

THEORETISCHE GRUNDSÄTZE DER BILDUNG UND ENTWICKLUNG DES HANDELSDIENSTLEISTUNGSSYSTEMS

Sattarova N.T.

Assistent der Abteilung für Management des Samarkand Institute of Economics and Service. Usbekistan. Samarkand.

E-Mail: nargiza19844@icloud.com

Zusammenfassung: In diesem Artikel werden die neuen Wirtschaftsbeziehungen erörtert, die auf der Grundlage der vorrangigen Wirtschaftsreformen entstehen, die unter den Bedingungen einer innovativen Entwicklung durchgeführt werden. Sie eröffnen vielfältige Möglichkeiten zur Steigerung der Effizienz von Handelsdienstleistungen, die Entstehung von Dienstleistungsformen und -methoden, das Hauptziel Ziel des gegenwärtigen Stadiums des wirtschaftlichen Wandels ist es, günstige Bedingungen für den effektiven Betrieb von Handelsunternehmen zu schaffen. Das Hauptziel des Artikels besteht darin, das Wesen und den Inhalt des Konzepts der Handelsdienstleistungen gründlich zu untersuchen, die zum Hauptglied im Marktmechanismus des Netzwerks als unabhängige Geschäftseinheit werden.

Schlüsselwörter: Handel, Handelsdienstleistungen, Krise, Markt, Rohstoff, Investition, Unternehmen, Arbeit, Gewinn, Effizienz, Wirtschaft.

THEORETICAL PRINCIPLES OF FORMATION AND DEVELOPMENT OF TRADE SERVICES SYSTEM

Sattarova N.T. – Assistant of the Department of Management of Samarkand Institute of Economics and Service. Uzbekistan. Samarkand. e-mail:

nargiza19844@icloud.com

Abstract - This article discusses the new economic relations that are emerging on the basis of the priority economic reforms implemented in the conditions of innovative development open up wide opportunities for increasing the efficiency of trade services, the emergence of service forms and methods, the main goal of the current stage of economic changes is to create favorable conditions for the effective operation of trade enterprises. The main goal of the article is to thoroughly study the essence and content of the concept of trade services, which are becoming the main link in the market mechanism of the network as an independent business entity..

Keywords - Trade, Trade Services, Crisis, Market, Commodity, Investment, Enterprise, Labor, Profit, Efficiency, Economy.

I. INTRODUCTION

Today, the development of services, especially trade services, is urgent in the world economy. The level of development in the world market is that the world trade is growing year by year, especially this indicator will reach 21.9 million in 2020. We will see that the US dollar or 17 percent has increased. All this requires the development of trade services in the republic in accordance with the world standard.

In the world economy, the service sector is becoming very important nowadays. Among services, trade services also have a significant impact on the world economy. In particular, this is confirmed by the fact that more than 40% of the total jobs in the world correspond to trade services. In 2019, the volume of goods and services exported around the world amounted to 19 trillion dollars. But the Covid-19 pandemic, which started in 2020, led to the first ever global decline in trade services. In the conditions of globalization, foreign migration, international trade and capital movement, tourism, foreign investments, development of information technologies affect the economic growth of countries. As a result of reforms implemented in new Uzbekistan, openness, development of international economic and political relations create opportunities for modernization, technical and technological re-equipment of industrial sectors in our country. The new economic relations emerging on the basis of priority economic reforms in the conditions of the innovative development of the Republic of Uzbekistan have opened wide opportunities for increasing the efficiency of trade services, for the creation of service forms and methods. Socio-economic development, the development of techniques and technologies, in particular, improves the quality of life of the Uzbek people, and serves to improve the material and spiritual needs of the population.

II. LITERATURE REVIEW

Along with the development of trade relations throughout the world, the customs of countries have expanded and improved, and the differences between different corporations in this field have gradually disappeared. At the beginning of the 19th century, a new era began for trade relations. In France, after the great French revolution, the political system changed and a new trade law was created. Due to this, in 1807, the French Commercial Code (Code de Commerce) was adopted. Central Asia, in particular, Uzbekistan, as one of the centers of world civilization, has occupied an important position in the history of the development of international trade relations.

The origin of trade is related to the creation of goods production and trade and exchange as a result of the social division of labor. From the scientific, socio-economic point of view, there are different concepts about the market and trade in scientific works, educational and popular literature.

P.Samuelson's work "Economics" describes the market as "... markets appear as a mechanism connecting society and commercial production activities."

F. Kotler defines the market as "a complex of existing and potential buyers of goods" [3].

K. R. McConnell and S. L. Brewer call market and trade, product and service, seller and buyer a connecting mechanism [4].

A.S. Usmanov defines the market as follows: "The concept of market and trade in a broad sense is the area of commodity exchange, and as long as there is commodity exchange, there is also a market and trade" [5], [6].

According to N. Tukhliev, "The market is a sum of exchange, commodity and money circulation relations organized on the basis of the laws of commodity production, an important connecting link between production and consumption" [7].

In fact, we can say that the emergence of the current globalization process is largely due to the exchange of knowledge based on the development of trade services. Since global integration and the development of the private sector are considered to be the main factors of the increase in the volume of investments, which play an important role in the development of social institutions, a lot of research is being conducted on this topic in scientific circles today.

III. RESEARCH METHODOLOGY

This study included issues of the task of the trade system, its content, its theoretical and methodological foundations, and its place in the economic and social spheres.

Trading system methodology, its purpose, attention is focused on the economic process taking place in trading activity. That is, it is focused on the study of the economic reality that occurs in trade. The problems of the trade economy are focused on the economic processes that occur in it, that is, the economic processes that occur during the delivery of goods from production to consumers.

Here, it is necessary to bring to mind not the technological processes such as transportation, storage, packaging of goods, but these processes and the economic processes that took place in the process of buying and selling. The article uses methods of observation, comparison, theoretical and practical study, and statistical analysis. The analyzed data and indicators are taken from official sources.

IV. ANALYSIS AND RESULTS

The main goal of the current stage of economic changes is to create favorable conditions for the effective operation of trade enterprises is considered. The complexity of the goals set by an independent business owner. Trade is becoming a key link in the market mechanism of the network as a subject in-depth study of the essence and content of the concept of services causes the need. The origin of trade is the production of goods as a result of the social division of labor related to the creation of production and trade of goods, exchange. Trade services are the main segment of the consumer goods market. U provides services to individuals and legal entities. Through it, the population and enterprises, organizations and institutions satisfy their needs for one or another commodity. It is an important branch of the economy in improving the quality of the population. The importance of the estimated trade is immeasurable. Its development is also that of consumers has a direct impact on demand and needs. Such conditions are of great importance in increasing the quality of services of trade enterprises. Trading services quality depends on the condition of its material and technical base and the structure of its infrastructure. The condition and infrastructure of the trade material and technical base in the republic there is enough potential for improvement.

The most important tasks of trade services are to ensure the communication of production enterprises with customers, to facilitate the financing and planning of the production process based on the order system, to form an optimal stock of goods, to provide information to the manufacturer about the needs of consumers, and to ensure the steady growth of the production enterprise.

The importance of trade services can be more scientifically substantiated by:

1. Trade in services statistics provide important information on the extent to which production costs are covered at the country level and how much is spent on remanufacturing.

2. In the sales process, the goods go through the process of public introduction, and in this process, a decision is made on the reproduction of the given goods.

3. Trade turnover is used to measure the standard of living of the population.

4. Trade services are one of the important elements in the implementation of the division of labor.

5. Through trade services, it serves the convergence of living standards of social groups and classes in different regions of the country.

6. By performing trade services, enterprises pay taxes to the state budget, and thus the state budget is formed.

7. Trade services have a strong influence on the consumption of the population and serve to determine the consumption choice of the population.

8. Through trade services, countries implement the process of global integration.

Although the volume of international trade relations continued to grow in 2017, there was a decrease in half of 2018 and in 2019. The reason for this is the trade war between the US and China. Trade in natural resources, in particular, has sharply decreased due to falling prices. Due to the Covid-19 pandemic, the volume of trade services in the second quarter of 2020 decreased by 20% compared to the same period of 2019.

Given that the crisis related to the pandemic had a particularly strong impact on the service sector, the sharp decline in trade services appears to be a natural process. Therefore, various countries are making extensive use of digital platforms to promote trade. Especially the introduction of mobile commerce services and even education and health services going completely digital have contributed to the development of digital commerce services.

V. CONCLUSION/RECOMMENDATIONS

In the conditions of fundamental structural changes in today's new economy of Uzbekistan, studying the activities of commercial enterprises, conducting scientific research, identifying their problems, finding their solutions is a complex process, and we believe that it is necessary to proceed from the following in order to solve them. Firstly, to explain the origin and essence of trade on a scientific basis. Secondly, to determine the role and importance of trade in society. Thirdly, to determine the economic, organizational and management problems that arise in trade. This requires in-depth knowledge of economic relations in the trade process, its economic mechanism. Fourth, study the development trends of the process of trade organization, the state of trade enterprises and branches. Fifth, analysis of foreign best practices in the organization of trade, using them from their positive and suitable aspects for the economy of our republic, etc.

It is necessary to develop the legal basis of trade services and eliminate many economic problems associated with further expansion and improvement of this sector:

- To study the theoretical foundations of the development of trade services in the Republic and to develop subscription tariffs for the concepts of "Trade Services" and "Effectiveness of Trade Services";

- Preparation of proposals for the development of the system of indicators representing the development of trade services and the methodological basis of its assessment;

- Preparation of proposals for improving the institutional and economic foundations of the development of trade services in Uzbekistan;

- Improvement of the system of economic relations of formation of trade services market in the Republic;

- Studying the foreign experience of trade services, developing the main directions of their use in the republic;

- Improvement of organizational and economic mechanisms based on the formation of regional trade cluster in Uzbekistan;

- Developing a future strategy for the development of trade services using an econometric model.

Development of trade services in the conditions of the digital economy consists in the development of scientifically based proposals and recommendations on the improvement of organizational economic mechanisms.

REFERENCES

- [1] Decree of the President of the Republic of Uzbekistan No. PQ-5113 dated 11.05.2021 on measures for rapid development of the service sector;
- [2] Problems of trade economy. Study guide. // G'H. Kudratov, B.A. Abdukarimov, M.Q. Pardaev, A. Bektemirov, Sh.A. Sultonov, F.B. Abdukarimov, U.N. Normurodov, Z.S. Artikov, O. M. Pardaeva, Sh. Sh. Negmatova; // I.f.d., under the general editorship of Professor M.Q. Pardaev. - T.: "IQTISOD-MOLIYA" publishing house, 2016. - 430 pages;
- [3] Hirschman, E.C., & Holbrook, M.B. 1982, Summer, Hedonic consumption: Emerging concepts, methods and propositions. Journal of marketing, 46, 92-101., Hjorth Andersen, C.(2000). A model of the Danish book market. Journal of Cultural Economics, 24(1), 27-43.; Trade Book marketing, Apzactica guide. Edited by Robert A., Carter R.R. Company New York. London, 1983;
- [4] Kamakura, W. A., Basuroy, S., & Boatwright, P. (2006). Is silence golden? An inquiry into the meaning of silence in professional product evaluations. Quantitative Marketing&Economics, 4, 119-141;
- [5] Ricardo, David (1817) On the Principles of Political Economy and Taxation. Piero Sraffa (Ed.) Works and Correspondence of David Ricardo, Volume I, Cambridge University Press, 1951, p. 47;
- [6] Hecksher E.F. Influence of foreign trade on the distribution of income // Milestones of economic thought. T. 6. International Economics / A. P. Kireev. — M.: TEIS, 2006. — S. 154-173;
- [7] Lancaster, Kelvin J. (1966). "A New Approach to Consumer Theory" (PDF) . Journal of Political Economy . 74 (2): 132–157. doi : 10.1086/259131;

- [8] Competitive Advantage of Nations. — New York: Free Press, 1990 (2nd ed. — New York: Free Press, 1998. — 896 p. — ISBN 978-0-684-84147-2);
- [9] Q. J. Mirzaev , E. Sh. Shavqiev , B. K. Janzakov. Innovative economy. (Textbook) - T.: "Innovative Development Publishing House", 2020. - p. 272-273;
- [10] Sattarova N. THE EMERGENCE OF THE COMPETENCE APPROACH IN THE EDUCATIONAL SYSTEM AND ITS IMPORTANCE TODAY //Science and innovation. - 2023. - T. 2. – no. B5. - P. _ 318-321;
- [11] Sattarova N. et al. CLASSIFICATION OF PRACTICAL SIGNIFICANCE, ADVANTAGES AND DISADVANTAGES OF AN INTEGRATIVE APPROACH TO THE CONTENT OF EDUCATION IN THE EDUCATIONAL PROCESS //Science and Innovation. - 2022. - T. 1. – no. 6. - P. 544-550;
- [12] Tokhirovna S.N. Improving The Economic Mechanisms Of State Regulation And Support Of Trade Services //International Journal on Integrated Education. - 2022. - T. 5. – no. 6. - P. 450-454;
- [13] Sattarova N. FOREIGN EXPERIENCE IN THE DEVELOPMENT OF COMMERCIAL SERVICES //Science and innovation. - 2022. - T. 1. – no. A8. - P. 240-246;
- [14] Sattarova N. T. THE FUNCTION OF MARKETING IS TO LINK BETWEEN PRODUCERS AND CONSUMERS // Magazine Innovation c Economy . - 2021. - T. 4. – no. 2.