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## **MODERN MECHANISMS FOR MANAGING CROSS-BORDER ELECTRONIC TRADE**

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### **Annotation:**

In this thesis, the modern mechanisms of management of cross-border e-commerce are revealed in content, highlighting its role in international trade and its role in the development of national economies. The rapid development of digital technologies and global coverage of the internet are setting the stage for the rise of cross-border e-commerce to a new level. In this regard, the thesis analyzes the relevance of the implementation of logistics systems based on modern technologies, mechanisms for the formation of electronic payment and security systems, digitization of customs processes and real-time monitoring in the management of e-commerce. Also highlighted are mechanisms to ensure effective cooperation between the public and private sectors involved in cross-border e-commerce, rational use of international e-commerce platforms and integration of domestic manufacturers into global e-commerce systems. The results of the study indicate that the formation of effective mechanisms for managing cross-border e-commerce will be an important factor in increasing the competitiveness of the national economy, strengthening export potential and creating new jobs. The results of the thesis can be applied practically in the development of e-commerce strategies.

**Keywords:** Cross-border e-commerce, management mechanisms, digital economy, electronic commerce, logistics system, electronic customs, digital payment system, artificial intelligence, blockchain technology, cloud computing, real-time monitoring.

E-commerce in Uzbekistan has been developing rapidly in recent years, becoming one of the most important areas of the country's economy. The development of digital technologies and the expansion of the possibilities of using the internet have a positive effect on this process. With the majority of the population using the mobile internet, favorable conditions have been created for online shopping. The

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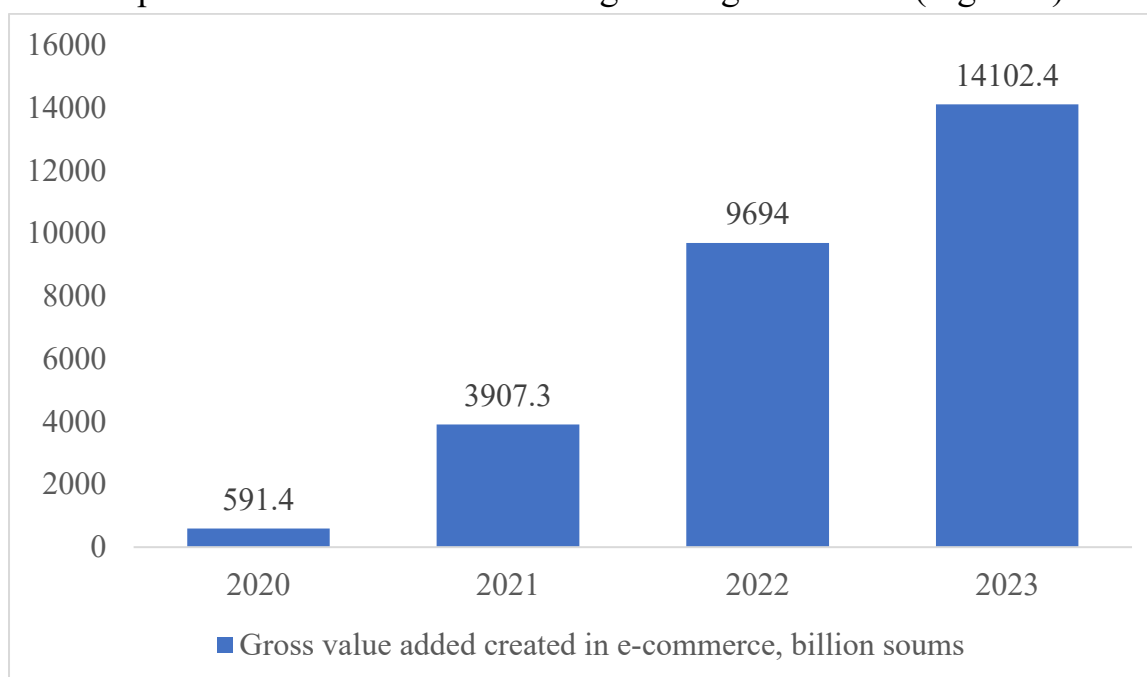
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development of payment systems has also had a major impact on e-commerce. Through local payment systems such as Click, Payme, Orange, it became possible to make purchases quickly and conveniently. Also, the prevalence of Uzcard and Humo plastic cards is also contributing to the growth of electronic trading.

The development of e-commerce in Uzbekistan has a positive effect on the country's economy and serves to increase the volume of gross value added. In recent years, the progress of digital technologies, the expansion of the internet network and the growing popularity of electronic payment systems have contributed to the rapid growth of electronic trade. Also, the prevalence of Uzcard and Humo plastic cards is also contributing to the growth of el (Figure 1):



**Figure 1. Gross value added generated in e-commerce, billion soums<sup>1</sup>**

From the picture above, we know that the volume of Gross Value Added created in the information economy and e-commerce sector in our country is increasing from year to year. In 2020, the figure was 591.4 bn, while in 2021 it was 3,907.3 bn. This means that there has been a significant increase in a year.

<sup>1</sup> <http://www.stat.uz> – website of the National Statistics Committee of the Republic of Uzbekistan



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above, we know that the volume of Gross Value Added created in the information economy and e-commerce sector in our country is increasing from year to year. In 2020, the figure was 591.4 bn, while in 2021 it was 3,907.3 bn. This means that there has been a significant increase in a year. In 2022, the sector was further developed, creating an added value of Rs 9694 crore. In 2023, it reached Rs 14,102.4 crore and recorded a more rapid increase compared to previous years. These data show that with increasing demand for the field of e-commerce and information Economics, its role in the economy is becoming increasingly important. The fact that the growth rate is accelerating from year to year indicates that in the future this sector will expand further and become one of the most important sectors of the economy.

Cross-border e-commerce refers to the trading processes carried out between different states over the internet. This system is instrumental in bringing products and services to global markets, providing a wide range of opportunities for international customers and businesses. Cross-border e-commerce the implementation of trade relations between countries through electronic platforms serves to reach a wider audience of products and services, to increase economic growth and to increase the competitiveness of businesses. However, it is important to develop modern mechanisms to effectively control this process. Modern mechanisms for managing cross-border e-commerce include (Table 1):

**Table 1 Modern mechanisms for managing cross-border e-commerce<sup>2</sup>**

Mechanisms	Functions
<b>Optimization of electronic payment systems and international transactions</b>	Make payments in different currencies through electronic payment platforms (PayPal, Stripe, Revolut, Payoneer, etc.), simplifying conversion processes and ensuring security
<b>Use of blockchain and smart contracts</b>	increase transparency in international trade, track the arrival of goods, and securely execute transactions by automating payments
<b>Artificial intelligence and data analysis</b>	Effectively manage sales processes by studying customer behavior, developing personalized marketing strategies, and accurately defining demand forecasts

<sup>2</sup> <https://www.tadviser.ru> – website of the Russian Internet portal and analytical agency



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<b>Development of media and advertising technologies</b>	SEO, contextual advertising, brand promotion through social networks, and creating customer-centric marketing campaigns to increase competitiveness in global markets
<b>Electronic customs and logistics systems</b>	accelerate delivery processes through automated customs processes, online declaration systems and global logistics collaboration networks to deliver goods quickly and efficiently in cross-border trade
<b>Legal and regulatory mechanisms</b>	compliance with international legislative requirements, compliance with compliance standards, protection of consumer rights and support for cross-border commerce through tax relief

Through the mechanisms presented in this table, the efficiency of cross-border e-commerce will be increased, and businesses will be able to successfully operate in international markets. In this, digital payment systems play an important role in international trade. Payments through systems such as PayPal and Payoneer are made quickly and safely. Blockchain technology and smart contracts reduce fraud by making trading processes transparent. Artificial intelligence increases sales by recommending customer-friendly products. Digital marketing tools, on the other hand, help to reach customers in the global market. Logistics systems provide rapid delivery of cargo and automation of customs processes. Also, legal and regulatory mechanisms should be regulated in accordance with the legislation of each country. The development of e-commerce will not be only one-sided, that is, e-commerce will not develop only through trade within the country. E-commerce is cross-border and generates global sales. The rapid development of cross-border e-commerce creates new opportunities in the global economy. Modern mechanisms for the management of cross-border e-commerce are highly developed mainly in the United States, China and the European Union. In the US, large companies such as Amazon and eBay use advanced logistics and payment systems. Alibaba in China and JD.com platforms have introduced artificial intelligence and blockchain technologies. In the European Union, however, e-commerce is strengthened by a system of Legal Regulation and protection of consumer rights. South Korea and Japan are also leading cross-border trading through digital payment systems, instant logistics and innovative advertising technologies.



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In conclusion, modern mechanisms for managing cross-border e-commerce play an important role in simplifying and accelerating international trade processes, improving efficiency in entrepreneurial activities and developing the digital economy. Through these mechanisms, it is possible to digitize customs processes, expand electronic payment systems, quickly organize logistics services and monitor cross-border trade processes. At the same time, their effective application will help to increase the volume of exports, expand access to international markets, and ensure the competitiveness of national manufacturers. Through the introduction of these mechanisms in the conditions of Uzbekistan, it is necessary to take full advantage of e-commerce opportunities, to develop cooperation between the public and private sectors.

As a proposal, it is necessary to further simplify customs and tax processes in the management of cross-border e-commerce, fully introduce electronic document management, expand the participation of local entrepreneurs in international e-commerce platforms and further develop the internet infrastructure. It is also necessary to carry out systematic work to give entrepreneurs practical knowledge of e-commerce and to establish integration with international electronic payment systems. This will ensure Uzbekistan's effective integration into the international e-commerce system, creating the basis for economic growth.

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