЕСКОЙ И ИНДУСТРИАЛЬНОЙ
ПРОМЫШЛЕННОСТИ В ПЕРЕХОДЕ К ЗЕЛЁНОЙ
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- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellash
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
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- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 08.00.01 – Iqtisodiyot nazariyasi
- 08.00.02 – Makroiqtisodiyot
- 08.00.03 – Sanoat iqtisodiyoti
- 08.00.04 – Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 – Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 – Ekonometrika va statistika
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- 08.00.08 – Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 – Jahon iqtisodiyoti
- 08.00.10 – Demografiya. Mehnat iqtisodiyoti
- 08.00.11 – Marketing
- 08.00.12 – Mintaqaviy iqtisodiyot
- 08.00.13 – Menejment
- 08.00.14 – Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 – Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 – Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 – Turizm va mehmonxona faoliyati

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THE ROLE OF DIGITAL PLATFORMS IN CONDUCTING ELECTRONIC SALES OF ENTERPRISE PRODUCTS

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Abstract. This thesis examines the role and benefits of digital platforms in a number of companies operating in international markets in recent years. It highlights the factors contributing to the growth of company revenues and the implementation of various commercial practices in e-commerce through digital platforms. Today, digital platforms are increasingly used to perform many traditional business activities, including the sale and purchase of goods, as well as the provision and use of various Internet-based services. The study emphasizes the growing importance of digital platforms in improving business efficiency, expanding market opportunities, and enhancing customer interaction in the digital economy.

Keywords: digital platforms, electronic commerce, e-commerce, enterprise products, digital economy, online sales, Internet services, business efficiency, digital transformation, electronic trade.

Annotatsiya. Mazkur tezisda so'nggi yillarda xalqaro bozorlarda faoliyat yuritayotgan qator kompaniyalarda raqamli platformalarning o'rni va afzalliklari o'rganilgan. Raqamli platformalar orqali elektron tijoratni amalga oshirishda kompaniyalar daromadlarining o'sishiga hamda turli tijorat amaliyotlarini joriy etishga ta'sir etuvchi omillar yoritilgan. Bugungi kunda raqamli platformalardan tovarlarni sotish va xarid qilish, shuningdek, internetga asoslangan turli xizmatlarni taqdim etish va ulardan foydalanish kabi an'anaviy biznes faoliyatlarini amalga oshirishda tobora keng foydalanilmoqda. Tezisda raqamli iqtisodiyot sharoitida biznes samaradorligini oshirish, bozor imkoniyatlarini kengaytirish va mijozlar bilan o'zaro aloqalarni takomillashtirishda raqamli platformalarning ahamiyati ortib borayotgani ta'kidlangan.

Kalit so'zlar: raqamli platformalar, elektron tijorat, elektron savdo, korxona mahsulotlari, raqamli iqtisodiyot, onlayn savdo, internet xizmatlari, biznes samaradorligi, raqamli transformatsiya.

INTRODUCTION

The rapid development of the digital economy has significantly changed traditional approaches to organizing business activities and selling enterprise products. In particular, the widespread adoption of digital platforms has created new opportunities for enterprises to promote their products, reach a wider range of consumers, organize online sales, and establish direct communication with customers. Digital platforms have become an important component of modern electronic commerce by integrating sellers, consumers, payment systems, logistics services, and other participants into a unified digital environment. In recent years, the development of e-commerce has encouraged enterprises to shift from traditional sales methods toward digital channels. Through digital platforms, enterprises can present product information online, receive and process orders, conduct electronic payments, monitor sales processes, and analyze consumer behavior. As a result, businesses can reduce transaction costs, improve customer service, expand their market coverage, and increase the efficiency of sales management.

Digital platforms also provide enterprises with opportunities to use modern technologies such as artificial intelligence, Big Data, cloud computing, and business analytics. These technologies enable enterprises to forecast consumer demand, develop personalized offers, optimize pricing policies, and make more effective management decisions based on real-time data. For enterprises, the use of digital platforms is therefore becoming not only a means of conducting online sales but also an important factor in enhancing competitiveness and ensuring sustainable growth. In this regard, studying the role of digital platforms in conducting electronic sales of enterprise products and identifying ways to improve their efficiency is an important scientific and practical issue in the context of the digital economy. The purpose of this thesis is to examine the role of digital platforms in the electronic sales of enterprise products, identify their main advantages, and analyze their contribution to improving sales efficiency and expanding enterprises' market opportunities.

Digital platforms have become one of the key elements of modern electronic commerce, providing enterprises with opportunities to organize, manage, and expand the electronic sales of their products. Unlike traditional sales channels, digital platforms enable enterprises to interact directly with consumers regardless of geographical location. Product information, prices, availability, customer reviews, ordering, payment, and delivery processes can be integrated into a single digital environment. One of the main advantages of digital platforms is the expansion of enterprises' market



opportunities. Through online marketplaces and e-commerce platforms, enterprises can offer their products to a broader range of potential customers. This allows businesses not only to enter new geographical markets but also to increase sales volumes without significantly expanding their physical retail infrastructure.

Digital platforms also contribute to improving the efficiency of sales management. Automated systems can process customer orders, monitor inventory, record transactions, and generate analytical reports. The collection and analysis of sales data enable enterprises to identify the products with the highest demand, determine customer preferences, evaluate sales dynamics, and make timely management decisions. Therefore, data-driven management becomes an important competitive advantage for enterprises operating in electronic commerce.

Another important aspect is the integration of digital payment systems and logistics services into electronic sales processes. Electronic payments simplify transactions and reduce the time required to complete purchases, while digital logistics solutions allow enterprises and customers to monitor the delivery process. The integration of these services increases transparency and convenience throughout the purchasing process.

The development of artificial intelligence and Big Data technologies further expands the capabilities of digital platforms. Artificial intelligence can be used to forecast demand, recommend products to customers, automate communication through chatbots, and optimize pricing strategies. Big Data technologies, in turn, enable enterprises to analyze large volumes of information about customer behavior and market trends. This creates opportunities for personalized marketing and more accurate sales forecasting.

Digital marketing is also closely connected with the development of digital platforms. Enterprises can use social networks, search engines, targeted advertising, and content marketing to attract potential customers. The effectiveness of digital advertising can be measured using indicators such as conversion rate, customer acquisition cost, average order value, and customer retention rate. This allows enterprises to optimize their marketing expenditures and improve the effectiveness of promotional activities.

For enterprise products, especially manufactured goods, digital platforms can create additional value by providing detailed product information, technical characteristics, visual materials, customer reviews, and comparison opportunities. As a result, consumers can make more informed purchasing decisions, while enterprises can receive feedback and improve their products and services according to market demand.

Thus, the effectiveness of digital platforms in electronic sales can be evaluated through several key indicators, including sales volume, number of online orders, conversion rate, number of active customers, average order value, delivery time, customer satisfaction, and transaction costs. A systematic analysis of these indicators allows enterprises to identify areas for improvement in their electronic sales processes and develop appropriate strategies to address them.

Overall, digital platforms are transforming electronic sales from a simple online sales channel into an integrated system that combines marketing, sales, payment, logistics, customer relationship management, and business analytics. Their effective implementation enables enterprises to respond more quickly to market changes, strengthen competitiveness, expand their customer base, and achieve sustainable growth in the digital economy.

Table 1
The Role of Digital Platforms in Increasing the Efficiency of Enterprise E-Commerce¹

№	Digital Platform Function	Application in Enterprise E-Commerce	Impact on Sales Efficiency
1	Online Marketplace	Product placement, customer access, and online sales	Expands market reach and increases sales volume
2	Digital Marketing	Targeted advertising, search engine optimization (SEO), and social media promotion	Increases customer acquisition and conversion rates
3	Electronic Payment Systems	Online payment and cashless transactions	Reduces transaction time and improves payment convenience
4	Customer Relationship Management (CRM)	Customer data analysis and personalized offers	Improves customer loyalty and repeat purchases
5	Logistics Integration	Order tracking, delivery management, and inventory coordination	Reduces delivery time and logistics costs
6	Data Analytics and AI	Demand forecasting, customer behavior analysis, and product recommendations	Improves decision-making and sales forecasting
7	Mobile Commerce	Sales through mobile applications and responsive platforms	Increases accessibility and customer engagement

¹ Source: Compiled by the author based on [1–4].



8	Platform Integration	Integration of sales, payment, inventory, and logistics systems	Contributes to the formation of an integrated digital sales ecosystem and improves operational efficiency
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The data presented in Table 1 show that digital platforms play a significant role in improving the efficiency of enterprise e-commerce. In particular, online marketplaces, digital marketing, electronic payment systems, and logistics integration contribute to expanding market reach, attracting customers, reducing transaction and delivery times, and increasing sales efficiency. The integration of CRM systems, data analytics, and artificial intelligence also enables enterprises to better understand customer behavior and forecast demand. Overall, the effective integration of these digital platform functions contributes to the formation of an integrated digital sales ecosystem and enhances the competitiveness of enterprises in the e-commerce market.

Table 2
Key Performance Indicators of Enterprise E-Commerce Based on Digital Platforms²

Performance Indicator	Traditional sales systems	Digital Platform-Based Sales	Expected Effect
Market Reach	Limited	Wide	Expansion of customer base
Customer Acquisition	Slow	Fast	Increase in new customers
Sales Processing Time	High	Low	Faster order processing
Transaction Costs	Relatively high	Relatively low	Reduction in operating costs
Customer Interaction	Limited	Continuous	Improved customer engagement
Product Promotion	Traditional advertising	Digital marketing and targeted advertising	Higher promotion efficiency
Payment Processing	Cash and bank-based	Integrated digital payments	Faster and more convenient transactions
Order Tracking	Limited	Real-time tracking	Improved service quality
Demand Forecasting	Based on historical data	AI and data analytics	More accurate sales forecasting
Customer Personalization	Low	High	Increased customer loyalty

The data presented in Table 2 demonstrate that the use of digital platforms provides enterprises with significant advantages compared with traditional sales systems. Digital platforms expand market reach, accelerate customer acquisition and order processing, and reduce transaction and operating costs. The integration of digital marketing, electronic payment systems, and real-time order tracking also improves customer interaction and service quality. Furthermore, the application of artificial intelligence and data analytics enables enterprises to forecast demand more accurately and personalize offers according to customer preferences. Overall, the findings confirm that digital platforms contribute to improving sales efficiency, reducing costs, and strengthening the competitiveness of enterprises in the e-commerce market.

CONCLUSION AND SUGGESTIONS

The study demonstrates that digital platforms play a significant role in improving the efficiency of electronic sales of enterprise products. The integration of online marketplaces, digital marketing, electronic payment systems, logistics services, CRM technologies, data analytics, and artificial intelligence creates new opportunities for enterprises to expand their markets and improve customer interaction. The analysis shows that digital platform-based sales systems can reduce transaction and operating costs, accelerate order processing, improve demand forecasting, and increase customer engagement. In particular, the integration of artificial intelligence and data analytics enables enterprises to analyze consumer behavior, personalize offers, and make more informed sales decisions.

Therefore, enterprises should focus on developing integrated digital sales systems that combine e-commerce platforms, payment services, logistics, customer relationship management, and analytical technologies. The effective use of these technologies can improve sales efficiency, strengthen competitive advantages, and support the sustainable development of enterprises in the digital economy.



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