

VIRTUAL TRADING PLATFORM FOR INTERACTIVE SERVICES IN NETWORK SYSTEMS.

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Annotation: *A feature of the development of the modern economy is the use of the latest achievements of scientific and technical thought and the emergence of a new environment that began to be actively used for doing business at the end of the twentieth century - the Internet. The traditional economy is retreating under the onslaught of the new one, in which other relations between companies are being formed, a different structure of the companies themselves and standards of their management appear. Changes require new knowledge and new people capable of generating and using this knowledge.*

Keywords: *Modern economy, Internet, market liberalization, capital mobility, globalization of standards, digital space, virtualization.*

The transition to new directions in the economy began back in the 90s, there are four factors that served as an impetus for the transition and determine the face of the new economy: market liberalization, capital mobility, globalization of standards and, finally, a new "digital" space. These factors have had a direct impact on the fact that more and more companies engaged in trading activities find attractive new area of application of traditional and new business methods. As a result of global "virtualization", we can talk about the emergence of a new direction in economics - the virtual economy. Naturally, the specifics of the medium itself - the Internet - has a certain impact on all business processes occurring in the field of trade through the Network. In order to understand how a traditional trading company should change under the influence of new factors in order to be successful in a new area of the economy, it is necessary to analyze the possibilities of effectively "refracting" traditional business methods into radically new ones, which is especially relevant at the present stage of market development. relations and focus of all developed countries on economic integration.

The purpose of this study is to develop new approaches to planning, financing options, evaluating the economic efficiency of trading firms operating via the Internet, based on data from the practical activities of virtual and traditional trading firms; available analytical studies; forecasts and theoretical studies of Western economists in the field of virtual economy. Develop recommendations for the transfer or implementation of new virtual business methods in an existing company.

The implementation of the goals provides for the solution of the following tasks:

- consideration and definition of the features of the functioning of the Internet as a business environment;
- development of a new conceptual apparatus used to describe the operation of virtual economic processes;

- analysis of the approach of the new economy to the value and competitiveness of the product;
- development and clarification of the composition of costs in the organization of a virtual store;
- identification of directions of influence of new methods of conducting trading activities on traditional business processes in trading firms;
- development of a new approach to the issue of business planning and decision-making on the implementation of the virtual commerce method in an existing trading company;
- identification of areas of impact of virtual commerce on the efficiency of trade enterprises;
- development of the structure of private performance indicators of the virtual trading company;
- identification of problems of functioning and identification of opportunities for improving new approaches for doing business in trade.

The most significant of these tasks is the modification of the financial mechanism of a trading company, its structure and evaluation of the effectiveness of trading activities, based on the specifics of using the new "digital" space for doing business.

The theoretical principles, scientific principles, conceptual apparatus developed by leading domestic and foreign experts in the field of economics of trade, financial analysis, management, virtual economy, interdisciplinary scientific theories served as the methodological basis of the study: Bakhareva S. Yu., Balabanova I. T., Baumgertner V. F., Kovalev V. V., Kondratieva N. D., Nikiforova V. D., Strumilin S. G., Sychev N. G., Sheremet A. D., Brunner M. and others.

Significant results of the study are:

- a conceptual apparatus has been developed to describe the processes of the virtual economy;
- a detailed definition of such concepts as: virtual business, virtual commerce, virtual trade is given;
- the main directions of the impact of the new business environment on the construction of business processes within a traditional trading company have been identified;
- defined standard options for the transition of traditional companies to virtual business;
- developed a methodological approach to the preparation of a business plan for a virtual trading company;
- the bases of the business justification for the integration of the company into the virtual business have been developed;
- approaches to evaluating the effectiveness of the implementation of an Internet solution in trading activities were determined.

The practical significance lies in the fact that the results of the study have theoretical, methodological, practical significance. The theoretical significance is associated with the development of theoretical ideas about the virtual economy, the features of the functioning of virtual trade, the methodological meaning is to develop approaches to assessing the feasibility of introducing an Internet solution into traditional trading activities.

The recommendations contained in the work contribute to the correct assessment of the risk of investing in new business areas, increasing the economic efficiency of trading enterprises, and strengthening the financial stability of trading companies. The use of the proposed methods and models will allow: to increase the efficiency of traditional trading firms; will provide an opportunity

with the least errors and the correct assessment of commercial risk to introduce new business methods and integrate them with an existing business process; it will also help to intensify the promotion of the company in the newly formed global Internet market and improve the company's goodwill.

One of the methods of running a virtual business is e-commerce. E-commerce provides certain advantages to companies seeking to sell their goods and services, as they are able to respond faster to changing market conditions; change the assortment, prices and descriptions of goods, there is a decrease in information costs. The Internet has made e-commerce accessible to businesses of all sizes, as a storefront on the WWW makes it possible to attract customers from all over the world, without significant communication investments. The definition of e-commerce includes not only Internet-oriented systems, but also those using communication environments - BBS, VAN.

The components of e-commerce are: electronic data exchange, transactions, marketing research and so on, that is, e-commerce is a complex concept. There are two main areas of e-commerce:

1. "Business-to-customer" (B2C), consumer sector;
2. "Business-to-business" (B2B), inter-corporate sector.

E-commerce is a specialized Internet technology that provides participants with new opportunities to expand the scope of their activities. The structure of e-commerce includes the following elements:

- company advertising;
- presentation of goods;
- carrying out purchase and sale operations;
- after-sales customer support;
- building relationships with clients.

Online advertising differs from the traditional form of product advertising, either it is a banner or a ready-made text box, placing hyperlinks on popular sites, which, in our opinion, is more effective than banner advertising.

E-commerce is a method of conducting a virtual business, in which the following main ways of building a company's business process can be distinguished:

1. opening a site-purchase or site-sales on the Web;
2. creation of a virtual trading platform;
3. creation of a virtual shopping mall.

Conclusion.

The dynamic development of the economy, the emergence of new technical capabilities require the study of issues related to the introduction of new technologies in the economy and, in particular, in trading activities. The emergence of a new "digital" space for doing business, which emerged as a result of the creation of the global Internet (Internet), has expanded the ability of enterprises to sell goods, services, and interact with counterparties, banks, financial services, and buyers.

Since these concepts have not yet been developed from a scientific point of view and research on this topic is carried out mainly in the media, at the level of journalistic surveys and interviews, we began our work with a precise definition of the basic concepts of the virtual economy.

All processes of interaction between partners or with clients are conducted in a "digital" environment, starting with a purely technical network building of a business process of an individual

company. A network is hardware that provides interconnection and transmission of information between subscribers. Networks are local and global, each individual company builds a local network, which can significantly reduce the cost of interaction within the enterprise. The following main types of topologies (that is, construction) of local networks are distinguished:

Local networks can be combined, connected to global networks, that is, using network solutions, you can use information 24 hours a day, without interruptions and without geographical restrictions. The main requirements for information transmitted over networks: security, authenticity, efficiency, usefulness. These new technical capabilities led to the creation of the global Internet (the Internet hereinafter referred to as the Network). Since the mid-90s, the Internet has become interesting as an environment for conducting commercial transactions, which allows us to conclude that new directions in the economy have been created - virtual business and virtual trade.

Due to the fact that in many publications virtual business is called electronic and identified with e-commerce and virtual trade, we will introduce the following definitions that are more consistent with these concepts. The concept of "virtual business" (one can also assume the wording - Internet business) is more voluminous than virtual trade, since it combines not only the order of "purchase and sale", but also the entire system of organizing the economic process in the company. That is, a virtual business is a system of doing business, based on the use of new technologies in calculations and the introduction of the latest information technologies in building financial and economic relations with partners and customers. For trading companies engaged in the sale of goods through the Network, virtual business can be classified into the following steps:

- representation in the Internet;
- conducting transactions through the Network;
- synchronization of the first and second stages, that is, work in full.

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