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SHAROF RASHIDOV NOMIDAGI SAMARQAND DAVLAT
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RURAL E-COMMERCE AND TECHNOLOGICAL INNOVATION: LESSONS FROM CHINA AND UZBEKISTAN

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Annotatsion: The transformative power of e-commerce goes beyond simple convenience for urban consumers; it is reshaping labor markets, creating entrepreneurial opportunities, and fostering inclusive growth by integrating rural populations into the digital economy. Rural e-commerce and technological innovation have become key drivers of rural economic development and poverty reduction. While China has extensive global experience in this area, Uzbekistan is actively transitioning to digital agriculture through its strategic reforms and with the help of international organizations (e.g. FAO).

Keywords: Rural e-commerce, Employment creation, Taobao villages, Grape market, Digital payments, Logistics, Digital infrastructure, Inclusive growth, Entrepreneurship

СЕЛЬСКАЯ ЭЛЕКТРОННАЯ КОММЕРЦИЯ И ТЕХНОЛОГИЧЕСКИЕ ИННОВАЦИИ: УРОКИ КИТАЯ И УЗБЕКИСТАНА.

Аннотация: Преобразующая сила электронной коммерции выходит за рамки простого удобства для городских потребителей; она меняет рынки труда, создает возможности для предпринимательства и способствует инклюзивному росту за счет интеграции сельского населения в цифровую экономику. Сельская электронная коммерция и технологические инновации стали ключевыми факторами экономического развития сельских районов и сокращения бедности. Хотя Китай обладает обширным глобальным опытом в этой области, Узбекистан активно переходит к цифровому сельскому хозяйству посредством стратегических реформ и при поддержке международных организаций (например, ФАО).

Ключевые слова: Сельская электронная коммерция, Создание рабочих мест, Деревни Таобао, Виноградный рынок, Цифровые платежи, Логистика, Цифровая инфраструктура, Инклюзивный рост, Предпринимательство

QISHLOQ ELEKTRON TIJORATI VA TEXNOLOGIK INNOVATSIYALARI: XITOIY VA O'ZBEKISTONDAN TAJRIBALARI.

Annotatsiya: Elektron tijoratning o'zgaruvchan kuchi shahar iste'molchilari uchun oddiy qulaylikdan tashqariga chiqadi; u mehnat bozorlarini qayta shakllantiradi, tadbirkorlik imkoniyatlarini yaratadi va qishloq aholisini raqamli iqtisodiyotga integratsiya qilish orqali inklyuziv o'sishni rag'batlantiradi. Qishloq elektron tijorati va texnologik innovatsiyalar qishloq hududlarini iqtisodiy rivojlantirish va kambag'allikni qisqartirishning asosiy drayverlariga aylandi. Xitoy ushbu sohada ulkan global tajribaga ega bo'lsa, O'zbekiston o'zining strategik islohotlari va xalqaro tashkilotlar (masalan, FAO) yordamida raqamli qishloq xo'jaligiga faol o'tmoqda.

Kalit so'zlar: Qishloq elektron tijorati, Bandlikni yaratish, Taobao qishloqlari, Uzum bozori, Raqamli to'lovlar, Logistika, Raqamli infratuzilma, Inklyuziv o'sish, Tadbirkorlik

A comparative analysis of China's experience with Taobao Villages and the emerging potential of Uzum Market in Uzbekistan highlights both the realized and untapped capacity of rural e-commerce to drive employment generation and regional economic development. As digital platforms continue to expand, they are increasingly viewed as instruments for reducing regional inequalities, increasing labor market participation, and creating new sources of income. China's success demonstrates how digital commerce can become a catalyst for rural revitalization, while Uzbekistan presents an emerging case with significant future potential.

E-commerce ecosystems generate employment through multiple channels: Direct employment within platform companies ;Indirect employment in supporting industries ;Self-employment opportunities for individuals and small businesses selling goods and services via online marketplaces. Alibaba's platforms are estimated to have contributed directly or indirectly to the creation of over 40 million jobs in China by 2022. This includes merchants operating Taobao stores, logistics providers working with Cainiao Network, content creators on Taobao Live, and fintech service employees at Alipay.

In Uzbekistan, Uzum Market, although still young, has already begun generating new employment streams. Small business owners now access a broader customer base without the need for expensive physical stores. Independent delivery service startups are emerging to meet e-commerce logistics needs. Demand for digital marketing skills and website management has grown among SMEs transitioning online. While current employment numbers attributable

to Uzum are modest compared to Alibaba, the trajectory suggests significant expansion potential, especially with strategic interventions in rural areas.

One of Alibaba's most remarkable contributions to rural economic transformation is the establishment of Taobao Villages. A Taobao Village is defined as a rural community where at least 10% of households actively engage in e-commerce, or where annual e-commerce sales exceed one million RMB. Key characteristics and outcomes include: Rural residents shifted from traditional farming to running online shops, handling logistics, providing ancillary services such as photography, packaging, and customer service. Average household incomes in Taobao Villages rose significantly compared to non-e-commerce villages. In many cases, families doubled or tripled their annual earnings through online retail. E-commerce created a vibrant local entrepreneurship ecosystem.

Villages specialized in niche products such as textiles, handicrafts, and specialty foods, carving out profitable market segments. Young people who traditionally migrated to cities for work found attractive opportunities to stay and build businesses in their hometowns, preserving rural demographics and reducing urban overpopulation pressures. By 2022, China boasted over 30,000 Taobao Villages, creating more than 8 million jobs in rural areas. Government support played a crucial role through investments in broadband infrastructure, logistics services, and entrepreneurship training. In contrast, rural Uzbekistan remains largely agricultural, with limited non-farm employment opportunities. Many young people migrate to urban

centers or abroad in search of better economic prospects.

The rise of Uzum Market provides an unprecedented opportunity to reverse this trend by: Enabling rural artisans, farmers, and small manufacturers to sell goods nationally and internationally; Creating micro-entrepreneurship opportunities, especially for women and youth; Stimulating the development of rural support services such as local delivery hubs, warehousing, and digital skills training centers. However, several barriers remain. Broadband Internet and reliable delivery services are still limited in many rural districts. Many rural entrepreneurs lack the skills necessary to create online stores, manage digital payments, and market products effectively. Rural populations are often less familiar with e-commerce trust mechanisms, creating hesitation in both selling and purchasing online.

The Khorezm Region in Uzbekistan, known for agriculture and handicrafts, demonstrates the significant potential of rural e-commerce. Local artisans could market traditional textiles such as khan-atlas silk and handicrafts through Uzum Market. Farmers producing fruits, nuts, and honey could access urban consumers directly, bypassing intermediaries.

Youth trained in digital marketing could support older entrepreneurs by establishing and promoting online stores. Pilot projects modeled after China's Taobao Villages could be implemented in Khorezm, Fergana, and Kashkadarya regions, taking advantage of local production strengths and entrepreneurial capacity.

Drawing lessons from China, Uzbekistan could adopt several measures to accelerate rural e-commerce

development. Expand 4G and 5G coverage while subsidizing Internet access and smartphones for rural populations. Develop nationwide educational programs focusing on digital marketing, customer relationship management, and online business operations. Establish rural logistics hubs and provide incentives for private courier companies to expand service coverage. Offer microloans, grants, and startup support programs for rural entrepreneurs seeking to enter online markets. Platforms such as Alibaba and Taobao owe their explosive growth not only to favorable market conditions but also to continuous investment in payment technologies, logistics optimization, and digital infrastructure development. In Uzbekistan, Uzum Market and other emerging platforms are following a similar path, highlighting both opportunities and challenges. One of Alibaba's most transformative innovations was the creation of Alipay in 2004. Initially introduced to resolve trust issues between buyers and sellers on Taobao, Alipay's escrow system held buyer payments until goods were confirmed received. By 2022, Alipay served over one billion users and processed trillions of dollars in annual transactions.

Alibaba launched Cainiao Network in 2013 after recognizing that traditional logistics systems could not support large-scale e-commerce. Uzbekistan's logistics sector remains fragmented and underdeveloped. Current limitations include: Urban-focused delivery networks; Limited rural coverage; High transportation costs; Weak return and exchange infrastructure. Future opportunities include: Centralized logistics coordination; Regional

fulfillment centers; Smart warehousing systems; AI-driven route optimization; Experimental delivery technologies. Improved logistics infrastructure will be essential for sustaining Uzum Market's growth.

China's remarkable achievements in the digital economy are closely linked to its substantial investments in digital infrastructure, which have played a decisive role in the success of major e-commerce platforms such as Alibaba. Over the past two decades, the Chinese government and private sector have invested heavily in broadband networks, mobile communication systems, cloud computing technologies, and data centers. These investments created a robust technological foundation that enabled the rapid growth of e-commerce and digital business models throughout the country. Alibaba's success can largely be attributed to three key factors. First, the nationwide expansion of fiber-optic broadband networks significantly improved Internet accessibility and connection quality across urban and rural areas. Second, affordable mobile Internet services allowed millions of consumers and businesses to participate in online commerce through smartphones and other mobile devices. Third, the development of large-scale cloud computing infrastructure through Alibaba Cloud provided businesses with reliable, scalable, and secure digital solutions, facilitating efficient data management, online transactions, and the application of advanced technologies such as artificial intelligence and big data analytics.

Uzbekistan has also made considerable progress in developing its digital economy in recent years. Internet

penetration has exceeded 75 percent, while the number of mobile Internet users has surpassed 25 million. Furthermore, pilot projects involving fifth-generation (5G) mobile technology have been launched, demonstrating the country's commitment to technological modernization. Significant progress has also been achieved in the areas of electronic government services, digital payment systems, and online marketplaces, contributing to the broader digital transformation of the national economy. Despite these achievements, several challenges continue to hinder the full development of e-commerce and digital business activities in Uzbekistan. One of the most significant obstacles is the limited availability of high-speed broadband infrastructure in rural and remote regions. Internet speeds in some areas remain below international standards, creating barriers to online business operations and digital service delivery. In addition, the adoption of cloud computing technologies among small and medium-sized enterprises (SMEs) remains relatively low, limiting their ability to benefit from digital innovation. Cybersecurity frameworks are also still evolving, and further improvements are necessary to ensure secure online transactions and strengthen consumer confidence in digital platforms.

To accelerate the development of the digital economy, Uzbekistan should prioritize the expansion of broadband infrastructure, particularly in underserved rural areas. Policymakers should also implement initiatives aimed at promoting cloud computing adoption among SMEs by providing financial incentives, technical support, and training programs.

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CONTENTS

1	Arabov Nurali Uralovich	4-12
	XIZMAT KO'RSATISH KORXONALARIDA RISK LARNING SHAKLLANISHI: SABABLARI, TURLARI VA YO'NALISHLARI	
2	Мухсинова Парвина Абулкосимовна, Шоххусайнзаде Шохруз	13-25
	МЕХАНИЗМЫ ПРОСТРАНСТВЕННОЙ И ИНСТИТУЦИОНАЛЬНОЙ ПОДДЕРЖКИ КОНКУРЕНТОСПОСОБНОСТИ ПРОМЫШЛЕННОЙ СИСТЕМЫ РЕГИОНА	
3	Turdibekov Xasan Ibragimovich	26-32
	TURIZMNI STRATEGIK RIVOJLANTIRISHNING HORIJ TAJRIBASI	
4	Xudoyorov Lochinbek Bahromovich	33-38
	RAQAMLI TRANSFORMATSIYA VA XIZMATLAR SIFATINI BOSHQARISHNING NAZARIY-METODOLOGIK ASOSLARI	
5	Tileuov Erkinbay Muratbaevich	39-46
	RAQAMLI IQTISODIYOTDA INSON KAPITALINI BOSHQARISH TAMOIYILLARI VA USULLARI	
6	Х.А.Абдукадырова	47-53
	ОЦЕНКА НЕДВИЖИМОСТИ В РЕСПУБЛИКИ УЗБЕКИСТАН И ПУТИ ЕЕ СОВЕРШЕНСТВОВАНИЯ	
7	Ахмедова Азиза Тохировна	54-58
	СИСТЕМА ИННОВАЦИОННОГО СТРАТЕГИЧЕСКОГО ФИНАНСОВОГО УПРАВЛЕНИЯ ПРЕДПРИЯТИЕМ	
8	Xaitov Oxunjon Nomoz o'g'li	59-65
	IQTISODIYOTDA BARQAROR RIVOJLANISH NAZARIYASI VA UNING AMALIY TATBIQLARI	
9	Ibragimov Sardorbek Xusanovich	66-70
	TURIZMDA OMMAVIY TADBIRLARNI O'TKAZISHDA INSON RESURSLARINING AHAMIYATI	
10	Axmedov Sanjar Temur o'g'li	71-76
	XIZMAT KO'RSATISH SOHASIDA KICHIK KORXONALAR RAQOBATBARDOSHLIGINI BOSHQARISH USULLARI VA BOSQICHLARI	
11	Ergashev Shoxrux Axtamovich	77-83
	YANGI O'ZBEKISTONDA AHOLI O'SISH STATISTIKASINING AHAMIYATI VA PROGNOZ KO'RSATKICHLARI	
12	Муродов Шавкат Фарходович	84-90
	ОПТИМИЗАЦИЯ РАСПРЕДЕЛЕНИЯ И ИСПОЛЬЗОВАНИЯ ФИНАНСОВЫХ СРЕДСТВ В МАЛЫХ ПРЕДПРИЯТИЯХ	
13	Tursunov Xasan Xolmuminovich, Samiyeva Muxlisa Olim qizi	91-97
	TURISM SOHASINI RIVOJLANTIRISHDA MADANIY MEROS OBYEKTARIDAN FOYDALANISH (RAQAMLASHTIRISH, VIRTUAL TURIZM VA BOSHQALAR)	
14	Toshmurza Raxmanov, Qobulov Dilshod Qodir o'g'li	98-103
	XUSUSIY TADBIRKORLIK KORXONALARIDA BUXGALTERIYA HISOBINI YURITISHNING O'ZIGA XOS XUSUSIYATLARI	
15	Uzoqov Suhrobjon Do'smat o'g'li	104-110
	AHOLI DAROMADLARINI OSHIRISHDA BANDLIK SIYOSATINING SAMARADORLIGI	

16	Sultanova Nigina Utkurovna	111-115
	BARQAROR TURIZM MEZONLARI ASOSIDA MEHMONXONA XIZMATLARI SIFATINI BAHOLASH MODEL	
17	Abdusaidov Akmal Abduvaliyevich	116-124
	XIZMAT KO'RSATISH SOHASIDA ISH BILAN BANDLIK DARAJASINI BAHOLASH USHLBLARI	
18	Amriddinova Muslima Zayniddinovna, Axrorova Munavvar Farxod qizi	125-129
	ELEMENTLARINING O'ZARO MUNOSABATI VA ULARNI SAMARALI QO'LLASH AHAMIYATI	
19	Azizova Nilufar Ikrom qizi	130-135
	XIZMAT KO'RSATISH SOHALARIDA RAQAMLI IQTISODIYOTNING O'RNI VA AHAMIYATI	
20	Berdiyeva Nafisa Qahramonovna	136-143
	IJTIMOY XIZMATLAR RIVOJLANISHINING TASHKILY-IQTISODIY MEXANIZMLARINI SHAKLLANTIRISHNING NAZARIY ASOSLARI	
21	Mamirov Zamir Uzoq o'g'li	144-155
	XIZMAT KO'RSATISH KORXONALARI XO'JALIK FAOLIYATI SAMARADORLIGINI BAHOLASHGA USHLBIY YONDASHUV	
22	Xaitov Oxunjon Nomoz o'g'li	156-161
	MAMLAKATIMIZDA TURIZMNING RIVOJLANISH HOLATI VA TENDENSIYALARI TAHLILI	
23	Jin Bochen	162-166
	RURAL E-COMMERCE AND TECHNOLOGICAL INNOVATION: LESSONS FROM CHINA AND UZBEKISTAN	
24	Shamsiyev Davlatxon Shuxratxon o'g'li	167-173
	RAQAMLI IQTISODIYOT RIVOJLANISHIDA INVESTITSION DASTURLAR XAVFINI KAMAYTIRISH YO'LLARI	
25	Ye Hanlong	174-178
	SUCCESSFUL EXPERIENCES AND POLICY IMPLICATIONS OF THE SHANGHAI FREE TRADE ZONE FOR DEVELOPING COUNTRIES	
26	Amirov Akmal Mexrojovich, Sayitmurodov Og'abek Farxod o'g'li	179-187
	XIZMAT KO'RSATISH KORXONALARIDA RAQOBATBARDOSHLIKNI OSHIRISHNING ZAMONAVIY USULLARI	
27	Shirov Ravshan Izatullayevich	188-199
	РАЗВИТИЕ КОНКУРЕНТОСПОСОБНОСТИ НА ТУРИСТИЧЕСКОМ РЫНКЕ В УСЛОВИЯХ ЦИФРОВОЙ ЭКОНОМИКИ	
28	Abduvaliyev Abdurahim Salim o'g'li	200-205
	RAQAMLI MARKETING VOSITALARINING GASTRONOMIK TURIZM RIVOJIGA TA'SIRI VA UNING SAMARADORLIGINI OSHIRISH YO'LLARI (SAMARQAND VILOYATI MISOLIDA)	
29	Zhang WenRui	206-210
	THE ROLES OF VENTURE CAPITAL AND ANGEL INVESTMENT IN INNOVATION FINANCING (EXPANDED)	
30	Abdumajitov Baxtiyor Dustbek o'g'li	211-216
	RAQAMLI IQTISODIYOT SHAROITIDA ELEKTRON TIJORAT EKOTIZIMI VA TADBIRKORLIK IMKONIYATLARI (O'ZBEKISTON MISOLIDA)	