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## KIRISH SO‘ZI

So‘nggi o‘n yil ichida O‘zbekiston iqtisodiyotining o‘shish sur‘ati o‘rtacha 5,9 foizni tashkil etdi va bu mamlakat jadal rivojlanayotganining yaxshi ko‘rsatkichidir.

Mamlakatimizning eksport salohiyati va investitsion jozibadorligini oshirishga qaratilgan va 2022-2026-yillarga mo‘ljallangan Yangi O‘zbekistonni rivojlantirish strategiyasi doirasida iqtisodiyotda jiddiy o‘zgarishlar davom etmoqda. Jumladan, unda turli imtiyozlarni joriy etish orqali mamlakatda qulay sarmoyaviy muhitni yaratish nazarda tutilgan.

Shu tariqa, O‘zbekiston yaqin besh yil ichida 120 milliard dollarlik sarmoya jalb etishni rejalashtirmoqda, ularning 70 milliard dollari xorijiy sarmoyadir. Shu bilan birga, energetika, transport, suv xo‘jaligi, kommunal xizmatlar, shuningdek, sog‘liqni saqlash, ta‘lim va ekologiya ustuvor yo‘nalishlar sifatida belgilangan.

O‘zbekistonda mamlakatning ayrim hududlarining Hindiston, Xitoy va Rossiya bilan sherikligini mustahkamlash, eksport geografiasini 115 tadan 150 tagacha kengaytirish, shuningdek, turizm, transport, axborot va boshqa xizmatlar eksportini 1,7 barobarga oshirishga alohida e‘tibor qaratilmoqda. Shuningdek, belgilangan strategiya doirasida rasmiy Toshkent qo‘shni davlatlar bilan chegaradosh hududlarda erkin savdo zonalarini yaratishga faol ko‘maklashmoqda.

Yangi iqtisodiy konsepsiya doirasida O‘zbekiston besh yil ichida yalpi ichki mahsulot hajmini 100 milliard dollarga yetkazish, eksport hajmini ikki baravar oshirish, 30 milliard dollarga yetkazish, yalpi ichki mahsulotdagi xususiy sektor ulushini 80 foizga yetkazish niyatida. 2030-yilga borib O‘zbekiston daromadi o‘rtachadan yuqori bo‘lgan davlatlar qatoriga kirishni rejalashtirgan.

YeTB tahlilchilarining fikricha, O‘zbekiston iqtisodiyotining asosiy ustunligi uning doimiy o‘zgarib turadigan tashqi muhitga tez moslasha olishidir. Bunga esa, o‘z navbatida, mehnat resurslarining ko‘payishi yordam bermoqda - respublika aholisi allaqachon 36 million kishidan oshdi. Shu bilan birga, mamlakat aholisining 60 foizini tashkil etuvchi qariyb 30 yoshli yosh avlod ustunlik qiladi.

Jahon bankinging prognozlariga ko‘ra, O‘zbekistonda 2023-yilda iqtisodiy o‘shish 5,1 foizni tashkil etadi va keyingi ikki yilda 5,4 foiz va 5,8 foizgacha tezlashadi, bu Yevropa va Markaziy Osiyo mintaqalaridagi eng yuqori ko‘rsatkichdir. O‘zbekiston iqtisodiyoti uchun ijobiy tendensiyalar qatoriga oltin, tabiiy gaz va misga jahon narxlarining ehtimoliy oshishi, shuningdek, mamlakatda ishlab chiqarish unumdorligining yuqori o‘shishi kiradi, bu esa tarkibiy o‘zgarishlar bilan qo‘llab-quvvatlanishi mumkin.

Forbes tahlilchisi Kennet Rapozaning qayd etishicha, agar yangi iqtisodiy islohotlar muvaffaqiyatli amalga oshirilsa, O‘zbekiston Markaziy Osiyoning Singapuriga aylanishi mumkin.

*I. Mamatkulov,  
Toshkent shahridagi Singapur menejmentni  
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## TSMRI umumta'lim maktablari bilan hamkorlikni rivojlantirmoqda

Joriy yilning 28-iyun kuni Toshkent shahridagi Singapur menejmentni rivojlantirish institutida, Toshkent viloyatining Toshkent tumanidagi 3, 5, 8, 9, 11, 15, 23, 25-umumta'lim maktablarining yuqori sinf o'quvchilari uchun “Ochiq eshiklar kuni” bo'lib o'tdi. O'quvchilar uchun institut hududi bo'ylab ekskursiya uyushtirilib, turizm, moliya, moda va biznes-inkubator laboratoriyalari hamda ta'limning asosiy yo'nalishlari bilan tanishtirildi. Shuningdek, kelajak kasblarini tanlash bo'yicha o'quv-treninglar o'tkazildi.

Hamkorlikning asosiy maqsadlaridan biri maktab o'quvchilariga oliy o'quv yurtlarida muvaffaqiyatli o'qish va kelajakdagi kasbiy faoliyati uchun zarur bo'lgan amaliy ko'nikma va bilimlarni egallash imkonini beruvchi qo'shma ta'lim tadbirlari va loyihalari tashkil etiladi. Ushbu hamkorlik ta'lim tizimining yuqori va o'rta bo'g'inlari o'rtasida ilg'or tajriba almashishga qaratilgan bo'lib, maktablarga ilg'or ilmiy manbalardan, jumladan, institutning yetakchi professor-o'qituvchilari ma'ruzalaridan foydalanish imkoniyatini beradi. Loyihalarga yangi 2024-2025 o'quv yilidan start beriladi.



### Sport - sog'liq garovi

Sir emaski, suzish inson salomatligi uchun eng foydali sport turlaridan biri hisoblanadi. Ana shuni hisobga olgan holda institutimizda xodimlar o'rtasida suzish bo'yicha navbatdagi musobaqa o'tkazildi.

Unda institut jamoasining turli yosh vakillari ishtirok etib, o'z omadini sinab ko'rishdi. Musobaqa ko'tarinki ruhda o'tib, murosasiz kurashlarga boy bo'ldi. G'oliblar esa qimmatli sovg'alar bilan mukofotlandi.

Qayd etib o'tish lozimki, bunday musobaqalar nafaqat institutimizda balki aholi orasida sportni ommalashtirish, yanada rivojlantirish ishlarini olib borish yo'lida katta ahamiyatga egadir.



**“Scholarship of UBA and MDIST” granti egalariga mukofot topshirildi**

Joriy yilning 5-iyul kuni Toshkentdagi Singapur menejmentni rivojlantirish instituti rektori va talabalarining navbatdagi uchrashuvi bo‘lib o‘tdi.

Uchrashuvda yakunlangan o‘quv yili sarhisobi bo‘yicha eng yuqori baholarga erishgan hamda ijtimoiy faol bo‘lgan talabalarning 15 nafariga O‘zbekiston Respublikasi banklari assotsatsiyasi va TSMRI tomonidan ajratilgan grant sertifikatlari topshirilib to‘lov-kontrakt summasining 20% qoplab beriladigan bo‘ldi, keyingi yillarda bu ko‘rsatkich talabalarning bilim salohiyatidan kelib chiqib oshirilishi ko‘zda tutildi.

Shuningdek, uchrashuvda ta‘lim tizimi rivoji uchun yaratilayotgan imkoniyatlar va qulayliklar yuqori baholanib, kelgusida bunday harakatlar yurtimiz taraqqiyotiga munosib hissa qo‘shishi qayd etildi.



## **Toshkentdagi Singapur menejmentni rivojlantirish instituti (MDIST) va Singapur xalqaro maktabi (SIS) o‘rtasida amaliyotga ko‘chayotgan hamkorlik**

2024-yilning 24-iyul kuni MDIST (Toshkentdagi Singapur menejmentni rivojlantirish instituti) va SIS (Singapore International School) o‘rtasida hamkorlik memorandumini imzolandi.

Memorandumning asosiy maqsadi, Singapur va Britaniya ta’lim standartlarini SIS o‘quv jarayoniga joriy etish hamda Singapur va Buyuk Britaniya maktablari bilan yaqin aloqalar o‘rnatish, shuningdek, ta’lim dasturlarini birgalikda ishlab chiqish va tahlil qilishni o‘z ichiga oladi. Ushbu yondashuv xalqaro ta’lim klasterining noyob modelini yaratishga imkon beradi.

Toshkentdagi Singapur menejmentni rivojlantirish instituti axborot texnologiyalar, tilshunoslik, biznes va iqtisodiyot kabi fanlarni qamrab oluvchi Britaniya va Singapur ta’lim dasturlarini ishlab chiqish va SIS da joriy etish bo‘yicha o‘z ishlanmalari bilan bo‘lishish hamda tajriba almashishga tayyor.





Xorijiy ta'lim dasturlari asosida faoliyat yurituvchi ushbu ikki o'quv dargohi hamkorligi sinergiyasi natijasida erishiladigan ijobiy natijalar, mamlakatimizdagi ta'lim klasterining yorqin namunasi bo'lib aks etadi.

Ishonamizki, mazkur memorandum doirasida institutning mahalliy va xorijiy professor-o'qituvchilari tomonidan tashkil etiladigan mahorat darslari va talaba volontyorlar ishtirokidagi qiziqarli tadbirlar yordamida MDIST jamoasi o'zlarini shu kungacha erishgan boy bilim va tajribalarini SIS ning o'qituvchi va murabbiylari bilan bo'lishib, shu orqali ta'lim-tarbiya jarayonini takomillashtirishga hamda ta'lim sifatini yangi bosqichga ko'tarishga zamin yaratadi.



Kelgusida SIS va MDIST o'rtasidagi yaqin hamkorlik, maktab va oliy ta'lim integratsiyasini ta'minlaydi va shu orqali iste'dodli yoshlarimizga xalqaro standartlarni o'z ichiga olgan zamonaviy va innovatsion yondashuvlar asosida mukammal bilim olishlari uchun keng imkoniyatlar yaratiladi.

## EVALUATION OF SERVICE EFFICIENCY OF COMMUNICATION ENTERPRISES IN UZBEKISTAN

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**Abstract.** *In modern conditions, where telecommunications have played a decisive role in economic and social development, the quality of service becomes the main factor of the competitiveness of communication enterprises. Based on this, the purpose of the study is to analyze the efficiency of service delivery to communication enterprises of Uzbekistan, to identify the main problems and to offer solutions for its improvement. A literature review was conducted, information on service quality and customer satisfaction was studied, and a survey was conducted among consumers and employees of communication companies. The SWOT analysis of service to communication companies in Uzbekistan reveals the strengths and weaknesses of the industry.*

**Keywords:** *communication companies, Uzbekistan, service efficiency, quality, customer satisfaction, recommendations.*

### INTRODUCTION

In modern conditions, where telecommunications play a decisive role in economic and social development, the quality of service becomes the main factor of the competitiveness of communication enterprises. According to the results of January-September of this year, the level of coverage of the population of our country with mobile communication was 73.3 percent. 5 mobile communications in Uzbekistan operator is available. Beeline, Ucell, Mobiuz (UMS), Uzmobil companies work on the GSM standard, and Perfectum Mobile and Uzmobil work on the CDMA standard. At the same time, market leaders "Beeline", "Ucell" and "Uzmobil", which cover the network of mobile communication stations the most, are among the top three mobile communication operators operating in the Republic of Uzbekistan in terms of the number of subscribers.

These three communication operators make up 79.8% of all subscribers (individuals) provided with mobile communication. UZTELECOM is the leader in mobile internet speed in Uzbekistan. received the highest award in the nomination "fast mobile network speed".

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The main purpose of the study:

It consists of analyzing the efficiency of service delivery to Uzbekistan communication enterprises, identifying the main problems and offering solutions for its improvement.

Research methods:

During the research, an analysis of existing literature was conducted, data on service quality and customer satisfaction were studied, and a survey was conducted among consumers and employees of communication enterprises.

The importance of improving service quality efficiency

Research shows that service levels are as important to consumers as products, services and prices. This applies to the world market in general, and to our country in particular. relevant. According to the results of an online survey conducted by the author on the Facebook social network, more than 35% of consumers of our country do not agree to cooperate with a communication company that provides poor quality service, no matter how economically convenient they are.

Let's put it more simply - imagine two buyers buying the same items from two suppliers:

The first customer had problems with the product. He contacted technical support and the problem was quickly resolved.

There were no difficulties in the second one. He consulted with the seller only once - when buying.

*Q: Which one is more likely to become a loyal customer?*

Market research has shown that the second buyer has a 13 percent chance of re-applying. And in the case of the first customer, despite the difficulties related to the order, the customer who is satisfied with the service in the return application has a 70% chance of becoming a loyal customer, because now the customer is not only familiar with the products, but also knows that he will get help if needed.

The quality of service has a significant impact on economic efficiency. An increase in the level of customer service leads to an improvement in the following indicators:

- Level of audience loyalty,
- Customer retention rate,
- Number of repeated appeals,
- Reputation of the company,
- Reputation - the flow of new customers by increasing attention,

However, an increase in sales does not always mean an increase in revenue. Improving the customer experience usually requires investment: expanding staff, providing financial incentives to employees, hiring contractors to improve logistics, technical support, and other services. It is important to reduce these costs to increase revenue.

Automation helps improve service levels without increasing budget. Many business processes can be automated:

- Receiving incoming applications,
- Technical support,
- Analysis of employee productivity,
- Collect contacts and feedback.
- Key tools to improve service:
  - Chatbots,
  - Virtual assistants,
  - Call recording and analysis devices and software.

Automation offers a wide range of opportunities to improve business processes. Technology is beneficial: By freeing up fixed and working capital, employees can focus on new projects and business development.

In addition, the use of smart assistants makes the company more attractive to the audience.

Find out how you can improve your customer experience and what automation tools are right for you.

Analysis of the effectiveness of services

Key indicators for analysis:

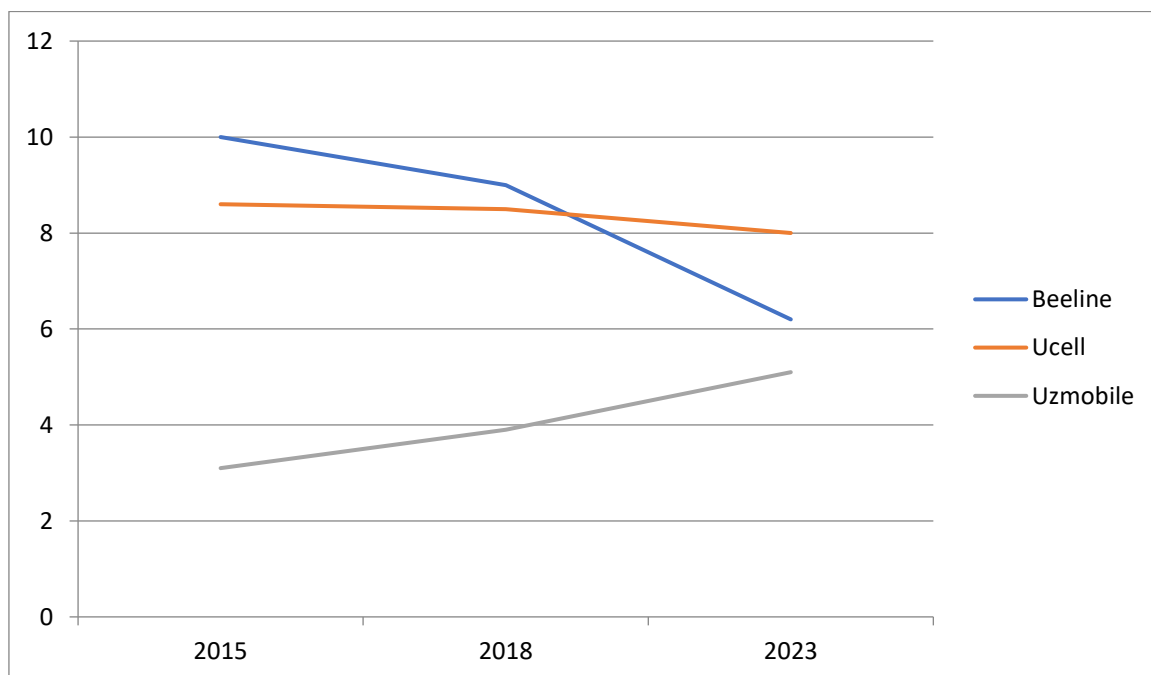
- Application fulfillment percentage,
- Response time,
- Contact cost - how much money the company spends on processing each contact,
- Communication volume for each operator.

The last metric shows how many calls are made through all communication channels for one operator per unit of time. The cost should be approximately the same for all employees and should be constant throughout the year.

Seasonal bursts reflect a surge in staffing. As a result, the level of service and the quality of service may decrease. When we notice explosions, it is necessary to think about strengthening the state or introducing automation during periods of high demand.

The simplest analysis of the service efficiency of communication companies in Uzbekistan is definitely an indicator of the growth of the number of customers. Let's analyze the statistical indicators in this regard. From 2015 to December 2023, the increase in the number of customers of the major communication companies in Uzbekistan, Beeline, Ucell, and Uzmobil, according to the results, has been a steady growth in the last 5 years. We can observe losses in the rest of Uzmobil's businesses. Not only these large companies, but also other communication companies in our country have not seen a big growth.

**Diagram 1: The number of clients of telecommunications companies in Uzbekistan in 2015-2023**



In order to analyze this situation, we will consider the SWOT analysis for communication enterprises of Uzbekistan:

**Strengths**

- 1 Population: Uzbekistan's population of over 36.5 million increases the demand for telecommunication services.
- 2 Young Population: The majority of the population is young and has a strong interest in technology and digital services.
- 3 Digital Uzbekistan: The "Digital Uzbekistan-2030" program is paying great attention to the development of the telecommunications sector by the state
- 4 Legislation and Policy: There are laws and policies aimed at developing the telecommunication infrastructure.
- 5 Foreign Investments: Foreign investments are being attracted to the telecommunications market, which allows for improvements in infrastructure and technology.
- 6 Technological Cooperation: Cooperation with large international companies accelerates technological development.
- 7 4G and 5G: 4G networks are widespread and 5G technology is being introduced.
- 8 Fiber Optic Internet: Expansion of broadband and fiber optic Internet services.

**Weaknesses**

- 9 Lack of Personnel: Qualified Professionals: Lack of sufficient qualified personnel in the field of telecommunications and IT.
- 10 Curriculum: Limited curriculum for technical and digital literacy.
- 11 Low Digital Literacy and Regional Disparities: Digital literacy and access to technology are low in rural areas.
- 12 Old Equipment: In some places, the technological infrastructure is outdated and out of date.
- 13 Need for Modernization: Systems need to be modernized and updated.
- 14 Service Prices: Relatively high prices of telecommunication services.
- 15 Expensive Tariffs: Expensiveness of some services and tariffs for customers.

**Opportunities**

- 16 5G Technology:
- 17 Faster Communications: Widespread adoption of 5G technology will provide high-speed and low-latency services.
- 18 New Markets: Access to new services and market segments through 5G technology.
- 19 Literacy Programs: Implement large-scale digital literacy programs.
- 20 Online Learning: Development of online learning platforms.
- 21 Technological Transfer: Implementation of new innovations and technological transfers through international cooperation.

- 22 Cooperation Projects: Implementation of cooperation projects with international companies.
- 23 Special Rates: Covering new market segments by offering special services and rates for small and medium businesses.
- 24 Business Digitization: Providing digital services to small and medium businesses.
- Threats
- 25 New Companies: The emergence of new companies in the telecommunications market increases competition.
- 26 Foreign Companies: Entry of foreign communication operators.
- 27 Cyber Attacks: Cyber Attacks and Information Security Threats.
- 28 Security Policy: The need for a strengthened cyber security policy.
- 29 Rapid Technological Change: Difficulties in adapting to rapid technological change.
- 30 Investment Requirements: The need to invest in new technologies.
- 31 Economic Stability: Economic uncertainties and fluctuations in exchange rates that affect investment and cost management.
- 32 Cost Management: The need for effective cost management in changing economic conditions.

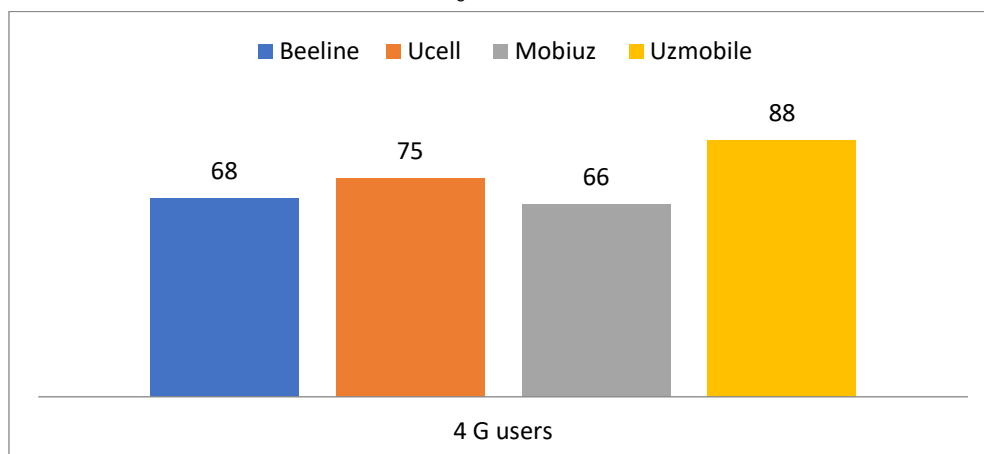
This SWOT analysis helps to identify the internal and external factors for Uzbekistan's communication enterprises, so that enterprises can implement strategic planning and take appropriate measures to increase competitiveness.

Results

Based on the results of an online survey conducted with customers, as well as information provided by communication companies, the following results were confirmed.

In general, network speed in Uzbekistan meets international standards. However, the speed may be lower in some rural and remote areas. The network delay is also within the acceptable range. In order to evaluate the network speed of the communication companies in our country, the statistical data of the communication companies was used, according to which the number of 4G network users is 65% in Beeline, 75% in Ucell, and 65% in Mobiuz. if it did, the highest indicator was Uzmobile 88%.

**Diagram 2 shows the usage of 4G network by customers of telecommunication companies in Uzbekistan**

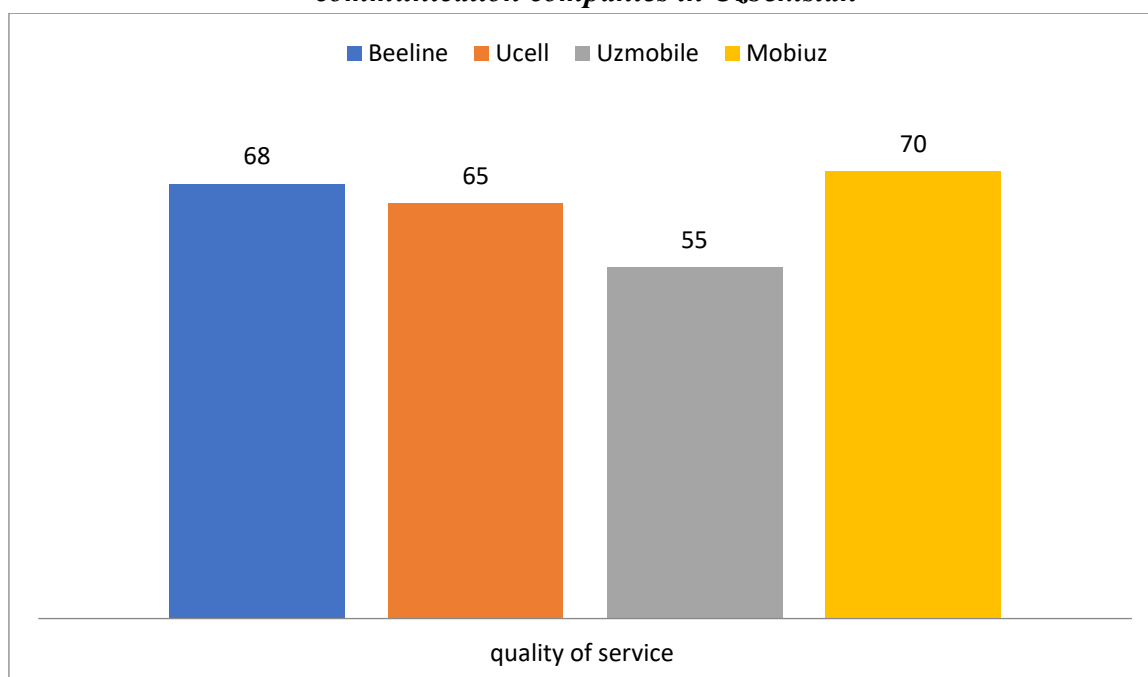


Regarding the level of customer satisfaction, most customers are satisfied with the speed and reliability of the Internet connection. However, some company customers have expressed opinions about network problems and slow response time of customer service. The number of failures and uptime are within acceptable limits.

**Customer Service Response Time:**

According to the results of the survey on the quality of service of communication companies, some customers express their opinion about difficulties in getting timely help and solving their problems. Beeline accounted for 68%, Ucell 65%, Mobiuз 70%, and Uzmobile accounted for 55%.

**Diagram 3. The results returned by customers regarding the quality of service in communication companies in Uzbekistan**



**How to improve the quality of service of communication companies in Uzbekistan?**

Before the question of improving the quality of service, we need to know what is included in the concept of quality service from the customer's point of view.

- Response speed - how quickly the company responded to the transaction;
- Efficiency-how long should I wait to solve the problem;
- Quality of service - whether the result is satisfactory;
- Is it possible to choose a channel for convenience, and under what conditions is technical support available;
- Opinion - opinion - whether the company takes into account the suggestions of users, how it responds to criticism.

Keeping the goal of service at a level that solves customer problems and anticipates their expectations. In this case, you must comply with all obligations specified in the sales offer or contract[2].

**Increase service speed**

About 30% of users will leave a connection if they don't get a response within 10 seconds. Therefore, in order to improve the quality of service, it is necessary to improve the efficiency of

processing appeals. The sooner you comment, the better. It is not necessary to hire the best operators for this: it is enough to connect a chatbot.

A chatbot is a program that communicates with users according to a certain algorithm. It's up to the business what to put in the script.

- Bot options:
- Advice on services,
- Send commercial offers;
- Notes, reminders about events,
- Answering frequently asked questions;
- Helping to order;
- Collect user contacts,;
- Conduct surveys,
- Transferring the dialogue to the operator;
- Principles of creating a bot

Build your chatbot from scratch based on your script or use pre-made templates

Creating and customizing a bot is not difficult and requires no programming skills. For example, SaluteBot can be assembled for free in an online visual builder. There are ready-made templates: from them you can understand the principle of the bot and improve the script by adding additional functions[3].

Benefits of Salutebot for business:

- 24/7 support,
- Response speed – 2 seconds,
- Processing 100% of incoming applications,
- Communication with unlimited users.

SaluteBot has been trained on millions of dialogues. It has the ability to analyze the messages of the User, understand their intentions and determine the need. This ability works to increase audience loyalty and improve service.

You can launch a chatbot in a messenger (Telegram, Viber), social networks (Vkontakte, Facebook, Instagram, Odnoklassniki), markets (OLX, AVTOELON) or on your website.

Customer Choice

Connect as many communication channels as possible. Not limited to phone lines and email. Give users the opportunity to communicate with you on social networks and messengers. But increasing the number of channels is only the first step. The second is to understand how to work with the program when information about the program is obtained from different sources. Manually maintaining the customer base is inconvenient and inefficient. Managers may enter information incorrectly or lose part of their customer history. If the operator works in several messengers, he may miss a notification in one of them and the request will remain unanswered.

Data integration should be automated to avoid losing customers. For example, using the jivo omnichannel platform.

Jivo collects requests from different channels into one dialog:

- Conversations on web pages,
- Social networks,
- Messengers.



With your Jivo account, you can send formulaic replies, use quick phrases and auto-suggestions. The operator can connect another employee to the conversation or transfer the request to him in general. Thus, the jivo chat platform increases the efficiency of operators and improves customer service.

Another advantage is the ability to monitor service quality for each channel and employee. The system keeps a complete history of dialogues, received and missed messages. Analyzing statistics in Jivo helps you identify growth points and understand how to improve your customer service.

Increasing the professionalism of the team

The level of positive customer sentiment depends on the professional qualities of your employees. Everything is important: how operators communicate, resolve conflicts, react to non-standard situations.

To assess the professionalism of the team, it is necessary to analyze the negotiations. If communication takes place in online channels, you can collect and learn statistics through jivo. But how do you control the level of service delivery when negotiations are conducted in person?

To do this, you can use the SmartBadge badge to record and analyze conversations with customers. A device with a voice recorder is attached to the employee's clothing:

- Recognizes dialogue,
- Cuts off external noises,
- Records two audio tracks: operator and customer speech.

SmartBadge provides speech materials in two formats: text and audio. Analyzing these records helps to assess the quality of advice and improve customer service.

Improve customer experience

Let's say all bugs are fixed, technical support is running smoothly, and customers leave only positive reviews. Can anything be improved? Yes: coding can anticipate and anticipate your audience's preferences[6].

New technologies can be introduced to gain an edge over competitors. Give users opportunities that others don't have. Providing exceptional customer experience is an example of this.

In general, the quality of service to communication companies in Uzbekistan is good. Network speed and latency meet international standards and customer satisfaction is high. However, there are areas for improvement in rural areas such as network reliability and timely customer service response.

Conclusion

In conclusion, the research confirms that improving the efficiency of services is an indispensable factor for the success of telecommunications enterprises of Uzbekistan. During the analysis, a number of problems hindering the development of the industry were identified, and concrete recommendations were made to solve them.

Realizing the importance of quality of service in today's competitive market, communication companies should focus on improving the skills of their employees, introducing uniform standards of service, and introducing new technologies. It is necessary to provide more complete and convenient information about tariffs and services, as well as to improve the quality of services. The implementation of these recommendations will allow telecommunication

companies to increase customer satisfaction, strengthen their position in the market and achieve sustainable development.

It should be emphasized that the continuous improvement of service quality should become a priority for all communication companies in Uzbekistan.

Only then can the industry successfully compete in the international arena and make a significant contribution to the economic and social development of the country.

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# IMPACT OF MARKETPLACES ON THE BEHAVIOUR OF UZBEK CONSUMERS AND THEIR WILLINGNESS TO CHANGE FROM TRADITIONAL TO DIGITAL PURCHASING PERCEPTION IN 2024

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**Abstract.** *In this article we are eager to discuss the change in consumer behaviour in Uzbek markets, particularly the acceptance of online marketplaces despite the habit and preferences to traditional shopping and what caused people to change their perception. Globalism and conservatism usually do not go together and colliding in one place may have unpredictable results in consumer behaviour. Moreover, there is going to be a study on external and internal reasons for shaped shopping habits of Uzbek people. From the internal point of view, we are going to look into consumer's psychological behaviour and understand how locals shaped their opinion. The conceptual framework was designed to overlook new and old generations so we could have a better understanding. For the external part we are going to focus on the businesses, specifically the current state of online marketplaces in Uzbekistan and their contribution to the development of online business. With the advancement of e-commerce technology, online platforms have emerged that provide an alternative to traditional methods of buying and selling. With the continuous growth of the Internet user base and the increasing technological literacy of the population, the prospects for e-commerce in Uzbekistan remain encouraging.*

**Keywords:** *marketplace, consumers, purchasing power, conservatism, confirmation bias, Uzbekistan, bazaar, traditions, online market, seller, buyer, virtual space, online business, globalisation.*

## Introduction

### 1.1 Context of the thesis

Most of the businesses are gradually shifting from selling their services and products into the online market, which leads to digital adoption of the consumers as well. In fact new trends drive better service in online marketplaces and no less than 60% of worldwide businesses are already introduced to the online environment (Nagar, 2022). Humankind has always been evolving and one of the factors that could identify a country's development or economic prosperity is by what was imported and exported to the city centre (Jacobs, 1969; Stobart & Van Damme, 2016).

As an example, The Silk Road remained one of the important cross-culture interactions between China and the West through Eurasia, Victor H. Mair (2018) states that "even before the opening of the Silk Roads by Zhang Qian in the late 2nd century BC, there was an informal system of contact and exchange across the expanse of Eurasia". Traders of different goods like silk, spices, tea, ivory, cotton were finding either way to sell products even when the marketplace was not

officially known and ‘opened’ to usage. Cities through which The Silk Road went through were blooming and were thought to be the most civilised (Liu, 2010).

Economic stability makes people sure about their future and the consumer's demand creates market opportunity for the suppliers. Nowadays, subsequently in-store owners are seeking new ventures and with access to the internet the growth of marketplaces are seen as a necessity. Online marketplaces deserve the recognition it gets since it ensures new job opportunities in numerous sectors thus influencing overall development of the nation.

With the Covid-19 “non-key firms had a harder time dealing with the economic downturn of the pandemic” Stemmler (2023) explains in his working papers at the International Labour Organization. Declining sales and low revenue at these so-called non-essential businesses pushed them to enter low barrier marketplaces and adjust their services for the sake of surviving the game.

After experiencing instability suppliers are less likely to stick with the option of traditional offline stores, which is why e-commerce allows businesses to extend to a wider consumer range, as well as its ability to allow customers to shop at their convenience (Taher, 2021). Looking at the prospects of digital shopping after the pandemic period it has been calculated that e-commerce faces 300 to 350 million shoppers by the year 2025 (D’Aprizio, 2021). Customers and suppliers reached synergy (Sezer, Melik, 2022) and the marketplace can be seen as a wholesome organism that works for the benefit of both sides.

Recent studies have shown that marketplaces can provide platforms for alternative consumption models of sharing and upcycling, reuse and recycling (Sezer, Melik, 2022). E-commerce inclusivity makes the platform flexible and ‘customer’ can become a ‘seller’, meaning that anyone can be in the business. Low entry requirement guarantees a safe space where “diverse people feel they have an equal right to be” (Morales, 2011). Dutch based company OLX Group - “global online marketplace, buying and selling services and goods such as electronics, fashion items, furniture” (Crunchbase, 2023) is a perfect example of e-commerce which opens their spots in each country and localises their businesses allowing everyone to register and sell their products.

#### Problem statement

Since we have established what is a marketplace, what role it plays in the economic and social sphere and what future it withholds, we may proceed into analysing how people in Uzbekistan are reacting to changes of global market and integration of technologies into their daily purchasing experience.

Adapting to changes isn't the strongest trait of the people of Central Asia and as Matveeva (1999) states in her article ‘Democratisation, Legitimacy and Political Change in Central Asia’ that the political culture of post-Soviet countries, specifically those who are located in Central Asia are highly conservative. Our community may cherish and enjoy the traditional ways of shopping in public places like markets and open-roof bazaars with the immediate access to the product, but somehow globalisation has its own way of building new perceptions. Interestingly, not only it changed the perspective of the buyer, but it also changed the way people started to sell and promote their product.

In 2024 Uzbekistan has been experiencing dynamic growth in its economy over the past couple of years, including in the field of e-commerce. Marketplaces that bring together sellers and buyers in virtual space are becoming increasingly popular in the country. In this article, we will look at the current state of marketplaces in Uzbekistan and their contribution to the development of online business

We may think that globalisation may have a key role in developing people's habits, however there is more to that. In a pandemic year, the closure of stores, non-food markets, supermarkets, manufacturers needed to pay attention to online sales and look for potential buyers. Online purchases and home delivery was a necessity back then, however in 2024 when everything came back to 'normal' as it was and there is no need for staying at home, what is the necessity of virtual online shopping? Has the shopping perception of Uzbek netizens finally changed and why did it take only 3 years?

#### Hypothesis

In this dissertation, we are going to look through all of the existing markets available in Tashkent, Uzbekistan. Focusing on the offline store with online stores as well.

Our hypothesis claims that shift in consumer behaviour may be a reason of outdated methods of shopping and Uzbek people were ready to change from traditional shopping experience to digital purchases

#### Results of the Study

Starting with the history of Uzbekistan, the country declared their independence in 1991 and the newly independent state is almost 33 years old. Compared to developed countries, Central Asian states are at the start of the development and it would be crucial to highlight how long it took to shape west European states. It is obvious that Uzbekistan started to develop democratisation - new political and educational changes, in the meantime society and new ideologies started to invade and build new communities too. However, Matveeva claims that: "even compared to other CIS states, the culture of Central Asia is highly conservative" (1999). Which means that even though we started to have new things, Uzbek people haven't forgotten about their traditions, family, tribal and ethnic loyalties.

Just to give an example how slow our society comes into accepting something new and adapting into 'western' standards, looking back in 2017 most of the international franchises in Uzbekistan were not existing compared to nowadays in 2024. For instance, if we take the food industry, in 2017 there was news announcing that in the next upcoming year fast food chain "KFC" will enter the Uzbek market. You might think that a brand like 'McDonald's' would certainly be in the market, however there is no sight of the brand entering Uzbekistan in the near 2024 year.

Same goes for international clothes brands. In 2018 Uzbek people were gradually introduced to mass market brands like "Mango", "Benetton" and "Lc Waikiki" and it has been announced recently that in 2024 worldwide known brand "Zara" is entering Uzbek market. It is important to mention that before 2018 Uzbeks were only able to buy these brand clothes from buyers on Instagram pages. Usually, they had someone in Turkey or Germany that ships these brands to our country, in fact, it was hard to find a decent buyer, who delivered on time and was not overpricing cargo.

In 2018 it was expected and natural to search up a brand you like and put clothes into the 'basket', however as an inexperienced society in Uzbekistan people tend to avoid things that are unfamiliar and mostly are scared that their clothes may not come eventually. Personally, one of the authors of this article tried to do online shopping in 2021 through Alibaba and Aliexpress popular Chinese websites, and most of the purchased items did not arrive till this day. Not only Uzbek netizens have conservative opinions about shopping online but trust issues as well.

#### Traditional 'Open-air' Bazaars and Stores

When it comes to traditional bazaars, in Uzbek culture, people come to open-air bazaars for the unlimited access to fresh vegetables, fruits, meat, dairy products and imported cheese, sausages from different countries and it is only food sections. Traditional bazaars play a massive role in trade, just to name a few, we have food bazaars located in every district of Tashkent. Fast and easy access, does not require a lot of footsteps to shop and buy groceries.

Moreover, Uzbekistan has a 24/7 food and beverage retail chain store called “Korzinka” that supplies with everything that is essential for the household. Most of the people prefer to shop in the bazaars for the cheaper option, since you may bargain with the seller, but in-store places like “Korzinka” all of the prices are fixed, so some people may prefer to shop there.

Goods and clothes Bazaars may be even in more demand for middle class citizens, since all of the products are considered having lower price than the market and fairly cheaper than mass-market clothes brands imported to Uzbekistan. In Clothes Bazaars you have hundreds of sellers in one place selling regular clothes from China or Turkey or you may even encounter brand knock-offs.

Some common types of marketplaces in Uzbekistan include Bazaars/Markets: Traditional open-air markets where you can find a wide range of goods, including fresh produce, spices, clothing, and handmade crafts. Abu Saxiy Bazaar in Tashkent and Chorsu Bazaar are examples.

#### Shopping Centres/Malls

In urban areas, you'll find modern shopping centres and malls that house a mix of local and international brands. These are often air-conditioned and provide a more modern shopping experience. Most of the well-known and operating malls are Samarkand Darvoza, Rivera, Next however in those places, you have limited options of purchasing goods.

Recently, on the 29<sup>th</sup> of February there was a grand opening of Tashkent city mall, located in the city centre. This mall is considered as a high-class shopping hub and the price segmentation is quite high.

#### Specialised Markets

Some markets specialise in specific goods, such as textiles, electronics, or handmade crafts. These markets cater to individuals looking for particular products. Most of these items is hard to find in malls or in the city centre. Usually, if you need electronic equipment like phones, laptops or kitchen appliances, there is a place called ‘Malika’.

#### International e-markets in Uzbekistan

In the late 90s with the advancement of e-commerce technology, online platforms have emerged that provide an alternative to traditional methods of buying and selling. Let us take as an example international brands like Amazon, eBay, Alibaba, all of those platforms serve the purpose of selling goods online for the convenience of the customers. Naturally, these brands do international shipping, however for Central Asia, specifically Uzbekistan delivery takes more than 2 weeks if not more. Most of the delivery ships through international service “DHL” with high service fee, compared to European or American prices

In 2004, the Russian company launched the largest online retailer - “Wildberries”, which positioned itself as a fashionable online store of clothes, shoes and accessories. Nowadays in the app you can find electronics and goods for your house as well, so the variety of items does not limit in this internet market. News Portal “UzDaily” reported in February 2022 that Wildberries is planning to enter the Uzbek market. They stated that: “Residents of the country will have access

to a wide range of goods, and entrepreneurs will be able to develop their business by expanding sales channels and opening joint partner outlets.” Nowadays there are 57 pick-up points.

Uzdaily.uz (2023), states that by 2025 Wildberries in Uzbekistan will be the second country that has the biggest logistical centre outside of Russia and it is expected to have more than 7 thousand workplaces for Uzbek citizens. Hence, entrepreneurs will have less logistics costs which will affect the prices on goods and their willingness to buy increases.

On the other hand, we have one more competitor “Ozon” - which is also a Russian marketplace that opened in 2022. The company stated that in 2024 it intends to develop its own logistics infrastructure in the country, including warehouse complexes and delivery services, as well as a franchise network of branded pick-up points. However, users in “Ozon” platform have complaint that some of the items in the marketplace are not shipping to Uzbekistan and they take extra payment for the delivery, meanwhile in “Wildberries” shipment is free and all of the products are could be delivered to Uzbekistan.

#### Uzum / Sello.uz e-market

Till 2022 citizens had two options whether to go to Bazaar or retail stores to get goods. In 2022 a new online marketplace “Uzum ” introduced itself in the Uzbek market. The concept of ‘Uzum’ market is to sell products online whether it is clothes, food options or goods for home. Local newspaper, Repost.uz, 2023) reported that in just a few months after operating, the Uzum Market marketplace launched about 60 pick-up points, and by the end of March the company will launch its 100th pick-up point. Goods of more than 200 thousand unique products with fast delivery have become available to residents of all regions of the country.

With the development of marketplaces in Uzbekistan, there is a transition from traditional trading methods to modern online platforms. This provides convenience to buyers and sellers and also helps to expand the market for various goods and services.

Newly opened online marketplaces like ‘Uzum’, ‘Wildberries’, ‘Ozon’ have their own way of dealing in the Uzbek market. Nowadays this segment is developing rapidly, and home shopping is in demand among consumers, which only took 3 years to change netizens opinion

With the development of marketplaces in Uzbekistan, there is a transition from traditional trading methods to modern online platforms. This provides convenience to buyers and sellers and also helps to expand the market for various goods and services.

#### Challenges and Prospects

Despite the positive aspects, there are challenges such as transaction security, competition, and conservative consumers. However, with the continuous growth of the Internet user base and the increasing technological literacy of the population, the prospects for e-commerce in Uzbekistan remain encouraging. Marketplaces play a key role in the development of e-commerce in Uzbekistan, providing convenient and efficient ways to buy and sell goods.

Uzbek market continuous to expand and with economic growth in Uzbekistan, country has created prospects for the future digital purchases. Diversifying the economy with export opportunities, reducing the dependence on the local businesses and focusing on the international trade.

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# STRATEGIZING BRAND ENGAGEMENT: THE IMPACT OF SOCIAL MEDIA ON NIKE'S SPORTS MARKETING IN UZBEKISTAN

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**Abstract.** *This research explores the impact of Nike's social media marketing strategies on enhancing brand engagement in Uzbekistan's sports sector. Utilizing a mixed-method approach, the study combines quantitative data from a survey of 500 local consumers engaged in sports content with qualitative insights from interviews conducted with Nike's marketing managers and key social media influencers. The analysis focuses on evaluating how targeted social media initiatives increase brand visibility and influence consumer behavior in a burgeoning market. Results from the survey indicate a strong positive correlation between active engagement with Nike's social media content and an improved perception of the brand among consumers. The interviews further underscore the effectiveness of using localized content and partnerships with local sports figures to deepen engagement. These findings highlight the critical role of strategic social media use in building brand loyalty and driving consumer engagement, suggesting valuable implications for marketing strategies in emerging markets like Uzbekistan. This study not only reaffirms the pivotal role of tailored social media campaigns in enhancing brand visibility but also points out to potential strategies for sustaining consumer engagement and converting it into tangible sales outcomes.*

**Keywords:** *Nike, Social Media Marketing, Brand Engagement, Uzbekistan, Sports Marketing Consumer Behavior, Localized Content, Digital Platforms, Market Strategies, Emerging Markets, Social Media Campaigns, Consumer Sentiment, Engagement Rates.*

## Introduction

This research is crucial as it addresses the growing influence of social media on sports marketing, particularly within emerging markets like Uzbekistan, where digital platform usage is rapidly expanding. The situation that motivates this research stems from the critical need for global brands such as Nike to adapt their marketing strategies to different cultural contexts and technological environments to maintain their market dominance and foster brand loyalty.

The emergence of social media has drastically transformed traditional marketing paradigms, allowing brands to engage directly with consumers in unprecedented ways. For companies like Nike, known for their strategic marketing prowess, this offers both opportunities and challenges. The brand's ability to effectively leverage these platforms can significantly impact its market share, particularly in regions where digital engagement is becoming the norm rather than the exception.

In Uzbekistan, social media usage has seen significant growth, with a substantial increase in the number of users and engagement levels across platforms like Instagram, Facebook, and Twitter. This shift presents a unique opportunity for brands to tap into a young, tech-savvy demographic. However, the challenge lies in tailoring content and interactions that resonate with

local cultural values and preferences, which can differ markedly from those in more established markets.

The importance of this research lies in its potential to provide insights into effective strategies for engaging consumers in such dynamic and diverse environments. By examining Nike's approach in Uzbekistan, the study aims to shed light on broader trends in global sports marketing and offer valuable lessons on integrating local preferences with global brand strategies. This is vital for marketing professionals seeking to optimize social media strategies to enhance brand visibility and engagement effectively. Furthermore, understanding these dynamics can help other global brands strategize their entry or expansion in similar markets, thereby ensuring sustained growth and consumer loyalty in the face of increasing competition and changing media landscapes.

#### Methods

##### Study Design

This research utilized a mixed-methods approach to explore the effectiveness of Nike's social media strategies in Uzbekistan. The study aimed to combine qualitative insights from interviews with quantitative data from surveys to provide a comprehensive analysis of consumer engagement and behavior.

##### Population and Sample

The target population for this study consisted of consumers in Uzbekistan who engage with sports content via social media platforms. A sample of 500 individuals was randomly selected to participate in the survey. These participants were identified through social media channels that featured sports content, ensuring that they had prior exposure to Nike's marketing campaigns.

##### Survey Instrumentation

A structured questionnaire was developed to collect quantitative data on the frequency of participants' interactions with Nike's social media posts, their perceptions of the brand, and their purchasing behaviors influenced by these interactions. The survey included both closed-ended questions for statistical analysis and a few open-ended questions to gather qualitative data on consumer sentiments.

##### Interviews

Semi-structured interviews were conducted with Nike's marketing managers and five social media influencers who have collaborated on Nike's campaigns in Uzbekistan. These interviews aimed to gain deeper insights into the strategic planning and execution of social media campaigns and to understand the perceived impact of these strategies from the perspective of those directly involved in their implementation.

##### Data Collection Procedures

The survey was administered online, utilizing social media platforms and email distributions to reach the participants. Interviews were conducted via video calls, recorded with the consent of the interviewees, and later transcribed for analysis.

##### Data Analysis

Quantitative data from the surveys were analyzed using statistical software to perform regression analysis and test the correlation between social media engagement metrics and changes in consumer behavior. Qualitative data from the open-ended survey responses and interview transcripts were analyzed using thematic analysis to identify recurring themes and patterns related to brand engagement strategies and consumer responses.

Ethical Considerations

Approval for the study was obtained from the relevant ethics committee. All participants were informed about the purpose of the research, and consent was obtained before data collection. Confidentiality and anonymity of the participants were maintained throughout the study, with data securely stored and accessible only to the research team. This methodological approach allowed for a robust analysis of how effectively Nike’s social media strategies engaged consumers in Uzbekistan and influenced their behavior, providing insights into the potential scalability of these strategies in similar markets.

Results

Social Media Engagement Analysis

The data analysis included the examination of engagement rates across various social media platforms before and after the launch of a campaign featuring local athletes. The following tables illustrate these engagement rates and highlight the changes observed.

Platform	Engagement Rate Before Campaign (%)	Engagement Rate After Campaign (%)	Percentage Increase
Instagram	30	42	40
Facebook	25	35	40
Twitter	20	28	40

**Table 1: Engagement rates on social media platforms before and after the campaign featuring local athletes.**

Survey Data Analysis

To further explore the impact of social media engagement on consumer behavior, we analyzed the correlation between the frequency of engagement and the likelihood of purchasing Nike products.

Engagement Frequency	Increased Purchase Intentions (%)
At least once per week	85%
Less than once per week	45%

**Table 2: Correlation between the frequency of engagement with Nike’s social media posts and the increased likelihood of purchasing Nike products.**

Demographic Breakdown of Survey Participants

A demographic breakdown of the survey participants helps to contextualize the survey data.

Demographic Characteristic	Percentage (%)
Age 18-24	40
Age 25-34	35
Age 35-44	15
Age 45 and above	10
Male	60
Female	40

**Table 3: Demographic breakdown of survey participants by age and gender.**

Interview Insights

Qualitative data gathered from interviews with Nike’s marketing managers and social media influencers underscored the importance of content localization and community engagement.

Theme	Frequency (%)
Localized Content	70

Frequent Interaction	60
Positive Brand Perception	50
Community Engagement	40

**Table 4: Key themes identified from interviews with Nike's marketing managers and social media influencers.**

#### Conclusion

The visualizations and data presented confirm the significant impact of localized and culturally relevant social media campaigns on enhancing consumer engagement and brand perception. The strategic use of local athletes and frequent interaction with followers have proven to be effective tactics in increasing brand visibility and loyalty in the emerging market of Uzbekistan.

Future strategies should continue to leverage these insights while addressing the challenge of converting high engagement rates into tangible sales. Further research into the customer journey and the role of different types of social media content can provide deeper insights into optimizing social media marketing efforts.

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## **ТЎҒРИДАН-ТЎҒРИ ХОРИЖИЙ ИНВЕСТИЦИЯЛАР ВА ХАЛҚАРО САВДО НАЗАРИЯЛАРИ**

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“Асакабанк” АЖ бошқарув раиси ўринбосари

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Иқтисодиёт назариясида инсон капиталининг ривожланиши қуйидаги икки йўл билан иқтисодий ўсишга ТТХИ нинг таъсирини кучайтиради:

биринчидан, инсон капиталининг ривожланиши ТТХИ нинг самарадорликни яхшилаш ва технология тарқалишига таъсирларини кучайтиради.

иккинчидан, инсон капиталининг ривожланиши ТТХИ нинг ишлаб чиқариш ва экспорт жараёнларига таъсирини яхшилайди.

Аввал муҳокама қилинган каби, мезбон мамлакатнинг ишлаб чиқариш қобилятини кучайтириш орқали ТТХИ нинг иқтисодий ўсишга туртки бўлади. ТТХИ нинг мамлакат ишлаб чиқариш ҳажмига таъсири икки томонлама бўлади. Биринчидан, Бломстромнинг фикрича, технология халқаро тарқалишининг аксарияти ТТХИ га боғлиқ бўлиб, ТТХИ томонидан капитал товарлар, илғор технологиялар ва тадбиркорлик малакалари шаклида олиб келинган технология чет эл тармоғини маҳаллий тармоққа қараганда юқори самарадорлик ва юқорироқ технологик даражада фаолият юритишга имкон яратади. Иккинчидан, ТТХИ томонидан олиб келинган технология ва малакалар, тарқалувчи самаралари орқали юқори маҳсулдорлик ва технологик самарадорликни кучайтириш учун маҳаллий тармоқлар томонидан ўзлаштирилади. [1]

Маҳаллий фирмалар ўзларининг хорижий рақобатчиларинини кузатган ҳолда, улардан ўргансалар тарқалувчи самаралари юзага чиқади. Мазкур жараён маҳаллий фирмалар ТТХИ фирмаларининг таъминотчилари ёки харидорларига айланганларида ҳам содир бўлиши мумкин.

ТТХИ иқтисодий ўсишга экспортни ошириш орқали ҳам таъсир кўрсатади. Экспортга йўналтирилган ТТХИ киритилганда ишлаб чиқариладиган экспорт маҳсулотлари турлари ривожланаётган мамлакатлардаги мавжуд нисбий устунликларга боғлиқ бўлади. Кўпгина ривожланаётган мамлакатлардаги устунликлар табиий бойликлар ва арзон ишчи кучи ҳисобланиб, ТТХИ фирмалари томонидан экспорт асосан табиий бойликларга асосланган ва меҳнатни кўп талаб қилувчи маҳсулотларни ишлаб чиқаришга йўналтирилади. Ушбу маҳсулотлар жаҳон бозоридаги талаб ва нарх тебранишига боғланиши заиф бўлиб, кам қўшилган қийматга эга бўлади. Шунинг учун, бу кўринишдаги экспорт иқтисодий ўсишга чекланган даражада таъсирга эга бўлиши мумкин ва бу маҳсулотларни ишлаб чиқариш ва экспорт қилишга ихтисослашув барқарор ўсишни таъминлаб бермаслиги мумкин. Малака ва технологияни кўп талаб қилувчи маҳсулотларни экспорт қилиш кўпроқ фойдалироқ бўлади, чунки ушбу маҳсулотлар табиий ресурсларга асосланган ва малакасиз ишчи кучини кўп талаб қилувчи маҳсулотларга қараганда кўпроқ қўшилган қийматга эга ҳамда нарх тебранишига камроқ таъсирчан бўлади. Шу сабабдан, инсон капиталининг юқори даражаси ТТХИ нинг экспортга таъсирини сифат жиҳатдан яхшилайди. Баъзи Шарқий Осиё мамлакатларининг 1980 йиллар охири ва 1990 йиллардаги, малака ва технологияни кўп талаб қилувчи маҳсулотлар экспортини қўллашдаги ютуқлари

орқали инсон капитали ривожланишидаги ишчи кучини ўқитишнинг аҳамиятини кўриш мумкин. Бир неча ривожланаётган мамлакатлар, масалан Шри-Ланка ва Мавритания, ишчи кучини кўп талаб қилувчи кийим-кечак ва поябзал ишлаб чиқаришга ихтисослашган бўлиб, малакали ишчи кучида етишмовчилиги натижасида юқори қўшилган қийматли ва технологияни кўп талаб қилувчи ишлаб чиқаришга ўтишда қийинчиликларга дуч келди. Инсон капитали тўпланишининг юқори даражаси ТТХИ томонидан амалга ошириладиган ишлаб чиқариш ва экспорт йўналишларини технология ва малака кўп талаб қилувчи ҳамда юқори қўшилган қийматли маҳсулотларга ўзгартиради. Натижада, ТТХИ нинг иқтисодий ўсишга таъсири ошади. [2]

Юқорида қайд этилганидек, иқтисодий адабиётларда мамлакатдаги иқтисодий очқлик ва инсон капиталининг ривожланганлик даражаси иқтисодий ўсишнинг асосий детерминантлари ҳамда мезбон мамлакат ўзлаштириш ҳажмидаги муҳим омил сифатида келтирилади. Гроссман ва Хелпман ўз тадқиқотларида очик савдо тартиби кўп жиҳатдан қулай инвестицион муҳит, технология тарқалувчиларига боғлиқ бўлишини кўрсатиб беради. Шунингдек, ТТХИ ва савдо ривожланган мамлакатларни кўпроқ янгилик яратишга ва ривожланаётган мамлакатларни ривожланган мамлакатлар даражасига етиб олишларига имкон яратишини таъкидлайди. Кейинги тадқиқотида, Гроссман ва Хелпман савдонинг эркинлаштирилишини ишлаб чиқариш ўсишини таъминлашдаги муҳим омил сифатида келтирадilar. Яъни, савдо ва ТТХИ меҳнат ҳамда маҳаллий капитал билан бир қаторда, ишлаб чиқариш функциясига қўшилиши мумкин. Натижада, ТТХИ нинг ўсишга таъсирини баҳолашга оид кўпгина илмий адабиётлар шаклланди. [3]

Иқтисодий адабиётларнинг кўпчилиги қисми институционал сифат ресурслар ва инсон капитали, технологик ривожланиш ва инновацияларга таъсир кўрсатувчи иқтисодий ўсиш даражасини аниқлашда муҳим ўрин тутиши келтирилади. Нортх институтларни сиёсий, иқтисодий ва ижтимоий алоқалардан иборат ўйиннинг инсонлар томонидан ташкил этилган чекловлари ёки қоидалари сифатида таърифлайди. Ушбу расмий қоидаларнинг муҳим элементлари (масалан, конституциялар, қонунлар, судлар томонидан таъминладиган мулк хуқуқлар ҳамда милиция) ва норасмий чекловлар (масалан, санкциялар, ижтимоий чекловлар, анъаналар ҳамда ижтимоий нормалар). Нортх қўшимча тарзда институтлар иқтисодиётнинг рағбатлантирувчи таркибини таъминлашини келтириб ўтади. Таркиб ривожланар экан, иқтисодиёт ўсиш тенденцияси томонга шакллана боради. Қисқа қилиб айтганда, институтлар мулкчилик хуқуқлари, коррупция мавжудлиги ва чекланган иқтисодий сиёсатга таъсир кўрсатиб, инсон ва жисмоний капитал ҳамда иқтисодий ўсиш учун инвестиция киритилишини рағбатлантиради. [4]

Иқтисодиёт назариясида институционал сифат, хусусан мулкчилик хуқуқлари хавфсизлиги, узоқ муддатли иқтисодий ўсишга ёрдам берувчи бош омиллардан бири ҳисобланиши ҳақида умумий келишув мавжуд.[5] Нортх ривожланаётган мамлакатлардаги ривожланишдан орқада қолиш ва паст ўсиш суръатларининг илк сабаби - самарали тарзда мулкчилик хуқуқларини белгилаб берувчи ва ҳимоя қилувчи ҳамда шартномаларга амал қилишини таъминловчи институционал муҳитни ривожлантиришдаги муваффақиятсизлик эканлигини таъкидлайди. Ривожланган мамлакатлар томонидан эришилган барқарор ўсиш мулкчилик хуқуқлари алмашинуви ва улар ҳимоясини яхшиловчи институтлар натижасидир. Институционал муҳит ҳаракатлар учун рағбатларни яратади ва натижада фақатгина иқтисодий ўсишни эмас, балки бутун жамият

шаклланадиган йўлни аниқлаб берувчи мавжуд танловни кўрсатиб беради. Барро хавфсиз мулкчилик ҳуқуқлари иқтисодий ўсишни инвестицияларни қўллаб-қувватлаш ҳамда уларнинг самарадорлигини ошириш орқали яхшилаши мумкинлигини келтиради.

Кўпгина тадқиқотлар ТТХИ нинг иқтисодий ўсишга таъсирини ўргансада, улар инвестиция самарадорлиги ва иқтисодий ўсишни аниқлашдаги институцион сифатнинг ўрнини ҳисобга олмайди [6]. Олофсдоттер ТТХИ кириб келиши орқали таъминланадиган янги технологияларни ўзлаштира олиш қобилияти яхши институционал тизимга эга бўлган мамлакатларда юқори даражада бўлишини келтириб ўтади. Илмий жиҳатдан, Олофсдоттер ТТХИ нинг иқтисодий ўсишга кучли ижобий таъсири юқори институционал сифатга эга мамлакатларда эришилиши мумкинлигини аниқлайди. Шунингдек, Дурҳам ТТХИ нинг иқтисодий ўсишга таъсирини аниқлаш мақсадида, 1979 - 1998 йиллар оралигида 80 мамлакат учун институцион сифатнинг ролини тадқиқ қилади. Дурҳам ТТХИ юқори институционал (бизнесни тартибга солиш индекси ва мулкчилик ҳуқуқлари индекси орқали ўлчанган) ёки молиявий (ЯИМ да биржа бозорларининг улуши сифатида) ривожланишга эга мамлакатларда кўпроқ иқтисодий ўсишга олиб келишини аниқлайди. Шунингдек, Дурҳам институционал сифатнинг минимум даражасига эришган мамлакатда ТТХИ нинг иқтисодий ўсишга ижобий таъсир кўрсатишини ҳам келтириб ўтади.

Аял ва Каррас институцион сифатнинг 1975-1990 йилларда 58 мамлакатлардаги иқтисодий ўсишга таъсирини иқтисодий эркинлик индекси орқали ўрганган. Уларнинг натижалари иқтисодий эркинлик индексининг иқтисодий ўсишга ижобий таъсири борлигини кўрсатиб берган. Аял ва Карраснинг иқтисодий ўсишга оид расмий тадқиқотлари, иқтисодий эркинлик иқтисодий фаолиятларда давлат бевосита аралашувининг қисқариши натижасидаги иқтисодий ўсиш эканлигини аниқлаб беради [7].

Кўриб чиқилган назарий фикрлар ТТХИ нинг ривожланаётган мамлакатларнинг иқтисодий ўсишига таъсирини оид ягона хулосани таъминлаб бермайди. Гарчи бу фикрлар турли назарий таҳлиллар, илмий кузатувлар натижасида келиб чиқса ҳам, уларда ТТХИ га умумий ҳодиса сифатида қаралади. Яъни, ТТХИ чет эллик инвесторлар томонидан мезбон мамлакатларда фаолият олиб борувчи корхоналардан давомий фойда олиш мақсадида киритилган инвестициялар сифатида қаралади. Шу билан бирга, ТТХИ трансмиллий корпорациялар томонидан иқтисодиёт тармоқларига киритилган турли инвестициялардан ташкил топади. ТТХИ нинг иқтисодий ўсишга таъсирини янада тизимли баҳолашда, хусусий ёндашувдан фойдаланиш муҳим ҳисобланади. Бунда ТТХИ шакли ва ҳажмига кўра гуруҳланиб, улар иқтисодий ўсишга турли даражада таъсир қилиши мумкин. Мисол учун, юқори қўшилган қийматли ва малака кўп талаб қилувчи ишлаб чиқаришдаги ТТХИ меҳнат малакаларида, меҳнатни кўп талаб қилувчи ишлаб чиқаришдаги ТТХИ га қараганда кўпроқ таъсирга эга бўлиши мумкин. Шу сабабли, турли шакллардаги ТТХИ нинг ўсишга таъсирлари фарқланади [8].

Иқтисодиётда “краудинг аут (тарқалиш)” тушунчаси юритилиб, бу “давлат харажатлари ортиши сабабли юзага келадиган шахсий истеъмол ёки инвестициялардаги ҳар қандай камайиши” деб таърифланади. Бироқ, “краудинг аут” самараси баъзида ҳукумат харажатлари мултипликатор орқали хусусий соҳа маҳсулотлари учун бозорни кенгайтириши натижасида ўзгариши мумкин ва шу сабабли ҳукумат фаолияти шахсий инвестицияларни ҳаракатга келтирган ҳолда, умумий капитал ҳажмини оширади ва бу

“краудинг ин” деб номланади. Мазкур икки ҳолат ТТХИ ва маҳаллий инвестиция ўртасидаги муносабат учун ҳам қўлланилиши мумкин [9].

Мазкур ҳолатни кўриш учун умумий ялпи инвестиция ( $I$ ) учун оддий формула тузишдан бошлаш керак ва бу маҳаллий инвестициялар  $I_d$  ва ТМК томонидан чет эл инвестициялари  $I_f$  йиғиндисига тенг:

$$I_t = I_{d,t} + I_{f,t} \quad (1.14)$$

Агарда ТТХИ даги бир бирлик ўсиш умумий инвестиция ( $I$ ) да ҳам бир хил миқдорда ўсишга сабаб бўлса, бу ТТХИ нинг маҳаллий инвестицияга таъсири йўқлигини кўрсатади. Агар ТТХИ кириб келишидаги ўсиш умумий инвестицияда ундан кўпроқ ўсишга олиб келса, бу ТТХИ маҳаллий инвестицияни кўпайтиришидан (краудинг ин) далолат беради.

Бироқ, ТТХИ нинг маҳаллий инвестицияларга таъсири мамлакатлар ва ҳудудлар учун сезиларли даражада фарқ қилиши мумкин. Шунинг учун, “краудинг ин” ёки “краудинг аут” самараларидан бирига мойил ҳолатларни аниқлаштириш муҳим масала ҳисобланади. Мазкур йўналишдаги дастлабки илмий адабиётларда ривожланаётган мамлакатлар учун ТТХИ нинг самараси мавжуд маҳаллий ишлаб чиқаришнинг тақсимланиши билан алоқадорликдаги чет эл инвестицияларининг соҳавий тақсимланишига узвий боғлиқлигини келтиради [10]. ТМК мезбон мамлакат ёки ҳудуддаги мутлақо янги ёки ривожланмаган соҳага инвестиция киритса, ТТХИ нинг маҳаллий капитал бозорига ижобий таъсир кўрсатади, чунки кўпинча маҳаллий инвестор амалга ошириш учун керакли ресурсларга эга бўлмаганда, ТТХИ маҳаллий бозорга янги товарлар, хизматлар, билим ҳамда фаолиятларни тақдим этиш орқали кириб келади ва мавжуд ресурс тақчиллигини бартараф этади. Бу ҳолатда, ТТХИ маҳаллий инвестициялар учун кўпроқ “краудинг ин” самарасига эга бўлади ёки бошқача сўз билан айтганда, маҳаллий инвестиция учун тўлдирувчи бўлади. Қарама-қарши равишда, ТМК мавжуд ёки ривожланган соҳаларга инвестиция киритишни танласа, улар мезбон мамлакатдаги чекланган ресурсларни эгаллаб олишлари ёки (одатда молиявий ва технологик жиҳатдан устунликка эга бўлмаган) маҳаллий инвесторлар билан рақобатлашиш учун ўзларининг технологик ва молиявий устунликларидан фойдаланишлари мумкин. Натижада, йирик ҳажмдаги ТТХИ кириб келиши кучли рақобатга олиб келиши ва маҳаллий фирмаларнинг инқирозига сабаб бўлиши мумкин. Бунда, ТТХИ кириб келиши кўпроқ маҳаллий инвестициялар учун “краудинг аут” самарага эга бўлади, яъни маҳаллий инвестиция ўрнини эгаллаб, уларни бозордан чиқариб юборади. Хулоса қилиб айтсак, қачонки мамлакатдаги ТТХИ тақсимланиши ишлаб чиқариш тақсимланишидаги мавжуд капитал тўпламидан фарқ қилса, у маҳаллий бозорда кўпроқ “краудинг ин” таъсирига эга бўлади, аксинча бўлса маҳаллий инвестицияларни чиқариб юборади.

Кларк томонидан яратилган тезлаштирувчи модел кўзланган капитал тўплами ( $K^*$ ) ва кутилган ишлаб чиқариш ҳажми ўзгармас бўлгандаги алоқани ҳисобга олувчи жараённинг энг оддий модели саналади. Агарда,  $Y_t(t)$  вақтдаги ҳақиқий ишлаб чиқариш ва  $\beta$  ўзгармас капитал/ишлаб чиқариш нисбати бўлса, модел фақатгина ишлаб чиқариш кўзланган капитал тўпламига ( $K^*$ ) таъсир қилишини айтиб ўтади:

$$K^*_{d,t} = \beta Y_{d,t} \quad (1.15)$$

Шу сабабли, ҳар бир вақт оралиғида оптимал мослаштирилган капитал тўплами  $K^*_{d,t} = K_t$  бўлади ва соф инвестиция ( $I_{n,t}$ )  $I_{d,t} = K_{d,t} - K_{d,t-1} = \beta(Y_{d,t} - Y_{d,t-1})$  га тенг бўлади.



Шу билан бирга, қачонки талаб даражаларида ўсиш кузатилса, фирмалар ёки нархни ошириш орқали талабни қисқартирадилар, ёки инвестицияни оширган ҳолда талабни қондирадилар. Бироқ, модел иккинчи ҳолатнинг амалга ошиши иқтисодий ўсишга сабаб бўлишини кўрсатиб беради. Шу сабабли, умумий ишлаб чиқаришдаги ўсиш иқтисодиётдаги ялпи талаб ўсишининг белгисидир.

Тезлаштирувчи моделининг умумий талқини Ченерй томонидан яратилган мослашувчан тезлаштирувчи модели ҳисобланади [11]. Модел ҳар қандай даврда кўзланган ( $K^*$ ) ва мавжуд капитал тўпламлари ( $K$ ) ўртасида қисман мослашувчи ҳисобга олади. Шу сабабдан, соф инвестиция ҳажми қуйидагича аниқланиши мумкин:

$$I_{d,t} = \lambda(K^*_{d,t} - K_{d,t-1}) \quad (1.16)$$

Бу ерда  $\lambda$  мослаштириш тезлигини кўрсатувчи коэффициент ( $1 \geq \lambda \geq 0$ ) ва  $K_{t-1}$  аввалги даврдаги ҳақиқий капитал даражаси.

$$I_{nt} = K_t - K_{t-1} = \lambda(K^*_t - K_{t-1}) \quad (1.17)$$

ёки

$$K_t = \lambda K^*_t + (1 - \lambda)K_{t-1} \quad (1.18)$$

(1.14) ни (1.18) га қўйсак, қуйидагига эга бўламиз:

$$K_t = \lambda \beta Y_t + (1 - \lambda)K_{t-1} \quad (1.19)$$

ёки

$$I_{nt} = \lambda \beta Y_t - \lambda K_{t-1} \quad (1.20)$$

(1.20) тенглик соф инвестиция жиҳатдан тасвирланган. Амортизация даражасини ( $\delta$ ) ўзгармас деб фараз қилган ҳолда, ялпи маҳаллий инвестиция соф инвестиция ва аввалги капитал тўплами амортизацияси йиғиндиси сифатида аниқланиши мумкин :

$$I_t = \Delta K_t + \delta K_{t-1} \quad (1.21)$$

ёки

$$I_t = \lambda \beta Y_t + (\delta - \lambda)K_{t-1} \quad (1.22)$$

Кўзланган капитал тўплами ва мавжуд капитал тўплами орасидаги фарқ қанчалик катта бўлса, фирманинг инвестиция даражаси ҳам шунчалик катта бўлади ва бу инвестициянинг мослашувчан тезлаштирувчи моделидаги асосий ғоя ҳисобланади. Шунинг учун, ҳар бир даврда фирмалар кўзланган капитал тўплами ва мавжуд капитал тўплами ўртасидаги фарқни йўқотиш учун ўзгармас капитал товарларига инвестиция киритади.

ТТХИ нинг мезбон мамлакатлардаги иқтисодий фаолиятга таъсири бир неча иқтисодий ва ноиқтисодий ҳолатларга боғлиқ ҳолда бир-биридан фарқ қилиши мумкин. Шунинг учун, Мезбон мамлакатда ТТХИ маҳаллий инвестицияларни тўплаши ёки уларнинг ўрнини эгаллаши қуйидагиларга боғлиқ бўлади:

мезбон мамлакатдаги инвестицион муҳит. Мисол учун, ТТХИ нинг таъсири жамғармалар ва капиталнинг бошқа шакллари етарли бўлган мамлакатларда капитал тақчил бўлган мамлакатлардан фарқ қилади.

ТТХИ нинг киритилиш шакли. Яъни, янги ишлаб чиқариш фаолиятига йўналтирилган инвестициялар бошқа шакллардаги инвестицияларга қараганда самаралироқ бўлади.

Ромер баъзи ривожланаётган мамлакатлар инфратузилманинг ривожланмаганлиги, янгилик яратишда ғоялар ва зарурий малакаларнинг етишмаслиги сабабли камбағал ҳисобланишини келтириб ўтади. Яъни, ривожланаётган мамлакатлар камбағал чунки, уларда заводлар, йўллар каби муҳим объектлар йўқ ва шу билан бир қаторда иқтисодий

қўшилган қиймат ҳосил қилиш учун ривожланган мамлакатларда қўлланиладиган ғоялар учун фойдаланиш имконияти ҳам мавжуд эмас. Шунингдек, Ромер ТТХИ мезбон мамлакатларга молиявий ресурслар, технология тарқалувчилари ва билим тарқалувчиларини таъминлаб беришини ва шу сабабли ТТХИ иқтисодий ривожланишнинг муҳим таркибий қисми эканлигини таъкидлайди.

ТТХИ га оид адабиётларда улар мамлакат иқтисодиёти учун қуйидаги ижобий ҳолатларни олиб келиши мумкинлиги келтирилади:

молиявий ресурслар - ТТХИ оқими чет эл капиталининг энг барқарор манбаси ҳисобланиб, улар узоқ муддатларга киритилади. Шунинг учун, кўпгина ривожланаётган мамлакатлардаги капитал тақчиллиги ТТХИ орқали бартараф этилади;

технологик билимлар - ТМК юқори даражада технологиялашган корпорациялар бўлганлиги учун, улар томонидан ТТХИ технология трансфери ҳамда рақобат даражасини ошириш орқали маҳаллий фирмалар самарадорлигини яхшилайти, мисол учун, ТТХИ маҳаллий фирмалар самарадорлик даражасига ва ўз навбатида маҳаллий инвестицияларнинг самарадорлигига таъсир қилувчи транспорт ва телекоммуникацияни яхшилашга йўналтирилиши мумкин. Шунинг учун, ТТХИ кириб келиши мезбон мамлакатдаги маҳаллий инвестициялар ҳажмининг ошишига хизмат қилади;

ишчи кучини тайёрлаш, бошқарув малакалари ҳамда баъзи хорижий фирма ишчилари маҳаллий фирмаларга ишга ўтиши ҳисобига юзага келувчи билим тарқалувчиларидир;

иш ҳақи даражасини ошириш орқали маҳаллий аҳоли турмуш шароитларини яхшилаш - Чет эл фирмалари маҳаллий фирмаларига қарганда кўпроқ иш ҳақи тўлайди ва уларда ишловчи ишчиларнинг яшаш шароитларини яхшилайти, бу, ўз навбатида иқтисодиётдаги ялпи талабни оширади, шундай экан ошган талабни қондириш учун маҳаллий инвестициялар ҳажми ҳам ошади [12].

Шу билан бирга, UNCTAD томонидан ТТХИ кириб келиши маҳаллий инвестицияларга таъсир қилиши мумкин бўлган икки механизм кўрсатиб ўтилган. Биринчидан, ТТХИ ишлаб чиқариш бозорлари орқали маҳаллий фирмаларга таъсир кўрсатади. Бу ҳолатда, ТТХИ ўз фаолиятини маҳаллий фирмалар билан ўзаро алоқалар орқали ташкил қилади. Мисол учун, чет эл фирмаси хом ашё, ярим тайёр маҳсулотлар ва хизматларни маҳаллий фирмалардан сотиб олиши мумкин ёки улар мезбон мамлакатдаги маҳаллий фирмаларни ташқи бозорлардаги ишлаб чиқариш омиллари билан таъминлаб туриши мумкин [13].

Иккинчи механизм маҳаллий молия бозорлари орқали юзага чиқади. Агар чет эллик инвестор маҳаллий молия бозоридан қарз олса, фоиз ставкаси кўтарилади ва натижада маҳаллий фирмалардан қарз олиш орқали уларнинг маблағларини ҳаракатга келтиради. Шу сабабли, ТТХИ маҳаллий инвестицияларга маҳаллий реал фоиз ставкасини ошириш орқали тескари таъсир қилиши мумкин [14].

ТТХИ нинг ривожланишга таъсирига оид яна бир муҳим масала, бу – унинг маҳаллий фирмалар томонидан амалга ошириладиган инвестицияларга ( $I_d$ ) таъсир этиш даражасидир. Бу таъсир уч хил кўринишда амалга ошиши мумкин:

ТТХИ маҳаллий инвестицияларга таъсир кўрсатмайди. Бунда, ТТХИ даги бир бирлик ўсиш умумий инвестицияларда ҳам бир бирлик ўсишга олиб келади;

ТТХИ маҳаллий инвестициялар ўрнини эгаллайди, яъни, умумий инвестиция (*I*) даги ўсиш ТТХИ даги ўсишга қараганда кичик бўлади;

ТТХИ маҳаллий инвестицияларни ҳаракатга келтиради, бу умумий инвестиция (*I*) ўсиш суръати ТТХИ даги ўсишга қараганда кўпроқ бўлади.

ТТХИ нинг мезбон мамлакатдаги иқтисодий ўсишга таъсири юзасидан Ромернинг тадқиқотлари илмий жиҳатдан муҳим аҳамиятга эга. Ромер ТТХИ нинг иқтисодий ўсишга таъсирини ўрганишда эндоген ўсиш моделидан фойдаланади. Бунда ТТХИ янги маҳсулотларни ишлаб чиқаришга йўналтирилиб, “ноу хау” ларни мамлакат иқтисодиётига олиб киради (улар билан бирга технологиялар ва инсон капитали ҳам кириб келади). Агар ТТХИ маҳаллий фирмалар билан рақобат бўлган соҳаларга киритилса, бу маҳаллий тадбиркорлар учун мавжуд инвестиция имкониятларини чет эл инвестициялари томонидан эгалланишига олиб келади. Яъни, мазкур ТТХИ шакли келажакда маҳаллий инвестицияларни камайтириши мумкин.

Мазкур ёндашувга қарама-қарши гипотезани ҳам келтириши мумкин. Мисол учун, янги ишлаб чиқариш фаолиятига йўналтирилган инвестициялар, давлат томонидан қўшимча имтиёзларга эга бўлиш орқали, тармоққа кирмоқчи бўлган маҳаллий фирмалар инвестициялари ўрнини эгаллаши мумкин. Бироқ, ривожланаётган мамлакатлар шароитида маҳаллий фирмалар мавжуд тармоқларда фаолият юритишни афзал кўрадилар, чунки уларнинг янги тармоқда иш бошлаши узок вақт ва кўп маблағ талаб қилади. Агар янги тармоқларда технологик талаблар маҳаллий имкониятлардан жуда олдинда бўлса, давлат томонидан уларнинг қўллаб-қувватланиши тадбиркорликни ривожлантириш ва умуман иқтисодиёт учун жуда қиммат бўлиши мумкин. Масалан, 1980 йиллар бошида Бразилияда “ахборот сиёсати” юритилган бўлиб, ахборот технологиялари тармоқлари ТТХИ кириб келишига нисбатан қатъий чекловлар жорий қилинган. Чекловлар тармоққа жуда кам маҳаллий инвестициялар киритилишига олиб келган ва фирмалар жуда самарасиз фаолият юритган. Ушбу дастурдан муддати тугашидан анчагина аввал воз кечилган.

ТМК нинг бир неча маҳаллий фирмалар мавжуд тармоққа кириб келиши фаолият олиб борадиган фирмалар янада рақобатбардош бўлиш мақсадида қўшимча инвестиция киритишлари мумкин. Бироқ, ТМК катта технологик устунликларга эга эканлиги ҳисобига уларнинг инвестициялари маҳаллий фирмаларнинг инвестиция киритишини чеклаши ва уларнинг ўрнини эгаллаши ёки инқирозга олиб келиши мумкин [15].

Хаттоки, ТТХИ маҳаллий инвестиция ўрнини эгалламаганда ҳам, чет эл инвестициялари маҳаллий фирмалар томонидан қўшимча ишлаб чиқаришни рағбатлантирмаслиги мумкин ва шу сабабдан маҳаллий инвестициялар янги самарани ярата олмаслиги мумкин. Шунинг учун, чет эл инвестицияларини олиб киришда маҳаллий фирмалар билан ўзаро алоқаларнинг мавжудлиги капитал шаклланишида ТТХИ нинг соф таъсирини аниқлашда муҳим ҳисобланади. Чет эл фирмалари мавжуд маҳаллий фирмалар ўрнини эгаллаган ҳолларда, мазкур алоқаларнинг мавжудлиги маҳаллий фирмаларнинг бозордан чиқариб юборилишининг олдини олмайди.

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# THE FAST CHARGING REVOLUTION: A POWER SURGE FOR A CHANGING WORLD

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***Abstract.** The world is buzzing with the promise of a future powered by electricity. From the ubiquitous smartphones in our pockets to the rapidly evolving electric vehicle landscape, the demand for battery power is surging. Yet, this exciting shift brings with it a critical challenge: the limitations of traditional charging methods.*

***Keywords:** sourcing of battery materials, efficient recycling processes.*

## Introduction

The world is buzzing with the promise of a future powered by electricity. From the ubiquitous smartphones in our pockets to the rapidly evolving electric vehicle landscape, the demand for battery power is surging. Yet, this exciting shift brings with it a critical challenge: the limitations of traditional charging methods. Slow charging times hinder the widespread adoption of electric vehicles, create inconvenience for portable device users, and hamper the efficient utilization of renewable energy sources. Enter fast charging, a game-changing technology poised to revolutionize the way we power our lives. This article delves into the heart of fast charging technology, exploring its underlying principles, the innovative advancements driving its development, and the research shaping its future. We will examine the compelling benefits of fast charging, including its impact on user convenience, the acceleration of electric vehicle adoption, and the optimization of renewable energy storage. Furthermore, we will address the ethical considerations and sustainability challenges that accompany this transformative technology. By understanding the science, innovation, and potential of fast charging, we gain a deeper appreciation for its role in shaping a more power-fueled and sustainable future.

## Fast Charging Revolution Overview

Our world is rapidly transitioning to a future powered by electricity. From smartphones and laptops to electric vehicles and renewable energy storage, batteries are becoming the cornerstone of a cleaner, more sustainable energy landscape. However, the limitations of traditional charging methods are becoming increasingly apparent, hindering the widespread adoption of these technologies. Fast charging, with its promise of rapid recharge times, is emerging as a critical solution, offering the potential to revolutionize the way we power our lives. This article explores the world of fast charging technology, delving into the science behind it, the key innovations driving its development, and the research efforts shaping its future. We will examine the benefits of fast charging, addressing its impact on user convenience, the adoption of electric vehicles, and the optimization of renewable energy storage. Furthermore, we will explore the ethical considerations and sustainability challenges associated with this burgeoning technology. By understanding the principles, advancements, and potential of fast charging, we can gain a deeper appreciation for its role in shaping a more power-fueled and sustainable future. ## Conclusion: Fast Charging: A Catalyst for Progress and a Call for Collaboration The fast charging revolution is more than just about reducing wait times. It is a catalyst for progress, driving innovation in

battery chemistry, thermal management, and power electronics. It is also a crucial enabler of a cleaner, more sustainable energy landscape, facilitating the transition to electric vehicles and renewable energy sources. However, the successful implementation of fast charging requires a collaborative effort. Governments, industry, and research institutions must work together to ensure the development of standardized charging protocols, the construction of robust charging infrastructure, and the continued investment in research and development. Ethical considerations and sustainability challenges must also be addressed. Responsible sourcing of battery materials, efficient recycling processes, and equitable access to fast charging infrastructure are essential for a truly sustainable and equitable transition to a power-fueled future. As we move forward, fast charging technology has the potential to transform our lives, enabling us to embrace a more convenient, efficient, and sustainable energy landscape. By harnessing the power of innovation and collaboration, we can unlock the full potential of this technology and create a future powered by speed, sustainability, and progress.

#### Conclusion

Fast charging is not merely about reducing wait times; it's about unlocking a future where convenience and sustainability go hand in hand. It is a catalyst for innovation, driving advancements in battery chemistry, thermal management, and power electronics. Moreover, it is a vital enabler for a cleaner, more sustainable energy landscape, facilitating the transition to electric vehicles and the efficient utilization of renewable energy sources. However, realizing the full potential of fast charging requires a collaborative approach. Governments, industry, and research institutions must join forces to ensure the development of standardized charging protocols, the construction of robust charging infrastructure, and the continued investment in research and development. Addressing ethical considerations and sustainability challenges, such as responsible sourcing of battery materials, efficient recycling processes, and equitable access to charging infrastructure, is crucial for a truly sustainable and equitable transition to a power-fueled future. As we move forward, fast charging technology holds the potential to transform our lives, empowering us to embrace a more convenient, efficient, and sustainable energy landscape. By harnessing the power of innovation and collaboration, we can unlock the full potential of fast charging, creating a future powered by speed, sustainability, and progress.

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# THE POSSIBILITY OF REDUCING GRAVITATIONAL FORCE BY WRAPPING AN AIRCRAFT IN FOIL: A CRITICAL ANALYSIS

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**Abstract.** *The notion of reducing gravitational force by wrapping an aircraft in foil is a popular misconception circulating in online discussions and fringe scientific communities. This paper critically analyzes this idea, demonstrating its fundamental flaw based on established scientific principles. We explain the nature of gravity, the properties of foil, and the limitations of electromagnetism in influencing gravitational interactions. We conclude that wrapping an aircraft in foil will have no measurable effect on its gravitational force and is not a viable method for achieving flight. This analysis serves as a cautionary tale about the importance of critical thinking and scientific literacy in navigating the vast and sometimes misleading world of online information.*

**Keywords:** *gravity, Electromagnetism, Foil, Aircraft, Scientific Misconception.*

## Introduction

The concept of flight has captivated humanity for centuries. The desire to conquer the skies has driven countless innovations, leading to the development of incredible machines that defy gravity and enable us to traverse the vastness of the atmosphere. However, alongside genuine scientific breakthroughs, misconceptions and pseudoscientific theories often emerge, fueled by a thirst for alternative explanations and a yearning to overturn established scientific paradigms. One such misconception, widely discussed online and within certain fringe communities, is the idea that wrapping an aircraft in foil can reduce its gravitational force, enabling it to achieve flight.

This paper aims to deconstruct this misconception by providing a comprehensive analysis based on fundamental scientific principles. We will explore the nature of gravity, the properties of foil, and the limitations of electromagnetism in influencing gravitational interactions. By understanding these concepts, we can demonstrate the absurdity of the foil-wrapping theory and highlight the importance of rigorous scientific reasoning in evaluating claims that challenge established scientific knowledge.

## The Nature of Gravity

Gravity is one of the four fundamental forces of nature, along with electromagnetism, the weak nuclear force, and the strong nuclear force. Unlike the other forces, which operate at extremely small scales, gravity is a long-range force that affects all objects with mass. It is responsible for the attraction between objects, holding planets in their orbits around stars, and causing apples to fall from trees.

Sir Isaac Newton first formulated the law of universal gravitation, which describes the force of attraction between two objects as directly proportional to the product of their masses and inversely proportional to the square of the distance between their centers. This law accurately describes the gravitational interactions of macroscopic objects, from planets to apples.



Albert Einstein later revolutionized our understanding of gravity with his theory of general relativity. He proposed that gravity is not a force but rather a consequence of the curvature of spacetime caused by the presence of mass and energy. This curvature affects the paths of objects, making them appear to be attracted to each other.

#### The Properties of Foil

Foil is a thin sheet of metal, typically made of aluminum, that is commonly used for packaging, insulation, and other applications. It is characterized by its malleability, reflectivity, and low density. These properties make it useful for various purposes, but they have no bearing on its ability to influence gravitational force.

Foil is primarily composed of atoms, which are made up of protons, neutrons, and electrons. These subatomic particles possess mass and contribute to the overall mass of the foil. However, the foil's mass is negligible compared to the mass of an aircraft, and its presence will not noticeably alter the gravitational force acting on the aircraft.

#### The Role of Electromagnetism

Some proponents of the foil-wrapping theory argue that foil can somehow interact with gravity through electromagnetic forces. This argument is fundamentally flawed for several reasons:

**Gravity and Electromagnetism are Distinct Forces:** Gravity and electromagnetism are distinct forces governed by different laws and operate at different scales. Electromagnetism is responsible for interactions between charged particles, while gravity affects all objects with mass, regardless of their charge.

**Foil's Electromagnetic Properties:** While foil is a good conductor of electricity and can be used to shield electromagnetic fields, it does not possess the ability to significantly influence gravity. The electromagnetic forces generated by the foil are far too weak to counter the gravitational force acting on an aircraft.

**The Strength of Gravity:** Gravity is an extremely weak force at the macroscopic scale. Even massive objects like planets exert relatively weak gravitational forces on objects in their vicinity. The foil, with its negligible mass, would have an infinitesimal impact on gravity.

#### The Impossibility of Flight Through Foil Manipulation

The idea of reducing gravitational force by wrapping an aircraft in foil is based on a misunderstanding of fundamental physics. The following points conclusively demonstrate its impossibility:

**No Evidence of Gravity Manipulation:** There is no scientific evidence to support the claim that foil can alter gravitational forces. Numerous experiments and observations have confirmed the laws of gravity, and no evidence suggests that any material can modify or counteract these forces.

**The Need for Lift:** Flight requires generating lift, a force that opposes gravity. Aircraft achieve lift through the interaction of their wings with air, creating a pressure differential that pushes them upwards. Wrapping an aircraft in foil will not create lift and will not reduce the force of gravity acting on it.

**The Role of Aerodynamics:** Aircraft design is based on aerodynamic principles. Their shapes and wing profiles are specifically engineered to generate lift, maximize efficiency, and minimize drag. Foil does not alter the aerodynamic characteristics of an aircraft and will not affect its ability to generate lift.

### Scientific Literacy and Critical Thinking

The foil-wrapping misconception serves as a cautionary tale about the importance of scientific literacy and critical thinking in the age of readily available information. The internet has become a vast repository of knowledge, but it also harbors a plethora of misinformation and pseudoscientific claims. It is crucial to approach online information with a critical eye, verifying claims against established scientific knowledge and seeking reputable sources.

When encountering claims that seem too good to be true, particularly those that challenge well-established scientific principles, it is essential to be skeptical. Apply critical thinking skills, such as evaluating evidence, identifying biases, and considering alternative explanations. Remember that genuine scientific discoveries are based on rigorous research, peer review, and empirical evidence.

### Conclusion

Wrapping an aircraft in foil will not reduce its gravitational force and will not enable it to fly. This concept is based on a fundamental misunderstanding of gravity, electromagnetism, and the principles of flight. The laws of physics are well-established and have been repeatedly validated through experiments and observations. We must rely on scientific reasoning and critical thinking to distinguish between genuine scientific discoveries and misleading claims. By promoting scientific literacy and fostering a culture of skepticism, we can navigate the ever-evolving landscape of information and ensure that our understanding of the world is grounded in evidence and logic.

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## ВЛИЯНИЕ КУЛЬТУРЫ И ЯЗЫКА НА ДЕЛОВЫЕ ПЕРЕГОВОРЫ

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***Аннотация.** Основная цель статьи — описать влияние культуры и языка на эффективность переговорного процесса в деловой среде. В статье освещаются концепции культуры, языка и переговорных процессов в целом, а также влияние культуры на переговоры, происходящие в деловом сообществе. Ведь именно социокультурная составляющая языка, при незнании определенных речевых норм, зачастую является причиной провалов в деловых переговорах. В подобных случаях незнание собеседником культурного аспекта может привести к недопониманию и быть интерпретировано как неуважение, некомпетентность или даже агрессия.*

***Ключевые слова:** переговоры, культура, культурные измерения Хофстеде, язык.*

***Abstract.** The main purpose of this article is to describe the impact of culture, communication and language on the effectiveness of negotiation process in business settings. The concepts of culture, language and negotiation processes in general are explained, followed by cultural influences on negotiation occurring in the business community. Indeed, it is the sociocultural component of the language, in the absence of certain speech norms that often leads to failures in business negotiations. In such cases, the interlocutors' ignorance of the cultural aspect can lead to misunderstanding and can be interpreted as disrespect, incompetence or even aggression.*

***Keywords:** negotiation, culture, Hofstede's cultural dimensions, language*

С переходом к глобальным рыночным отношениям повысился интерес к проблеме влияния культуры и языка на стиль ведения деловых переговоров как одного из решающих факторов для достижения успеха. Слово "переговоры" прочно вошло в жизнь бизнесменов, определяя деловые взаимоотношения при решении вопросов в области торговли и бизнеса, постепенно становясь практикой повседневного общения между людьми, зачастую имеющими разное языковое и культурное происхождение. Количество деловых переговоров неуклонно увеличивается, как в монокультурной среде, так и между представителями различных культур, представляя практический интерес для исследования влияния культуры и языка на эффективность переговорного процесса.

Деловые переговоры включают в себя сложное взаимодействие коммуникации, ценностей и ожиданий, которые могут иметь значительные различия в зависимости от культуры и выбранного языка общения их участников. Деловое общение в современных условиях приобретает новые черты и предполагает наличие умений, позволяющих преодолеть предубеждения и стереотипные установки для достижения взаимопонимания и желаемой практической цели. В связи с этим для достижения успеха в таких переговорах необходимо учитывать множество культурных факторов (Brett, 2000).

Хофстеде (1980, стр. 21-23) определяет культуру как «коллективное программирование разума, которое отличает членов одной группы от другой», формируя подход людей к переговорам и влияя на их предпочтения в отношении принятия решений, стили общения и стратегии разрешения конфликтов. Различные культурные системы порождают стили ведения переговоров, которые могут иметь разные уровни иерархии, формальности и прямоты общения, что, в свою очередь, влияет на переговорный процесс. Стили формируются культурой каждой нации, что приводит к неизбежному использованию культурных кодов, образов, предрассудков или другого установочного багажа, свойственного определенной культуре, в переговорной ситуации. Например, в некоторых культурах важное значение имеет установление личных отношений и доверия перед обсуждением деловых вопросов, в то время как в других переговоры могут фокусироваться больше на фактах и цифрах, с меньшим упором на личные связи. В разных культурах существуют присущие им нормы общения, которые влияют на подход к ведению бизнес переговоров. Фундаментальные различия между культурами влияют на успех переговоров во всем мире.

Культурные различия могут проявляться во время переговоров по-разному, включая процессы принятия решений, подходы к разрешению конфликтов и уровень напористости. Например, представители некоторых культур ценят достижение консенсуса и гармонию, что приводит к совместному и ориентированному на отношения стилю переговоров. Напротив, в других культурах приоритет отдается прямому общению и конкуренции, что приводит к более конфронтационному или конкурентному стилю переговоров. Обычно целью переговоров является поиск формулы распределения оспариваемой ценности или набора ценностей между сторонами переговоров (Faure, 1993).

#### Теория межкультурных измерений Хофстеде

Бизнес меняет отношение к культурной проблематике, усиливая понимание необходимости ознакомления с культурой партнеров для успешных деловых отношений. Многомерная модель международных деловых переговоров Гирта Хофстеде служит основополагающей для дальнейших исследований в области межкультурного менеджмента. В своем многолетнем исследовании Хофстеде изучал модели поведения сотрудников 72 филиалов транснациональной компании IBM в призме взаимосвязи культуры и бизнеса и проанализировал данные об их установках и ценностях. В ходе исследования ученый выделил четыре основных параметра межкультурных взаимоотношений, которые влияют на успех бизнес коммуникации.

#### Дистанцированность власти

Дистанцированность власти – это «степень, в которой менее влиятельные члены институтов и организаций внутри страны понимают и принимают, что власть распределяется неравномерно» (Hofstede 1991, стр. 28). Это означает, что уровень неравенства лежит в основе взглядов как последователей, так и лидеров. Во всех обществах присутствует неравенство, но в некоторых обществах оно сильнее, чем в других (Hofstede and Usunier, 1996, стр. 121). Хофстеде (1980) предполагает, что чем больше дистанция власти, тем более централизована структура контроля и принятия решений, что влияет на структурное измерение переговоров, относящееся к устойчивым внешним ограничениям в переговорном процессе. В странах с большей дистанцией власти переговоры должны вестись и решения в ходе таких переговоров приниматься высшим руководством. Низкая

дистанция власти обычно означает, что все имеют одинаковые права и привилегии. Такие ценности, как равенство, подчеркиваются в обществе и в трудовой жизни (Hofstede and Usunier, 1996). В культуре низкой дистанции власти компетентность важнее старшинства, что приводит к консультативному стилю управления.

#### Индивидуализм против коллективизма

Этот параметр описывает степень интеграции в группы, и отражает то, как люди живут и работают вместе. К одной крайности относятся общества, в которых очень слабые связи между людьми, и ожидается, что каждый будет заботиться о своих собственных интересах. Другая крайность включает общества с низким индивидуализмом. В этих обществах существуют очень прочные связи между людьми, образующими группы. В международных переговорах, чтобы иметь возможность формулировать аргументы, важно знать, является ли противоположная сторона коллективистской или индивидуалистической, то есть ищет ли она коллективное решение или индивидуальную выгоду. Индивидуалистические культуры склонны ценить открытый конфликт и линейную логику. В этих культурах поощряется конкуренция, а не сотрудничество, подчеркивается индивидуальная инициатива и достижения, а также ценится индивидуальное принятие решений (Samovar and Porter, 2004).

#### Избегание неопределенности

Избегание неопределенности означает отсутствие терпимости к двусмысленности и необходимость формальных правил. Оно указывает на «степень, в которой определенная культура программирует своих членов чувствовать себя либо некомфортно, либо комфортно в неструктурированных, новых, неизвестных и неожиданных ситуациях» (Hofstede and Usunier 1996, стр. 122), а также «как они воспринимают неструктурированные, неясные или непредсказуемые ситуации, которых они стараются избежать, придерживаясь строгих кодексов поведения и веря в абсолютную истину (Hofstede 1980). Страны с низким (слабым) избеганием неопределенности (такие как США, Великобритания) не чувствуют угрозы двусмысленности и неопределенности и не чувствуют необходимости контролировать окружающую среду, события и ситуации (Samovar and Porter, 2004). Представители этих культур ценят инициативу, не любят структуру, связанную с иерархией, более склонны к риску, гибки, считают, что правил должно быть как можно меньше, и зависят не столько от экспертов, сколько от самих себя. В целом представители этого типа культуры более расслаблены (Samovar and Porter, 2004).

#### Мужественность

Четвертое измерение, мужественность, определяет гендерные роли в организациях. В организациях с высоким уровнем мужественности очень немногие женщины могут получить работу более высокого уровня и с более высокой оплатой. В организациях с низким уровнем мужественности женщины могут получить более справедливый организационный статус (Hofstede 1980).

С момента публикации в 1980 году теория культурных измерений Хофстеде получила широкое признание и вдохновила кросс-культурные исследования в ряде академических дисциплин — от социологии до международного управления (Orr and Hauser, 2008). Исследование Хофстеде предоставило экономный подход к изучению человеческой культуры, утверждая, что различные аспекты социального поведения и мышления в конечном итоге формируются всего лишь несколькими культурными измерениями.

Язык является еще одним ключевым фактором, определяющим успех переговорного процесса, поскольку он может влиять на ясность общения, понимание концепций и общую эффективность переговоров. В любом бизнесе положительных результатов можно добиться только за счет эффективного использования языка. Тейлор (2005) указывает на то, что важно обеспечить точность формулировок во всех деловых коммуникациях по нескольким причинам:

1. Установление отношений. Важно стремиться к благоприятным взаимоотношениям с людьми, с которыми вы регулярно общаетесь. Неподходящие и неточные формулировки могут нанести серьезный вред этим отношениям.

2. Точная формулировка идей. Неподходящие или некорректные выражения могут означать, что смысл вашего сообщения непонятен читателю.

3. Создание положительного имиджа организации. Ясное, краткое и точное использование языка создает впечатление эффективности и вселяет уверенность.

Язык играет ключевую роль в деловых переговорах, влияя на общую эффективность достижения взаимовыгодных соглашений. Поскольку людям, как правило, легче выражать свои мысли на родном языке, ведение переговоров на неродном языке может снизить коммуникативные способности и, следовательно, эффективность переговоров. Хатчинсон (2005) доказал, что разрыв в понимании и владении языком может существенно препятствовать эффективному диалогу, снижая возможности развития сотрудничества. Языковые барьеры могут создавать проблемы в передаче сложных идей, выражении эмоций и установлении взаимопонимания с коллегами разного языкового происхождения. Выбор слов, интонации голоса и невербальных сигналов в общении также может различаться в зависимости от языка, что приводит к потенциальным недопониманиям или неверным толкованиям.

Во избежание данных проблем участники деловых переговоров должны знать культурные нормы и языковые нюансы, которые могут повлиять на переговорный процесс. Развитие культурной компетентности, адаптация стилей общения и проявление гибкости в подходах к переговорам могут помочь преодолеть культурные и языковые различия, что приведет к более успешным результатам в бизнесе.

В заключении стоит отметить, что влияние культуры и языка на стиль деловых переговоров является важным фактором, влияющим на динамику глобальных деловых взаимодействий. Понимание влияния культуры и языка на стили переговоров имеет важное значение для разработки эффективных коммуникационных стратегий, установления взаимопонимания и достижения продуктивных результатов в различных условиях. Понимая и принимая разнообразие культурных и языковых точек зрения, участники деловых переговоров могут повысить свою способность эффективно общаться, строить отношения и достигать взаимовыгодных соглашений.

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## МЕЖКУЛЬТУРНАЯ БИЗНЕС КОММУНИКАЦИЯ И ФОРМИРОВАНИЕ ИМИДЖА СОВРЕМЕННОГО ПРЕДПРИНИМАТЕЛЯ: СТРАТЕГИИ УСПЕХА

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*Аннотация.* В статье рассмотрена роль межкультурной коммуникации в формировании имиджа предпринимателей, фактор ее влияния в современном деловом мире на примере международных компаний, а также даны практические рекомендации, направленные на улучшение бизнес отношений.

Авторы статьи уверены, что преподаватели курса делового общения в ВУЗах бизнес ориентированности, должны уделять особое внимание развитию у своих студентов навыков межкультурного общения, осознанию важности таких знаний, а также развитию способности к саморефлексии и гибкости нормативного использования языка в их дальнейшей профессиональной деятельности.

Как показывает опыт мировых компаний, межкультурная коммуникация и владение в необходимой степени навыками делового общения играют важную роль в становлении имиджа предпринимателя и поддержании успешных бизнес отношений в современном мире.

Предложенные авторами стратегии межкультурной коммуникации, применяемые в ведении бизнеса на международном уровне, способствуют пониманию специфики общения с представителями различных культур во избежание провалов в межличностной коммуникации и улучшению бизнес отношений.

**Ключевые слова:** Межкультурная коммуникация, вербальная коммуникация, паравербальная коммуникация, невербальная коммуникация, межличностная коммуникация, современный предприниматель.

**Abstract.** The article considers the role of intercultural communication on the positive image of an entrepreneur; its influence in the modern business world on the example of international companies, as well as practical recommendations aimed at improving business relations.

The authors feel certain that teachers in business oriented universities should make emphasis on the development of intercultural communication skills and the ability for self-reflection and flexibility in their students' further professional activities.

As the experience of world companies shows, intercultural communication and the presence, to the necessary degree, of business communication skills play an important role in the formation of positive business image and maintenance of successful business relations in modern world.



*Intercultural communication strategies proposed by the authors help to understand the specificity of communication with representatives of different cultures in order to avoid failures in interpersonal communication and improve business relations.*

**Keywords:** *Intercultural communication, verbal communication, paraverbal communication, nonverbal communication, interpersonal communication, modern entrepreneur.*

Владение языком является немаловажным фактором успеха в жизни современного предпринимателя. Это обусловлено тем, что английский язык стал так называемым *lingua franca*, посредником между представителями различных культур, национальностей и концессий. Свыше миллиона людей свободно владеют английским языком. Добавить к этому еще несколько миллионов с достаточно продвинутым уровнем знаний языка, в странах, где английский является официальным языком общения. И наконец, примерно 90% всех интернет источников и современных печатных материалов используют английский язык.

Данная статистика дает понимание высокого уровня значимости английского языка для общения, в частности для деловой коммуникации. Однако, наряду с этим стоит подчеркнуть и другой немаловажный аспект влияния на эффективность бизнес отношений, а именно фактор знания культурных особенностей носителя/пользователя иностранным языком. Авторы статьи ставят целью проанализировать значение межкультурной коммуникации для становления и поддержания успешного делового общения и формирования позитивного имиджа в деловой среде.

В наши дни знания английского языка, помноженные на способность к саморефлексии и нормативной гибкости в применении этих знаний, являются залогом успешного и комфортного функционирования в бизнес среде. Аспекты владения деловым английским затрагивают различные сферы деятельности и включают в себя навыки устной и письменной бизнес-коммуникации, бизнес-корреспонденции, профессионального знания языка по профилю профессии, а также межкультурную коммуникацию.

Термин «межкультурная коммуникация» был впервые введен культурным антропологом Эдвардом Холлом в середине 20 века. [1]

Холл пытался разработать программу нацеленную на обучение сотрудников дипломатического корпуса, а также военных ведомств особенностям общения с представителями других культур. [2]

С тех пор важность культурной сенсбилизации и межкультурного общения осознали и представители бизнеса. Многие крупные компании на регулярной основе проводят тренинги для своих сотрудников по обучению владением не только собственно английским языком, но и прагматическими правилами его использования в англоговорящей среде. Ведь именно прагматическая составляющая языка при незнании определенных речевых норм, зачастую ведет к так называемым коммуникативным неудачам. В подобных случаях незнание собеседником этих норм может быть интерпретировано носителем языка как неуважение, некомпетентность или даже агрессия.

С точки зрения лингвистики, речь идет о вербальной, невербальной и паравербальной межкультурной коммуникации. [3]

Вербальная коммуникация подразумевает использование собственно языка, как инструмента общения. Именно посредством вербального общения происходит обмен информацией, мнениями и эмоциями между участниками процесса. Язык является

отражением целого культурного мира собеседника, а также самым информативным каналом общения между людьми. Межкультурная коммуникация изучает пути наиболее правильной передачи информации и достижения наилучшего взаимопонимания между людьми посредством вербального общения.

Невербальная коммуникация происходит при помощи таких средств передачи сообщения, как выражение лица, язык тела и жестов, а также материальных источников информации, включающих в себя одежду, предметы, окружающую обстановку.

Третий тип межкультурной коммуникации, паравербальный, характеризуется использованием паралингвистических приемов, таких как: ритм и тембр голоса говорящего, а также интонация.

Все указанные типы межкультурного общения являются важными элементами самоидентификации представителей различных культур и стран. Допуская некоторое обобщение, можно утверждать, что представители западных стран ценят прежде всего содержание общения, в то время как в странах Азии большее внимание уделяется манере ведения разговора и церемониалу невербального общения. Возьмем, например, Узбекистан и США и проведем сравнительный анализ ценностей в профессиональной сфере. Узбекистан, по определению индивидуальной культурологической шкалы [4], является страной с высоко контекстной культурой и характеризуется высокой же степенью коллективизма. США, напротив, - страна с низким значением контекста. Американцам свойственны индивидуализм и решительность действий.

Неудивительно, что отсутствие навыков нормативной гибкости в контексте межкультурной коммуникации, может стать причиной коммуникативных неудач. [5]

Компания Yahoo! являет собой пример последствий отсутствия нормативной гибкости межличностного и межкультурного общения в рамках письменной бизнес-коммуникации. В 2013 году, Yahoo! отправила всем сотрудникам меморандум, содержащий информацию о том, что, начиная с 1 июня 2013 года, все сотрудники, работающие удаленно, должны перейти для работы в офисы или уволиться. Недовольство было вызвано не только содержанием меморандума, но и формой, в которой он был написан. По мнению экспертов в области бизнес-коммуникации, сообщение не объясняло причины действий руководства компании и было выдержано в ультимативном тоне. Как следствие, большой процент сотрудников Yahoo! отказался от дальнейшей работы в компании. [6]

Как показывает опыт мировых компаний, межкультурная коммуникация и владение в необходимой степени навыками делового общения играют важную роль в становлении и поддержании успешных бизнес отношений в современном мире. На практических занятиях, студентам Сингапурского Института Развития Менеджмента в Ташкенте было дано задание собрать информацию о крупных мировых компаниях; на основе примеров этих компаний был проведен анализ самых эпических коммуникативных неудач за последнее десятилетие, их причины и последствия. Были также рассмотрены основные потенциально полезные стратегии, направленные на практическое достижение поставленных целей.

#### 1. Главенство выполнения принятых обязательств.

Данная стратегия подразумевает эффективное для конкретной ситуации взаимодействие управленческих кадров, направленное на нахождение нужных решений и достижение поставленных целей.

#### 2. Приоритет межличностных отношений.

Зачастую, в современной бизнес среде эффективная коммуникация неразрывно связана с личными связями партнеров, дружескими или семейными, что, в свою очередь, является тенденцией развития современного бизнес сообщества.

### 3 Детальное изучение проблемы.

Предельная концентрация на обсуждении деталей международного договора характеризует его непосредственную успешную реализацию и дальнейшее плодотворное деловое сотрудничество между партнерами. Коммуникативные неудачи, возникающие вследствие ненадлежащего обсуждения деталей, могут привести к неполному выполнению или даже провалу договора.

Так, например, космический корабль Mars Climate Orbiter, стоимостью 125 миллионов долларов, сгорел в марсианской атмосфере из-за коммуникативной ошибки, произошедшей между его конструктором, Мартином Локхидом, и проектировщиками NASA. Измеряя силу малых двигателей аппарата, Локхид использовал Британскую единицу измерения – фунт, в то время как проектировщики корабля из NASA подразумевали другую единицу измерения – ньютон, в результате чего дорогостоящий проект потерпел крах [5].

### 4 Тактика выжидания.

Одной из основополагающих составляющих межличностной коммуникации представителей азиатского региона является тактика выжидания, в результате которой проводится подробный анализ выдвинутых партнерами условий и оценка реальной выгоды. Плодотворность межкультурной коммуникации напрямую зависит от способности противоположной стороны к принятию взаимовыгодных договоренностей.

### 5 Точность и пунктуальность.

Точность и пунктуальность в ведении переговоров и выполнении всех пунктов договоров играют важную роль в успехе на международном уровне. Так, например, большое значение точности и пунктуальности уделяют японские бизнесмены. Точность в назначении времени начала и окончания переговоров играет немаловажную роль в успешном сотрудничестве с представителями японской культуры [8].

### 6 Уход от открытых противоречий.

Во избежание конфликтов с иностранными партнерами, бизнес представители некоторых стран предпочитают избегать ответа “нет”, заменяя его на молчание или более мягкую форму несогласия. Представители японской культуры скорее скажут “это трудно реализовать” нежели слово “нет” [9].

### 7. Проявление вежливости.

Несмотря на традиционное проявление искренности и уважения в межличностном общении, представители азиатской бизнес среды не всегда отождествляют их с заинтересованностью в предложенных условиях контракта.

Исходя из рассмотренных авторами на практических занятиях вышеперечисленных стратегий межкультурной коммуникации, применимых в ведении бизнеса на международном уровне, был сделан вывод о том, что успешное деловое общение на международном уровне зависит не только от владения языком на должном уровне, но и от способности сторон быть толерантными с представителями других культур. Во избежание провалов в межличностном общении, партнерам необходимо иметь четкое представление о культуре, специфике общения и языковой картине мира друг друга, что, в свою очередь,

позволит осуществить поставленные цели без болезненных последствий, вызываемых отсутствием взаимопонимания.

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## ECONOMIC ANALYSIS OF GDP GROWTH DYNAMICS OF UZBEKISTAN (2020-2024)

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**Abstract.** *Uzbekistan, a Central Asian nation with a rapidly transforming economy, has experienced significant changes in its GDP growth trajectory from 2020 to 2024. This period has been marked by economic reforms, the impact of the global COVID-19 pandemic, shifts in trade dynamics, and the implementation of new fiscal policies aimed at sustainable growth. This article delves into the GDP trends of Uzbekistan over these years, analyzing key factors driving growth, sectoral performances, and the future outlook.*

**Keywords:** *key factors driving growth, sectoral performances, stimulus packages, social protection measures.*

### Introduction

The year 2020 was particularly challenging for Uzbekistan, as the global COVID-19 pandemic caused widespread economic disruptions. Despite these challenges, Uzbekistan's GDP grew by 1.6%, making it one of the few countries in the region to avoid contraction. This resilience was attributed to the government's swift response, including stimulus packages, social protection measures, and efforts to maintain economic activity.

In 2021, Uzbekistan's economy rebounded strongly, with GDP growth accelerating to 7.4%. The recovery was driven by the easing of pandemic-related restrictions, a resurgence in domestic demand, and a strong performance in key sectors such as agriculture, industry, and services. The government continued its reform agenda, focusing on liberalizing markets, improving the business environment, and attracting foreign investment.

The growth momentum carried into 2022, with GDP expanding by approximately 5.7%. While the growth rate was lower than in 2021, it reflected a normalization of economic activity after the post-pandemic surge. Inflationary pressures, global supply chain disruptions, and geopolitical tensions (including the Russia-Ukraine conflict) posed challenges, but Uzbekistan managed to sustain positive growth through diversification efforts and increased public investment in infrastructure.

In 2023, Uzbekistan's GDP growth was projected to be around 5.5% to 6.0%, reflecting steady expansion despite ongoing global uncertainties. Key drivers included robust agricultural output, continued industrialization, and growth in the services sector. The government's focus on digitalization, energy efficiency, and infrastructure development further bolstered economic performance. Additionally, increased trade with neighboring countries and China contributed positively to growth.

Looking ahead to 2024, Uzbekistan's GDP is expected to grow at a similar rate, with projections ranging from 5.5% to 6.0%. The economy is likely to benefit from continued reforms, diversification of exports, and integration into global markets. However, external risks such as

global economic slowdown, commodity price volatility, and regional geopolitical tensions could pose challenges.

#### *Sectoral Contributions to GDP*

##### *Agriculture*

Agriculture remains a vital sector in Uzbekistan's economy, contributing significantly to GDP and employment. The government's efforts to modernize agriculture, improve irrigation systems, and introduce advanced technologies have boosted productivity. In 2020-2024, agriculture consistently contributed around 25% to GDP, with key products including cotton, wheat, fruits, and vegetables.

##### *Industry and Manufacturing*

The industrial sector, including manufacturing, mining, and construction, has been a major growth driver. The sector's share in GDP increased from around 30% in 2020 to over 35% by 2024. Key industries include textiles, food processing, chemicals, and machinery. The government's industrial policy, which encourages diversification and modernization, has played a crucial role in this expansion.

##### *Services*

The services sector, encompassing trade, transport, telecommunications, and financial services, has seen rapid growth. By the end of the 2024 year, services were expected to account for nearly 40% of GDP. The growth in this sector reflects increasing urbanization, rising consumer demand, and the expansion of digital services. Tourism, in particular, has been a focus area, with the government promoting Uzbekistan as a cultural and historical destination.

#### *Government Policies and Reforms*

##### *Economic Liberalization*

Since 2017, Uzbekistan has been undergoing significant economic reforms aimed at liberalizing markets, improving the investment climate, and reducing state intervention. These reforms accelerated during 2020-2024, with policies focused on privatization, banking sector modernization, and legal reforms to protect investors' rights.

##### *Fiscal and Monetary Policy*

Uzbekistan's fiscal policy during this period was characterized by increased public investment in infrastructure, education, and healthcare. The government also adopted a cautious monetary policy to manage inflation, which averaged around 9% during 2020-2024. The Central Bank of Uzbekistan aimed to stabilize the currency and control inflation through targeted interventions.

##### *Trade and Investment Policies*

To boost GDP, Uzbekistan pursued an open trade policy, signing trade agreements with several countries and joining international organizations. The government also implemented measures to attract foreign direct investment (FDI), focusing on sectors such as energy, mining, and technology. These efforts were reflected in a steady increase in FDI inflows over the years.

#### *External Factors Influencing GDP*

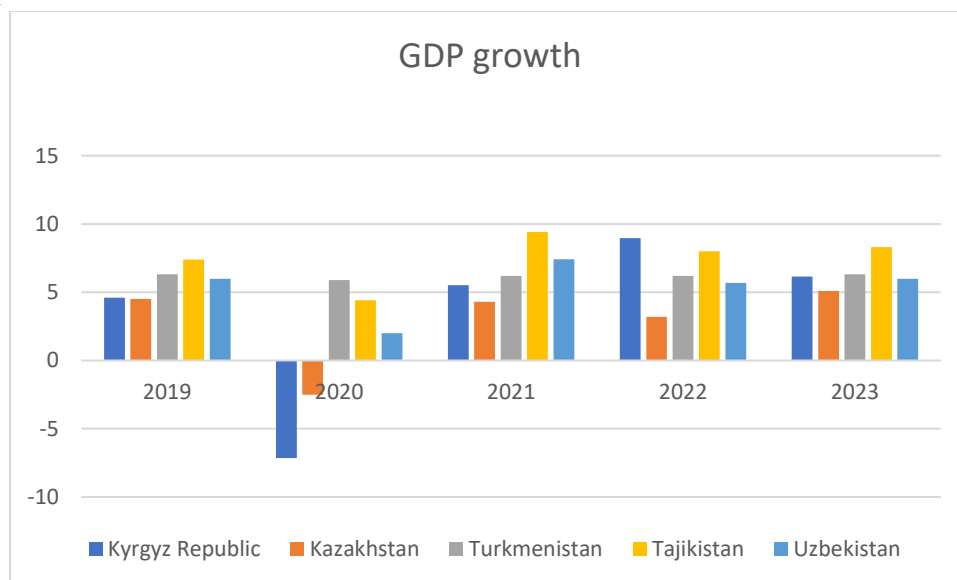
##### *Global Economic Environment*

The global economic environment played a significant role in shaping Uzbekistan's GDP growth. The COVID-19 pandemic, geopolitical tensions, and fluctuations in global commodity prices had both direct and indirect impacts on the economy. Uzbekistan's dependence on

remittances from abroad, particularly from Russia, also made the economy vulnerable to external shocks.

**Regional Trade and Integration**

Uzbekistan's efforts to strengthen regional trade ties, particularly with Central Asian neighbors and China, contributed positively to GDP growth. Initiatives such as the Belt and Road Initiative (BRI) provided infrastructure investments that enhanced connectivity and trade. However, regional challenges, including border disputes and water resource management, remained potential risks.



**Graph 1. GDP growth of Central Asian Countries between 2020-2024**

Here is a graph comparing the GDP growth rates of Uzbekistan with other Central Asian countries (Kazakhstan, Kyrgyzstan, Tajikistan, and Turkmenistan) from 2020 to 2024. The graph illustrates how Uzbekistan's GDP growth has been relatively stable and resilient compared to its neighbors, particularly during the challenging period of the COVID-19 pandemic. Each country's growth trajectory reflects its unique economic structure and external dependencies.

- **Diversification:** Uzbekistan has been more successful in diversifying its economy compared to Kazakhstan and Turkmenistan, which remain heavily dependent on energy exports.
- **Resilience:** Uzbekistan and Tajikistan demonstrated relative resilience during the pandemic, maintaining positive growth, whereas Kazakhstan and Kyrgyzstan experienced more significant contractions.
- **Volatility:** Kazakhstan and Turkmenistan have faced greater economic volatility due to their dependence on global energy prices, while Uzbekistan's more diversified economy has helped mitigate some of these external shocks.

Uzbekistan is expected to continue its growth trajectory, supported by ongoing reforms and diversification efforts. Kazakhstan and Turkmenistan will continue to be influenced by global energy markets, with efforts to diversify their economies gaining importance. Kyrgyzstan and Tajikistan remain vulnerable but could see steady growth if external conditions remain favorable.

**Conclusion**

Uzbekistan's GDP growth from 2020 to 2024 reflects the country's resilience in the face of global challenges and its determination to pursue economic reforms. The period has been marked by steady growth, driven by key sectors such as agriculture, industry, and services. Looking ahead,

Uzbekistan faces both opportunities and challenges as it continues on its path toward sustainable economic development. With the right policies and strategic focus, the country is well-positioned to achieve its long-term economic goals.

The future outlook for Uzbekistan's GDP growth remains positive, with projections indicating continued expansion. The government's commitment to economic reforms, infrastructure development, and integration into global markets is expected to sustain growth. However, the country faces challenges such as managing inflation, reducing unemployment, and ensuring equitable development across regions.

Several risks could affect Uzbekistan's GDP growth, including global economic slowdowns, geopolitical tensions, and climate change. The country's ability to navigate these challenges will depend on the effectiveness of its policies and the resilience of its economic structure.

To achieve sustained GDP growth, Uzbekistan will need to focus on several strategic priorities, including diversifying its economy, improving the business environment, and enhancing human capital. The government's Vision 2030 plan outlines these priorities and sets ambitious targets for economic and social development.

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# CHALLENGES AND OPPORTUNITIES FOR FINTECH COMPANIES IN BUY NOW PAY LATER SERVICES MARKET IN UZBEKISTAN

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**Abstract.** *The adoption of a Fintech digital financing facility “Buy Now, Pay Later” has grown rapidly on the international level. Within last five years Uzbekistan has become a promising player in the dynamic Fintech landscape due its fast integration of technology and finance, coupled with initiatives to enhance financial inclusion. And as e-commerce is growing in popularity among local consumers, Fintech players in Uzbekistan market are focusing on BNPL service development through innovation, local adaptation and diversification of their offerings to meet the growing demand for convenient and accessible point of sale financing tool. The rise of Fintech has drastically disrupted traditional consumer lending practices in the country, bringing forth numerous opportunities and challenges that are explained in the paper. Recommendations for Fintech companies willing to run BNPL business in Uzbekistan are presented in the concluding section.*

**Keywords:** *BNPL, countries in transition, consumer credit, paying by installments, POS financing, credit scoring, household income, Fintech, Uzbekistan.*

## Introduction

The last decade of digitalization in the global financial market has been associated with the unprecedented rise of Fintech companies offering drastically new digital solutions to the services previously considered as a prerogative of traditional banks. The concept of paying by installments is not new and of a simple nature, however Fintech companies have transformed it into digital, fast, and convenient solution with a catchy tag “Buy Now, Pay Later” (BNPL). BNPL is expected to reach nearly a quarter of all global ecommerce transactions by 2026 (Purnell, 2024). Furthermore, Grand View Research (2023) predicts that the fastest growth will be observed in the Asian region, including Central Asian countries.

As Uzbekistan continues to develop its digital financial infrastructure and regulatory frameworks, the Fintech industry is poised for further growth particularly in BNPL market.

## Methodology

In this research, the integrated SWOT-MLP analysis has been applied to identify opportunities and challenges at three levels—landscape, regime, and niche—within the Uzbekistan BNPL sector. This analysis facilitates a comprehensive understanding of the market and offers recommendations for an effective adoption of BNPL Fintech service the Uzbekistan financial sector.

Under the Multi-level Perspective (MLP) framework, a niche technology development can reach a particular level that will cause a sizable shift in the regime subject to significant pressure from the landscape. For a smooth transition to occur, there are two conditions to be met: an internal condition of a niche development and an external condition related to regime and landscape

pressures, causing either challenges or opportunities for an existing system (Yang and Jung, 2024). Applying both MLP framework and SWOT analysis in close interconnection allows their simultaneous utilization ('integrated SWOT-MLP analysis') for capturing the full picture in the evolving BNPL sector.

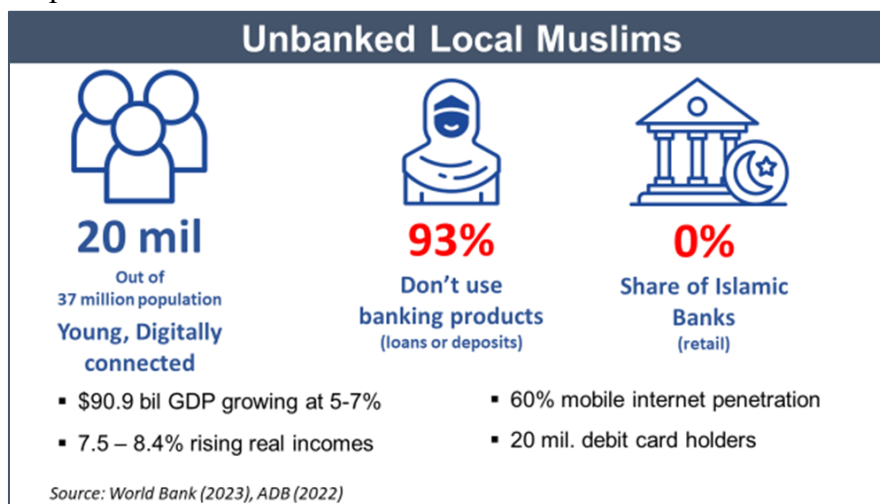
**Results and Findings**

Radical digital transformation of the banking industry and e-commerce growth in the developing parts of the world represent major growth drivers for point-of-sale (POS) financing (McKinsey & Company, 2024). As noted by KPMG (2024) a growing number of consumers rely on and feel confident about BNPL services as e-commerce turnover keeps rising. the total volume of POS financing and BNPL has reached more than 450 million US dollars and with the annual growth of 38-42% it is forecasted to be 1.5-2 billion US dollars (KPMG, 2024).

Installment plans have been growing in popularity in Uzbekistan due to relatively low-income levels, especially among younger generations and inappropriateness of consumer credit instruments of traditional banks for the dominant Muslim portion of the population.

*BNPL Target Segment in Uzbekistan*

Uzbekistan's young, smartphone-wielding generations are driving the BNPL revolution. The average age of a resident of Uzbekistan is 29 years (World Bank, 2023). So, Millennials and Gen Z, (these, who are 20-35 years old), are the target segment of BNPL. They are comfortable with digital services (mobile banking and cashless payments), view any payment as an experience rather than just a transaction, and BNPL allows them splitting purchases into affordable installments. Moreover, as the majority of the segment are Muslims, BNPL fintech providers offer 'Halal Finance' options.



Within last five years there has been a surge in the number of BNPL players targeting young 'unbanked' Muslims (more than 18 million people) with intensifying competition for the market share. To stand out and gain a dominant market position, BNPL players have to differentiate themselves through innovative solutions, customer-centric approaches, and efficient services before Islamic banks are allowed to enter the market (targeted regulations on Islamic Finance have not been introduced yet).

*Fintechs in Uzbekistan BNPL Market*

The rapid development of BNPL in Uzbekistan is facilitated mainly by fintech companies, that build their own scoring models to assess creditworthiness of clients, use AI and machine

learning solutions to leverage information from government resources (i.e. gov.uz) and accelerate decision making process.

Though the exact details vary by provider, most BNPL services offered in Uzbekistan have three basic options:

- *Pay Later* in full after 30 days.
- *Pay Later Installments*: 3-4 equal, interest-free installments up to 4-6 months.
- *Finance It*: splitting the cost of large purchases into 24-36 months with low-interest instalment plans.

Financial habits are still being formed in Uzbekistan. For instance, though consumer credit facilities have been offered by conventional commercial banks for a relatively short period of time, retail exposures doubled as a proportion of sector loans over 2018–2023, reaching 32% at end-2023, the retail loan quality is expected to deteriorate in 2024 and 2025 (Fitch Ratings, 2024). The riskier segments - unsecured cash and car loans have accounted for the majority of the recent retail loan growth. Recent regulatory restrictions introduced by the Central Bank of Uzbekistan and aimed at mitigating the risks of overheating in retail lending, make BNPL option even more attractive.

The majority of BNPL providers in the country would like to capitalise on the strong preference for halal products among Uzbekistan's predominantly Muslim population using ‘Halal Klarna’ approach.

*Types of FinTech Companies offering BNPL service in Uzbekistan*

*Homegrown fintech start-ups*: Local fintech start-ups are engaged in payments, lending, and investments. Addressing additional consumer and business needs such as payment apps and wallets, and merchant payment solutions.

*International fintech firms*: Established international fintech firms have launched in Uzbekistan, stimulating competition and helping promote customer adoption.

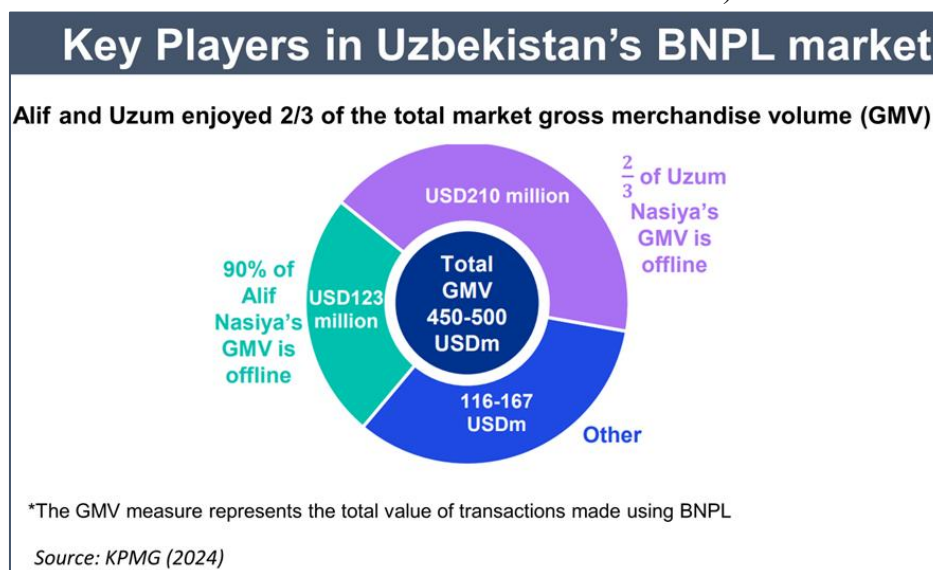
*Banks*: Leading banking incumbents have moved quickly to offer digital-only offerings.

Although, the number of Fintechs in BNPL market has grown considerably, there is still an unmet demand in experienced fintech developers, experts, and active proponents of BNPL benefits (KPMG, 2024).

BNPL business model profit is derived from commissions that are paid by merchants (up to 10% due to intense competition among BNPL providers) and mark-ups on POS financing covered by customers (from 0% to 68%). The markup on merchandises includes the percentage of non-returns, currency risks, compensation to investors, and operating expenses. High mark-up level in POS financing mostly due to expensive funding in local and foreign currencies pose some challenges to the wider acceptance of this type of consumer credit. Classic BNPL plans for 3-4 months with no mark-ups for customers are the most popular among the local population.



Uzum Nasiya and Alif Nasiya are the leading companies in the BNPL sector of Uzbekistan based on gross merchandise volume (GMV). Uzum, however, dominates the market owing to its large investments in growing the own ecosystem (online market place, digital bank, own POS network, and established ties with local and international merchants).



### Challenges faced by BNPL Fintechs

Due to the fast acceleration of Uzbekistan Fintech sector in general, and BNPL service in particular, a number of challenges are being encountered. The government should take a lead and responsibility to navigate and address them, as well as promote further acceptance and growth of the Fintech industry.

#### Government and Regulation

The key government institutions in Uzbekistan's transforming financial sector are the Central Bank of the Republic of Uzbekistan, the National Agency of Perspective Projects (e-commerce regulation), and the Fintech Association of Uzbekistan.

While Uzbekistan does not have a dedicated regulatory framework for BNPL, there is a set of rules for non-banking entities that include e-commerce, micro-lending and consumer protection. As KPMG (2024) states, the regulatory framework is also constantly changing with the current

emphasis on startups' interests. Such constant changes may hinder growth and limit opportunities for Fintech companies.

However, as the BNPL adoption rate in Uzbekistan is increasing, the government should take new measures to regulate the field and increase trust in Fintech. The introduction of a special regulation on BNPL may bring reassurance to consumers, both using BNPL or those who have not tried BNPL services. Evolving regulation can also substantially impact the operations of BNPL startups, requiring them to comply with changing legal requirements while maintaining customer trust and transparency.

#### *Increasing Consumerism among younger generation*

BNPL option can make it dangerously easy for young low-income households to spend beyond their means and, consequently trap them in an unbearable circle of debt. Young people can benefit from BNPL, but at the same time they should fully understand the consequences and avoid blaming BNPL later. As Allchin (2023) emphasizes, it is essential for BNPL providers to control that their advertisements are not misleading to consumers. BNPL Fintechs should make it clear especially to young consumers that BNPL is a form of credit rather than a convenient option to finance online purchases.

#### *Competition with Traditional banks*

Older generations still prefer to rely more on conventional financial services provided by commercial banks. Banks are well equipped to compete with BNPL and meet the needs of customers: more experience, well-established relationships with consumers and merchants, and trusted brands. Another valid concern for BNPL Fintechs is the absence of consumer loans' credit history base, for example the majority of Gen Z representatives in Uzbekistan have barely used traditional credit products in the past. So, all BNPL players have the task of creating and developing this base in a very short period of time.

#### *Consumer Behavior Shifts and Economic Fluctuations*

Due to changing economic conditions and shifting financial priorities, BNPL companies must remain attuned to consumer needs and preferences, as they directly influence demand for BNPL services. Economic uncertainties, high inflation can affect consumer spending habits and repayment capabilities. BNPL startups must establish robust risk assessment mechanisms to mitigate potential defaults and manage financial risks effectively.

#### *Opportunities faced by BNPL Fintechs*

By addressing the above stated challenges in a timely and effective manner BNPL providers in Uzbekistan can build strength by utilizing the following unique opportunities in the market.

#### *Game-changer in Uzbekistan market*

BNPL is bringing unbanked populations into the mainstream economy – younger generation with no or bad credit history, and Muslim population that needs Halal financing products. So, the flexibility with the lack of interest, offered by BNPL, are particularly alluring, making it the fastest-growing payment method in Uzbekistan.

#### *Win-win solution for consumers and merchants*

BNPL offers customers financial flexibility and a convenient checkout process, while merchants gain higher sales turnovers, larger order values, decreased acquisition costs, greater brand recognition, and customer loyalty. So it is expected that BNPL will be an appealing consumer credit financing tool in the future as well.

## *Innovation and Technology Integration*

Startups can explore new approaches to partnerships with merchants, loyalty programs, and tailored solutions for different customer segments to stay competitive. Investing in application of advanced technologies (AI and data analytics) can enhance risk assessment and streamline processes, improving the user experience and increasing the level of customer loyalty.

## *Education and Awareness*

Ensuring financial literacy and educating consumers on responsible usage of BNPL services can foster trust in BNPL providers, encourage sustainable financial behavior, and support the sector's further development.

## *Discussion*

By fostering collaboration among the FinTech businesses, traditional financial institutions, government agencies, and stakeholders, a robust sustainable system can evolve through leveraging collective expertise and resources. However, late payments and losses for BNPL in Uzbekistan need to be studied to better understand the socio-economic impact of this sector development.

## *Conclusion*

Buy Now Pay Later Services are drastically changing Uzbekistan's consumer retail lending landscape, offering a win-win scenario for both consumers and retailers, that needs to be properly regulated to ensure general trust in Fintech. With flexible and customer-friendly approach, BNPL empowers previously excluded consumers to participate in the credit economy, boosting their purchasing power, and driving market expansion.

By understanding the drivers of BNPL acceptance among consumers and its strategic benefits, BNPL service providers and retailers can gain significant advantages. At the same time, by proactively addressing the mentioned above potential challenges and promoting responsible borrowing, stronger customer relationships and sustainable growth of their businesses can be achieved.

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## ИҚТИСОДИЁТНИ РИВОЖЛАНТИРИШДА СОЛИҚ ТИЗИМИНИНГ ЎРНИ ВА АҲАМИЯТИ

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Мамлакатимиз иқтисодиётини ривожланган давлатлар қаторида юксалтириш ҳамда аҳолини ижтимоий ҳимоялаш, тадбиркорлик субъектлари фаолиятини ривожлантириш, ишлаб чиқариш жараёнини янада кенгайтиришда муҳим дастаклардан бири ҳисобланган солиқ механизмини мақбуллаштириш аҳамиятли масалалардан биридир.

Хорижий мамлакатларда амалга оширилган солиқ соҳасидаги ислоҳотлар амалиёти шундан далолат берадики, солиқ юкини камайтиришга қаратилган чора-тадбирларнинг амалга оширилиши дастлабки босқичида бюджет даромадларининг камайишига олиб келган. Кейинчалик, ушбу чора-тадбирлар натижасида иқтисодий ўсиш суръатларининг жадаллашуви ҳамда корхоналар ва аҳоли томонидан даромадларини яшириш ҳолатидан чиқарилиб, қонунийлаштирилиши ҳисобига давлат бюджети тушумларининг тикланиши юз берган.

Демак, мамлакатимизда оқилона солиқ сиёсатининг юритилиши ҳамда солиқ юкининг пасайтирилиши солиқ тўловчиларнинг айланма маблағлари кўпайишига олиб келади ва бунинг натижасида мамлакатда иқтисодиётни самарали таъминлаш имкони яратилади. Таъкидлаганимиздек, солиқлар давлатни молиявий ресурслар билан таъминлаш манбаи сифатида шаклланган. Бугунги кунга келиб давлат иқтисодиёти солиқ тизими билан узвий алоқада бўлиб, иқтисодиётдаги ўзгаришлар солиқ тизимида туб ўзгаришларни амалга оширишга сабаб бўлади ва аксинча.

Яна шу нарса маълумки, ер юзидаги барча давлатлар ўз функция ва вазифаларининг узлуксиз ва тўлиқ равишда амалга ошириш орқали тараққиётини таъминлаш учун зарур маблағларни шакллантиришда солиқларга мурожаат қилади. Шунингдек, бозор иқтисодиёти асосида ривожланган мамлакатларда давлатнинг иқтисодиётни тартибга солиш дастакларидан бири сифатида солиқлардан фойдаланади.

Аксарият дунё мамлакатларида солиқ тушумлари юқори салмоққа эга, шунингдек, бюджетни тўлдирувчи асосий манба саналади. Давлатнинг солиқлар орқали иқтисодиётни бошқаруви турли усул ва шаклларда олиб борилиши мумкин:

- мамлакат иқтисодиёти учун энг мос бўлган солиққа тортиш тизими ва структурасини ишлаб чиқиш;
- махсус ёки алоҳида солиқ режимларини ўрнатиш;
- солиқ ставкаларини табақалаштириш, ўзгартириш;
- солиқдан имтиёз ва преференциялар бериш;
- ҳар бир солиқ базасига кирувчи элементлар таркибини белгилаш.

Солиқлар воситасида иқтисодиётни бошқариш йўналишларини белгилашда республикамиз иқтисодиётига хос бўлган қуйидаги ҳолатларни эътиборга олиш лозим:

- бозорни бошқариш ва шунга мос равишда солиққа тортиш тажрибасининг нисбатан камлиги;



- иқтисодий эркинлаштириш жараёнининг суғлиги;
- мамлакатда ишлаб чиқаришнинг ва молиявий барқарор бўлган корхоналарнинг камлиги;
- мулкчиликка бўлган эскича муносабатларнинг қисман сақланиб қолинганлиги, мулкчилик турларининг, хусусий секторнинг яхши шаклланмаганлиги;
- бозор иқтисодиёти қонунларининг амалда тўлиқ ишламаётганлиги (талаб ва таклиф, рақобат, моддий манфаатдорлик);
- иқтисодий бошқаришда эски усул унсурларининг сақланиб келинаётганлиги ва моддий манфаатдорликнинг тўлиқ шаклланмаганлиги;
- микроиқтисодий даражада (солиқ имтиёзлари берилган тақдирда ҳам) молиявий маблағларнинг камлигидан инвестицион имкониятларнинг чегараланганлиги ва бошқалар.

Бевосита солиқ тушумларининг пасайишининг сўнгги йилларда саноат ишлаб чиқаришда фаолият олиб бораётган кичик бизнес субъектлари сонининг ўзгариши натижасида кўпчилик умумбелгиланган тартибда солиқ тўловчиларнинг содалаштирилган тартибда солиқ тўлаш тартибига ўтиши, шунингдек, умумбелгиланган тартибда солиқ тўловчиларга нисбатан қўлланилаётган солиқ имтиёзлари ва преференциялар натижаси сифатида изоҳланади. Давлатнинг мазкур субъектлар фаолиятига инвестицияларни жалб этишни рағбатлантириши ҳамда жамғармаларни кенгайтиришда солиқ дастагидан унумли фойдаланиши келгусида иқтисодий ўсишни таъминлашнинг омили эканлиги, солиқ ставкаларининг пасайтирилиши иқтисодийда ялпи таклифга ижобий таъсир этиб, аҳоли ва тадбиркорларнинг даромади кўпайишига, натижада эса, жамғармаларнинг ошишига ҳамда капиталнинг жамланишига, аксинча, солиқ ставкаларининг меъёрдан ошиши иқтисодийда меҳнат ва иқтисодий фаолликнинг пасайишига, жамғармаларнинг иқтисодийдан четлашишига, хуфёна иқтисодийнинг ривожланишига олиб келиши исботланган.

Ўзбекистон Республикаси Президентининг 2017 йил 7 февралдаги “Ўзбекистон Республикасини янада ривожлантириш бўйича ҳаракатлар стратегияси тўғрисида”ги ПФ-4947-сонли фармонида мувофиқ, 2017-2021 йилларда Ўзбекистон Республикасини ривожлантиришнинг бешта устувор йўналиши бўйича ҳаракатлар стратегиясининг учинчи устувор йўналиши 3.1-банди таркибий қисми сифатида “Солиқ юкини камайтириш ва солиққа тортиш тизимини содалаштириш сиёсатини давом эттириш, солиқ маъмурчилигини такомиллаштириш ва тегишли рағбатлантирувчи чораларни кенгайтириш”га алоҳида эътибор қаратилган.

Мазкур стратегияга асосан, солиқ маъмурчилиги сифати ва самарадорлигини яхшилаш, тадбиркорликни ривожлантиришга кўмаклашиш мақсадида солиққа тортишни такомиллаштириш борасида куйидагилар назарда тутилган:

1) солиқ қонунчилигини танқидий ўрганиш ва таҳлил қилиш, ҳуқуқни қўллашда ортиқча ва мураккаб нормаларни бартараф этиш, солиққа тортиш базасини ҳисоблаш жараёнини содалаштириш, ягона базадан ундириладиган солиқ ва бошқа мажбурий тўловларни унификация қилиш, шунингдек, солиқ қонунчилиги барқарорлигини таъминлаш;

2) солиқ юкини, шу жумладан: 11 якка тартибдаги тадбиркорлардан ундириладиган қатъий белгиланган солиқ миқдорини, шу жумладан, фаолият кўрсатиш (масалан, узоқ ва бориш қийин бўлган) жойларини ҳисобга олган ҳолда қайта кўриб чиқиш; йирик корхоналарга бўлган солиқ юкини мақбуллаштириш ҳисобига изчил пасайтириш.

Республикамизда солиқ ислохотларининг бош мезони сифатида тадбиркорлик субъектлари зиммасидаги солиқ юкни енгиллаштириш, солиқларни ҳисоблаш механизми ва ҳисоботларини содаллаштириш ҳамда солиқ сиёсатини эркинлаштириш бўйича амалга оширилаётган чора-тадбирлар солиқ назоратига бошқача ёндашувни талаб қилмоқда.

Умуман олганда, Ўзбекистонда солиқ тизимини эркинлаштиришни изчиллик билан амалга ошириш пировардида бюджет тизими бюджетларининг тегишли молиявий маблағ билан таъминлашда илғор хориж тажрибасини чуқур ўрганиш, уларнинг ютуқлари ва йўл кўйган камчиликларини тўғри баҳолаган ҳолда “Ўзбек модели” тамойилларига мос ҳолда истиқболда солиқ тизими тараққиётининг устувор йўналиши бўлиши мақсадга мувофиқ. Бунда шуни алоҳида эътибор қаратиш керакки, ривожланган давлатларда иқтисодиёт асосан ишлаб чиқаришга таянади, яъни иқтисодиёт бир мунча саноатлашган, республикамизда бу борада ислохотларни амалга оширишда ана шу жиҳатни эътибордан қочирмаслик керак, шунингдек, ривожланган давлатларда “виждонли” солиқ тўловчилар деган ибора оммалашган.

Шу ҳисобдан олиб қараганда республикамизда қонунчиликда, солиқ тўловчилар ўртасида мазкур тушунчани оммалаштириш борасида ишларни йўлга қўйиш мақсадга мувофиқ бўлади. Албатта, мазкур ҳолатда миллий иқтисодиётимиз хусусиятларини, ижтимоий-иқтисодий тараққиёт даражасини, аҳолининг меҳнат маданиятини, иш ҳақи тўлови даражаси ва шарт-шароитлари каби омилларни ҳисобга олиш муҳим аҳамиятга эга. Фикримизча қуйидаги йўналишларда солиқларнинг таъсирчанлигини ошириш мамлакат иқтисодиёти ривожига ўзининг ижобий натижасини беради:

- ресурсларни оптимал тақсимлаш;
- давлат даромадини ошириш;
- аҳолининг даромадларини ошириш;
- инвестицион фаолликни рағбатлантириш;
- барқарор иқтисодий ўсишни таъминлаш;
- нархнинг турғунлигини сақлаб туриш;
- миллий валюта курсининг барқарорлигини таъминлаш;
- инфляция даражасини жиловлаб туриш;
- тўлиқ бандликка эришиш ва уни ушлаб туриш.

Юқоридаги иқтисодчи олимлар фикр-мулоҳазаларидан келиб чиққан ҳолда солиқлар – уларни тўлаш мажбуриятига эга бўлган шахслар томонидан давлат, жамият, халқ ҳамда ўз манфаатини кўзлаган ҳолда бюджет даромадларини шакллантиришга йўналтириладиган, мажбурийлик хусусиятига эга бўлган, ҳолисона тўланадиган пул тўловидир деб ўз фикримизни билдиришимиз мумкин. Ушбу фикримизни атрофлича асослайдиган бўлсак, солиқлар давлатнинг маълум бир вазифаларини бажаришга хизмат қилиши унинг давлат манфаатларини кўзлашидан далолатдир.

Ўзбекистон миллий энциклопедиясида, жамият — кишиларнинг тарихан қарор топган ҳамкорлик фаолиятлари мажмуи. Жамиятдаги ҳамма нарса (моддий ва маънавий бойликлар, инсонлар ҳаёти учун зарур бўлган шартшароитларни яратиш ва б.) муайян фаолият жараёнида амалга ошади. Инсонлар фаолияти ва улар ўртасидаги ижтимоий муносабатлар жамиятнинг асосий мазмунини ташкил этади дейилгани, ҳамда жамиятнинг

сиёсий тизими – давлат сифатида ташкил топган жамиятнинг муайян сиёсий вазифаларни амалга оширувчи ижтимоий муассасалари мажмуи.

Давлат, партия, уюшмалари, диний ташкилотлар, шунингдек, сиёсий мақсадларни кўзловчи барча ташкилот ва ҳаракатларни ўз ичига олади деб эътироф этилган. Демак, солиқлар жамият ва халқ манфаатларини ҳам кўзлаган ҳолда тўланиши табиий ҳолатдир.

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## IMPACTS OF DIGITAL CURRENCY ON FINANCIAL NETWORKS

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**Abstract.** *The evolution of currency has seen significant advancements, which have been accelerated by the advent of the Internet. When comparing digital currency to traditional forms of money, it becomes evident that digital currency offers several distinct advantages. Cryptocurrencies, such as Bitcoin, Ethereum, and others, represent a range of potential payment methods. The current epidemic precipitated a notable increase in attention in emerging digital technologies. The appreciation of money has led to an increased focus on the study of digital currencies. The establishment of several central banks has been prompted by the launch and increasing popularity of new currencies. Consequently, banks have initiated investigations into the feasibility of developing their own forms of currency. All things are novel. Academics are credited with the origination of the term "central bank digital currency." There exists a lack of consensus about the operational mechanisms and implementation strategies for digital currency. The future is characterised by uncertainty due to the numerous and diverse possibilities it encompasses. There are evident deficiencies that require attention, along with a multitude of possible options to enhance existing systems. When building this new currency, it is important to have a comprehensive understanding of the diverse use cases and their corresponding requirements for its execution. Ultimately, the available data indicates that digital currency is now in its promising phase, as seen by ongoing research on central bank digital currency that highlights promising prospects. Theoretically, there exists the potential to provide a more efficient transactional solution compared to conventional currencies. Further investigation into digital money is warranted, since little modifications to existing currency systems have the potential to provide more effective and advantageous future resolutions.*

*This article would not have been possible without the guidance and continuous support of my lecturers. The mentor's insightful instruction has greatly enriched my comprehension and broadened my viewpoint as a researcher, resulting in a considerable enhancement of my experience. Within my thesis, I have included citations from other scholars whose work I have utilised as references. I find their studies to be inspirational and I acknowledge the plethora of concepts and theories that I have included into my own work. The support received really aided in the integration of my studies, and the understanding of the subjects has been crucial in the effective accomplishment of my project.*

**Keywords:** *money, cryptocurrencies, banks, advancements.*

### **Background**

Throughout its inception, the role of money within our societal framework has undergone a series of transformations, advancements, and broadened scopes. With the advent of novel concepts and technological advancements, currency has assumed a more robust and influential role in facilitating commercial transactions and facilitating the exchange of goods and services. Significant transformation and advancements emerged throughout the 7th century inside the

Yellow River Valley of China, coinciding with the reign of the Tang dynasty, with the use of paper currency. The introduction of the Internet marked a huge advancement, leading to several opportunities like online banking, e-commerce, and the establishment of a more interconnected global society.

The notion of digital currency was first introduced by David Chaum during the early 1980s. E-gold, which may be considered as the pioneering form of digital currency, was introduced to the public more than fifteen years after its inception. E-gold had a significant increase in its membership base, reaching several million individuals, prior to its cessation by the United States government in 2008. Despite the cessation of e-gold in 2008, the discontinuation of this particular digital currency does not signify the demise of the broader concept of digital currencies. In 2008, an individual or organisation operating under the pseudonym Satoshi Nakamoto published a paper entitled "Bitcoin: A Peer-to-Peer Electronic Cash System." Bitcoin was launched online a few days subsequent to its inception, and subsequently, the initial block, commonly referred to as the genesis block, was generated. The notion expounded upon in this article proposes the elimination of a central authority, hence enabling direct delivery of internet payments between parties.

Digital currency refers to a kind of monetary exchange that exists solely in digital or electronic format. This form of currency is sometimes referred to as electronic money, digital money, electronic currency, or cybercash. Digital currencies lack physical attributes and exist solely in digital format. Digital currency transactions are carried out via computers or electronic wallets that are connected to the internet or specific networks. In contrast, physical currencies, such as banknotes and minted coins, possess tangible attributes that give them discernible physical traits and characteristics. The execution of transactions involving these currencies is only viable when their holders possess them physically. Similar to traditional currencies, digital currencies have inherent value. Cryptocurrencies have the capability to be utilised as a means of payment for various goods and services. They may also be limited to particular online communities, such as platforms dedicated to gaming, online gambling, or social networking. There are digital currencies that may be classified as either centralised or decentralised in nature. Fiat currency, a tangible type of cash, is manufactured and disseminated in a centralised manner by a central bank and governmental entities. Decentralised digital monetary systems encompass prominent cryptocurrencies, like Bitcoin and Ethereum.

As of December 6, 2021, Bitcoin, which holds the largest market share, had a valuation of 925.0 billion dollars. The valuation of Bitcoin and Ethereum is subject to intentional manipulation, and the fluctuations in their prices do not exhibit a correlation with the conventional stock market, although Bitcoin has demonstrated some indications of aligning with the regular stock market in recent times. The value of a cryptocurrency is contingent upon the willingness of others to pay for it, and the substantial increase in overall market capitalization has stimulated the emergence of novel cryptocurrencies and prompted further exploration in this domain. The value of a cryptocurrency is determined by the willingness of people to pay for it, and the rapid increase in overall market capitalization has led to the emergence of other cryptocurrencies and increased research activity within the sector. Price fluctuations can occur at a quick pace due to the inherent uncertainty surrounding the determination of an item's value, which may even be subjective or indeterminate. During the initial weeks of November 2021, the market reached its highest point, approximately amounting to three trillion US dollars. Considerable investigation has been undertaken pertaining to discrete digital money technologies and alternative monetary policies.

Nevertheless, it is important to highlight that the current body of research frequently demonstrates a restricted range, mostly concentrating on the examination of a single digital currency. The primary objective of this study is to offer a complete synthesis of current scholarly literature pertaining to digital currencies. Additionally, this research seeks to contribute original perspectives by investigating many dimensions that digital monetary systems need to consider and tackle. Recent studies have revealed a lack of clarity and a variety of conflicting views, which have not been thoroughly evaluated together.

The examination and analysis of currency's development and examination have been noticed across several historical epochs. The advent of digital currency in modern times implies the possibility of augmenting current systems. There has been a notable increase in the popularity of digital assets and emerging payment mechanisms. The increased utilisation has resulted in an increase in value and a wide range of unique applications. Given the extensive investigations conducted by governmental and organisational entities worldwide regarding digital currency, the current focus revolves around establishing the most suitable attributes and functionalities for an ideal digital currency. Additionally, there is a need to ascertain the preferred operational mechanisms for this currency across various scenarios. The occurrence of globalisation, in conjunction with the current pandemic, has resulted in increased focus on digital currency. The existence of many private currencies highlights the necessity for a government-regulated alternative.

#### **The Aim**

The objective of this thesis is to analyse the potential developments of digital money in relation to its underlying technology and existing methods of application. Recognise the inherent constraints and endeavour to develop approaches to alleviate their impact. Governments throughout the globe are currently engaged in the examination and potential implementation of novel currencies, such as the Swedish E-krona, as a direct reaction to the growing need for digital monetary systems. The aforementioned endeavour is being pursued by Sveriges Riksbank, the principal monetary authority of Sweden. Given the extensive and pervasive use of currency as a potent tool, even minor advancements in this emerging technology might provide benefits. Digital currencies have the potential to provide novel opportunities, such as facilitating internet transactions. Additionally, it reduces the expenses and complexities associated with the production and administration of tangible currency. Having a deeper understanding of modern technology might potentially empower individuals and corporations to make more knowledgeable assessments. This research will provide valuable insights for organisations and people seeking to enhance their understanding of the current market and technological landscape. Additionally, it will be of interest to financial institutions and private sectors that are keen on exploring the technology and its potential future developments. The primary emphasis of the study will be on the technological aspects of digital money, rather than its financial legality or importance. This analysis refrains from making any assertions or forecasts on future price or trend fluctuations. Additionally, it does not go into the question of whether people or organisations should use digital currencies. The course assumes that students possess a foundational comprehension of technology, computer science, and the fundamental principles related to digital money. This article will analyze three specific sorts of monetary utilization scenarios. Currency serves three fundamental purposes: as a medium of commerce, a standard for measuring value, and a mechanism for storing wealth. The three cases described earlier will be briefly presented as a series of scenarios in order

to assess and compare the efficacy of various therapies. The first scenario comprises a direct in-person transaction, whereas the second situation refers to an online purchase of big or moderate size, when time restrictions are considerably less important. The ultimate outcome of this investigation will be the preservation of value. Previous research has mostly focused on similar characteristics, and by explicitly investigating the usage of currency, it will be more practical to assess the usefulness and efficiency of digital money. This paper will include a wide array of comprehensive topics.

### **Boundaries**

This research will not include all implementations; rather, it will draw generalizations from the chosen ones. Bitcoin, Ethereum, and Tether were used as examples to especially emphasize the notion of Central Bank Digital Currency, encompassing China's CBDC and Sweden's E-krona. Bitcoin and Ethereum were selected due to their significant status as globally recognized cryptocurrencies and their distinctive operational concepts. Tether was selected as the third choice because it has the position of being the stable currency with the most market capitalization, thereby earning it the highest level of respect. China, as one of the countries actively researching central bank digital currencies (CBDCs), possesses a robust economy and is leading the way in CBDC investigation. The Swedish initiative to adopt the E-krona is currently under scrutiny in relation to previous efforts centered around the E-krona. This article presupposes the presence of pre-established infrastructure to facilitate this technology, enabling the examination of the money as if it is now being used. The money is said to be easily obtainable and generally acknowledged. Both of these assumptions will limit the scope of the theory. It presupposes that the systems are employed in a fair and unbiased manner. Put simply, individuals inside the system will prioritize their own interests. While hacking or theft may still occur, people will eventually pursue what is most advantageous for themselves. By assuming fair and just utilization, the discussion might focus only on the technology, therefore restricting its range.

### **Assessment**

The efficacy of the report will depend on its ability to sufficiently answer the scientific inquiries posed, while considering the potential for enhancing existing technologies and concepts. The resolution to question one will be determined after analyzing digital and fiat cash. Fiat currencies are evaluated and employed as a standard against which future technologies must exceed in order to be considered advanced. Question two will be considered resolved after a comprehensive analysis and evaluation of the different currencies and their underlying implementations have been conducted, taking into account the provided scenarios. The aim of this report will be considered accomplished if an assessment of the overall efficiency of current concepts has been carried out, suggested ideas have been expressed, and their viability has been appraised.

### **Pertinent hypothesis**

This article offers a comprehensive summary of the ongoing research and advancements in the field of digital money. The term "currency" is defined and the present restrictions around the usage of money are explained. The preceding study is succinctly outlined, and more investigation is suggested to attain a more comprehensive comprehension of digital currency.

### **Currency**

Currency is a widely accepted means of exchange that facilitates the purchase and sale of goods and services. Currency was utilized to address the challenges inherent in barter and trade,

as players were required to hold a desired item that the other party sought in exchange. The main objective of this technology is to function as a mechanism for storing value and facilitating the exchange of goods and services. Consequently, it enhances the efficiency of the business process. Currency is often categorized as either paper or coins, both of which are officially authorized by a governing body and universally acknowledged to possess a stable value. The fundamental concept has exhibited long-lasting stability over a prolonged period of time. It serves as a method for expressing worth and enables the assessment of items across several categories using a designated measure. Over the course of history, several changes and advancements have occurred, including the current rise of digital money. This topic will be expanded upon in subsequent sections of this inquiry. This study aims to analyze several circumstances in which a currency is employed. The utility of a currency can vary based on the particular context, since diverse circumstances may need distinct criteria for a medium of exchange. In the aforementioned scenarios, it is essential to consider the viewpoints of all parties engaged in the transaction. Both the spender and the beneficiary have the ability to assign different levels of importance to numerous things. Currency may be categorized into three main functions: serving as a medium of exchange, functioning as a store of value, and acting as a unit of account.

A unit of account is employed for the purpose of determining the value of goods and services.

One strategy for the conservation of economic value.

A medium of exchange is a facilitator of economic and financial transactions.

Everyday transactions often include little financial operations that require convenient access and quick, simple use. The situation at hand entails a significant movement of funds over long distances, with the primary focus being on achieving cost efficiency rather than prioritising speedy transactions. Preserving money requires a storage solution that is secure, reliable, and conveniently accessible, with the interest rate being an important consideration. Modern currencies are required to complete a diverse range of obligations and demonstrate effective operation in many situations, while also satisfying the requirements of all important parties involved. Although there may be difficulties in attaining overall improvements in all sectors, focusing on specific areas of application might help identify practical approaches to make progress. How can different technologies be utilized to improve performance based on certain criteria? Currency serves several purposes and may be expressed in different forms. Currency encompasses tangible mediums of exchange, such as paper bills and metallic coins, as well as intangible representations of numerical values held within financial institutions. Moreover, it is essential to acknowledge that currency may also be represented by digital tokens safely stored on a blockchain network.

### **Digital Currency Types**

Digital currency reduces the need for physical monetary transactions. Moreover, it improves banking ease by allowing users to carry out personal banking transactions without the necessity of visiting a physical branch or dealing with physical currency. To align with the increasing adoption of digital money, banks are reducing the size of their retail workforce. Multiple locations are closing down as a result of becoming outdated due to the growing use of online banking. However, this ease comes with a cost since banks are unable to foster personal relationships with customers and cultivate loyalty. Furthermore, due to the lack of in-person sales opportunities, banks are unable to participate in cross-selling their other products. Digital



money encompasses the diverse range of currencies that exist inside the electronic sphere. Typically, there exist three types of currencies:

### **Cryptocurrencies**

Cryptocurrencies are digital currencies that employ encryption to safeguard and verify network transactions. Moreover, cryptography is utilised to supervise and regulate the creation of these currencies. Bitcoin and Ethereum are both examples of digital money known as cryptocurrencies. Cryptocurrency regulation differs depending on the jurisdiction. Cryptocurrencies are classified as virtual currencies since they are not regulated and only exist in digital form.

### **Virtual Currency**

Virtual currencies are uncontrolled digital currencies that are supervised by developers or a founding organisation with numerous stakeholders. These currencies can also be governed algorithmically via a specific network protocol. A gaming network token is an instance of a virtual money that is produced and regulated by developers.

### **Digital Currencies Issued by Central Banks**

Central bank digital currencies (CBDCs) refer to digital currencies that are exclusively regulated and issued by a nation's central bank. A Central Bank Digital money (CBDC) has the capacity to function as a complement or substitute for conventional fiat money. A Central Bank Digital cash (CBDC) exclusively exists in a digital format, unlike fiat cash, which may be found in all physical and digital forms. England, Sweden, and Uruguay are now evaluating ideas to develop digital versions of their official currencies. Although the value of Bitcoin and other cryptocurrencies has risen considerably, its main function still revolves around speculation or acquiring other speculative assets. Despite limited merchant adoption in some areas like El Salvador, the high volatility and associated difficulties of digital currencies render them impractical for the majority of daily transactions.

Several organisations have attempted to mitigate volatility by developing stablecoins, which are cryptocurrencies that are pegged to the value of conventional fiat currency. This may be accomplished at times by depositing an equal amount of traditional currency, which is subsequently converted into tokens. Nevertheless, stablecoin issuers such as Tether have employed these deposits for more speculative endeavours, leading to concerns about their vulnerability to a potential market downturn. Another possible use is the introduction of a digital currency by a country's central bank or monetary authority. These tokens will be kept and maintained in online wallets, similar to cryptocurrencies. Nevertheless, the central bank would have the power to generate and halt tokens as necessary. Several countries, notably China, have presented recommendations for the adoption of digital currencies.

### **Modern innovations pose significant obstacles**

While digital currencies and their associated technologies are expected to reduce transaction costs and the costs of obtaining and sharing information, there is a risk that this might disrupt financial markets and accelerate the spread of market contagion. These enterprises have the capacity to significantly impact the current business models and operations of traditional banks inside the financial system, hence influencing the central banks' endeavors to uphold financial stability through the banking sector. Once the numerous deficiencies in the financial system are rectified, banks will cease to derive benefits from prior competitive or anti-competitive earnings. The subject of the emergence of banks and their enduring impact on the generation

of currency is exceedingly pertinent. The implementation of monetary policy becomes increasingly challenging when conventional commercial banks see a decline in their position within the financial sector, resulting in a weakened ability of central banks to settle and facilitate transactions among financial institutions. What are the consequences of decentralizing payment systems? During an economic crisis, central banks should prioritize their focus on the potential difficulties arising from decentralization and the absence of a well-established institutional framework for payment systems. A crisis of trust arises when decentralized payment systems come under scrutiny or encounter obstacles due to various factors. This has the potential to impact both the stability of the monetary system and the general level of economic activity.

### **Literature Review: Theory**

#### **The Dangers of Digital Money**

The widespread adoption of digital money has resulted in a substantial rise in payment fraud, presenting a considerable obstacle. Payment fraud involves a broad spectrum of deceitful actions. However, it frequently signifies dishonest or illegal transactions carried out by a cybercriminal. Common types of payment fraud include:

#### **Payments that are fraudulent**

#### **Unlawful payments**

#### **Internal deception**

#### **Theft of data**

#### **Embargo violations and punishments**

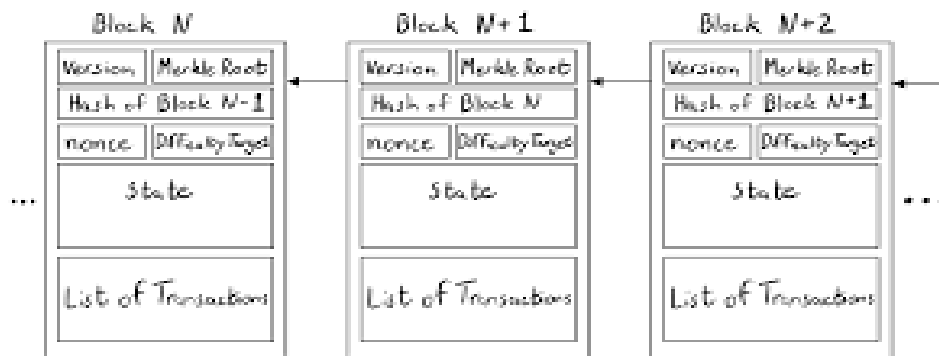
Without a physical monetary exchange, it is impossible to determine the identity of the receiver in a transaction. It allows crooks to get confidential information or deceive individuals through the use of digital money. Despite the progress made in payment security, fraudsters have concurrently developed more complex fraudulent schemes. The prevalence of financial piracy is on the rise and shows no indication of slowing down. Criminals are getting more skilled at finding weaknesses and creating innovative methods to exploit digital currencies. Cybercriminals exhibit unwavering determination in their efforts to infiltrate payment platforms. In the event that they have challenges with one method, they will quickly redirect their focus and turn it towards different sources of transactions.

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### **Blockchain**

The concept often mistaken for cryptocurrency is blockchain. Blockchain is a cryptographic distributed ledger that securely stores data, including records of financial transactions. It enables concurrent access and distribution of this data via a decentralised network that is publicly accessible. Blockchain technologies and distributed ledgers are garnering significant interest from many endeavours across several domains. The concept existed before the establishment of Bitcoin; however, Bitcoin is largely recognised for popularising it. A blockchain is commonly defined as a sequential arrangement of blocks, whereby each block contains either a solitary unit or a collection of data packages including many transactions. The chain experiences extension as each brick is added, and is depicted in a sequential manner, with all blocks sharing a common history. The entirety of the blockchain comprises a comprehensive log that incorporates all verified transactions conducted during the lifespan of the blockchain.

Each subsequent block in the chain contains a cryptographic hash of the preceding block, enabling a seamless traceability of the whole chain to the initial or founding transaction.



**Figure 1. Blockchain structure**

Each block inside these ledgers consists of a header, metadata, and block data. The header includes the block number (indicating its position in the chain), its hash, and the hash of the previous block, which creates a link and acts as a distinct identity. The block data comprises all the transactions within the block, organised in a chronological order. The metadata of each block may have diverse particulars such as the timestamp of creation, public key, and the signature of the originator. A problem may arise when the size of the blocks is quite great in comparison to the frequency of adding new blocks to the chain, leading to a steadily expanding ledger. Every digital currency has the capacity to create its own block structure and accept varying sizes and amounts of transactions. The effective use of a blockchain relies on its specific intended function. Nevertheless, the core idea of a database that is open to the public and can be verified by anybody at any time is a noteworthy advancement, regardless of the particular cryptographic methods and consensus procedures used. To gain a more thorough comprehension of blockchain technology, I suggest reading the essay on Blockchain Technology by Berkley Engineering.

**Ethereum**

Ethereum is the main competitor to Bitcoin. Presently, it maintains the second-highest market capitalization, having formerly shared the top spot with Bitcoin before descending to second place. Ethereum and Bitcoin, as cryptocurrencies, exhibit several characteristics. Both Ethereum and Bitcoin employ the blockchain network. This enhances the worth of these cryptocurrencies and also raises the amount of security required to maintain authority over the digital money. However, Ethereum is the name given to the network, but Ether is the specific coin used within it. The value of ETH is bolstered by the combination of the blockchain's solid security and the substantial demand for it.

**Tether**

Tether is a well-recognised stable cryptocurrency that operates as a form of digital currency. Since its establishment in 2014, it presently ranks as the fourth-largest cryptocurrency worldwide in terms of market capitalization. Tether launched a digital asset specifically created to maintain a stable exchange rate of one-to-one between a cryptocurrency token and a fiat currency. Tether is generated on the Bitcoin network and backed by a 1:1 ratio, indicating that each tether is roughly equal to one US dollar. Once a Tether is established, it operates in a manner comparable to other digital currencies, enabling users to engage in transactions, transfer cash, or save wealth.

Tether functions on the Bitcoin blockchain and shares comparable characteristics with other cryptocurrencies. The system functions via a peer-to-peer network, offering a partially anonymous, decentralised, and cryptographically protected environment. The main goal is to reduce and eliminate differences in value and encourage the adoption of a uniform unit of measurement for financial reporting. Despite the possibility of inflation, it is now tied to the US dollar, which is a fiat currency without backing from a physical object. The Tether white paper delineates several possible risks, including the probability of the firm encountering insolvency or the likely occurrence of the bank responsible for protecting its funds imposing a freeze or seizure. Moreover, this system functions in a similar fashion to Bitcoin, but also depending on a centralised authority.

### **Virtual Currency**

Virtual currency denotes an uncontrolled kind of digital money. A central bank lacks the jurisdiction to generate or oversee it. Virtual currencies, such as Bitcoin, Litecoin, and XRP, exemplify this point. Cryptocurrency is a form of digital currency that is classified as a virtual currency. Virtual cash is an unregulated kind of digital currency. This currency is issued and managed by a private company instead of a central bank. As a result, it stays unaffected by alterations in monetary policy. Cryptocurrency is a form of digital currency that employs encryption to guarantee the safety and authentication of financial transactions. Cryptocurrencies rely on blockchain networks. Cryptocurrencies are digital currencies that function in a decentralised fashion.

Around five years ago, Bitcoin demonstrated the ability to provide anonymity. However, a significant change is taking place, led by the Federal Bureau of Investigation (FBI) and other law enforcement agencies. Most Bitcoin users are law-abiding individuals who highly prioritise their privacy. Anonymity is often perceived as a means to engage in financial fraud. This served as a trigger to demonstrate a concerted effort towards the regulation of digital money. Policymakers are facing increasingly intricate challenges due to the growing popularity of virtual currencies. In 2013, the US Department of Treasury published a comprehensive guidebook providing thorough instructions on the use of digital currency and money transmitters. Various attempts were implemented during that period to enact legislation concerning Bitcoin, signifying that Bitcoin should be classified as a taxable asset. The use of digital currencies has gained popularity as a means of conducting transactions due to its ability to provide anonymity and privacy. As previously stated, cybercriminals used to heavily target digital currency.

Bitcoins are exchanged directly among participants, removing the necessity for a middleman, so guaranteeing a substantial level of confidentiality and anonymity. The transactions are documented in a publicly available ledger as cryptographic representations, devoid of any incorporation of personal data. Engaging in Bitcoin trading is akin to exchanging actual cash, but conducted through online means. Enforcing laws on digital currency weakens a technology that supports the idea of confidentiality. Regulation is eroding the privacy associated with digital currency. Consider it as managing a business within an account that is subject to strict secrecy requirements. To exercise control over those transactions, the system must eliminate the aspect of secrecy.

Regulating digital currency would compromise its function as a facilitator of privacy and diminish its appeal. People seeking anonymity in the field of digital currency will actively seek out other platforms in places with less strict restrictions. However, the obligation for businesses and individuals to reveal information to the government and other groups might potentially lead

to infringements on privacy in the context of regulating digital currency. The absence of regulation for digital currency elicits apprehension among citizens globally, mostly owing to the constrained amount of confidence it entails.

Establishing a legal framework for digital currencies is crucial not just for maintaining public safety and deterring criminal activity, but also for other important reasons. However, it is essential to refrain from obstructing the advancement of nascent technology. To ensure effective regulation of digital currency, it is crucial to achieve a balanced state where privacy is protected, corporate growth is fostered, and cutting-edge technology is promoted.

Due to the significant trading volume of cryptocurrencies, it is crucial for accounting standard-setters to tackle this matter. By February 2022, it is projected that the total market capitalization of cryptocurrencies would reach around USD 200 billion. This value represents a substantial decline in comparison to the highest point reached in November 2021, when the total value of the cryptocurrency market nearly approached USD 300 billion (DeMatteo, 2022). Existing financial reporting standards do not explicitly include or provide instructions on how to handle cryptocurrency. Given the lack of applicable IFRS standards for cryptocurrencies, several accounting practises are utilised worldwide. Existing regulations include an agenda decision made by the International Financial Reporting Interpretations Committee (IFRIC), an interpretation published by the Australian Accounting Standards Board (AASB), and reports produced by major accounting firms. The IFRIC agenda decision, disclosed in June 2019, mandates that cryptocurrencies be categorised as an intangible asset within the purview of 'IAS 38 Intangible Assets'. The agenda also includes requirements for the disclosure of cryptocurrency in financial statements. At now, there is an absence of an International Financial Reporting Standards (IFRS) guideline specifically for cryptocurrencies. Consequently, there is a dearth of universally accepted accounting procedures for incorporating them into financial statements. Based on recent research by EY (2021), the International Accounting Standards Board (IASB) has not yet issued any further directives on cryptocurrencies. However, it remains vigilant in monitoring their progress.

### **Research Methodology**

This section provides a clear explanation of the approach used to explore the issue of digital money and the reasons for choosing it. Firstly, the research process is presented. The methodological approach is thereafter explained using three unique phases. The method is finally proven to be correct or justified. In the end, the assessment of the approach's reliability and validity is conducted.

An investigation will be conducted to scrutinise the chosen matter. Before moving on, a thorough analysis of the existing literature will be conducted. This will be conducted in order to improve understanding of existing problems and promote the creation of innovative concepts. Moreover, data and information from previous research will be collected. As data is collected and improved, the scope of the investigation will get narrower. By using data from previous research, this approach will efficiently decrease the amount of time required and minimise the possibility of mistakes that may occur during the measurement of the data in question. Given the limited time and resources of the thesis, it will also enable a broader scope.

The data collecting and analysis requirements are connected to the above listed conditions. The key considerations for prioritising a rapid face-to-face transaction are the transaction's speed, a user-friendly interface, the system's capacity to manage increasing activity, and cost-effectiveness for all parties involved. The second scenario would put the focus on the reliability,

safety, and affordability of online transactions. In order to effectively preserve value, some essential elements must be present: security, stability, quick accessibility, and user-friendly accessibility.

### **First stage**

The first step involves a thorough analysis of pertinent literature. The author must use prudence and have a critical perspective when evaluating information. The vast bulk of the papers, books, and research will be obtained from esteemed publishers and periodicals. Using biased sources that may provide a misleading representation of the subject matter. The literature review serves as the essential groundwork for subsequent investigation and analysis. Adopting this method will result in a thorough understanding of the topic and a deeper grasp of collecting and analysing data. An examination of contemporary literature that addresses the subject of digital currency, either explicitly or implicitly, is imperative. My interests have encompassed a wide range of topics, spanning from the fundamental notions of digital money to the intricate applications of issues like consensus procedures, monetary policy, and blockchain technology. To get a profound comprehension of contemporary subjects, the author must utilise analytical reasoning while selecting literature and participate in extensive reading.

### **Second stage**

The last stage involves gathering easily accessible data from existing academic research and analysis. The data is collected with a specific application of the fundamental science in mind, with the primary goal of being analysed in connection to this progress. The following data sources, obtained from existing implementations and research, should be considered:

- **Efficiency**
- **Scalability**
- **Usability**
- **Security**
- **Stability**

The **efficiency** will be evaluated by analysing both the total energy usage and the energy consumption per transaction. The chosen units of measurement will be Watts and Joules. **Scalability** pertains to the ability of a digital currency to effectively process a substantial volume of transactions. The performance will be measured using the metric of transactions per second. Furthermore, it will predict the pace of growth of the blockchain or other data when new transactions are included, quantified in Bytes. The length of time needed for the validation and receipt of cash will be taken into account when determining the **usability** rating. Furthermore, it will consider the expenditure of the transaction in US dollars. The degree of **security** will determine the amount of challenge in gaining control over the network, obtaining a significant portion of voting power, or exerting influence on the system. Hence, it is imperative to do a comprehensive analysis of the potential, costs, and computational resources required to accomplish any of these goals. The units of measurement will be denominated in US dollars and expressed as percentages. The **stability** will be assessed by employing the pricing history. The currency used will be the United States dollar. Furthermore, it will assess the frequency of network disruptions and the number of reversed transactions in past occurrences.

### **Third stage**

The last phase will entail the examination and evaluation of the data. Assessing several implementations over three specified scenarios. The evaluation will analyse the energy usage

and financial expenses associated with the implementation. Scalability, however, refers to the degree to which an implementation may be expanded and its capacity to accommodate changes. The effectiveness of an implementation depends on its capacity to function efficiently and smoothly in certain circumstances, whereas the security of an implementation is determined by its susceptibility to hacking or bypassing the system. Both the fluctuation in prices and the dependability of the network are components of stability. In order to tackle the research problems and achieve the goal of this thesis, each of the three instances will be analysed separately using the pre-defined data categories. The basic scientific worry will be addressed by a thorough evaluation of various implementations within these specific scenarios. A comprehensive analysis of each response in connection to one another will lead to a resolution for the second and final scientific investigation.

### **Method choice**

This approach is utilised to analyse digital currency due of its limited scope and duration. By using current research and literature, this study has the capacity to cover a broader scope of subjects, reduce errors, and yield more precise conclusions. This study is informed by researchers who prioritised the collection of data through interviews. The strategy was further impacted by a methodology that collected data from several sources and focused on assessing the outcomes. The CBDC research enabled the classification of money usage, allowing for its analysis in three unique circumstances.

By employing established methods, it is possible to obtain fresh perspectives and enable further exploration of the technologies examined in this research. The aim is to assess current implementations and gather this information and data for those who are interested, which may be quickly achieved by scrutinising reliable research. When evaluating digital currency, this method carries the risk of disregarding essential factors. The three specified criteria have the ability to impact the analysis and data collection process. In order to fully understand the topic and reduce variations in data, it is essential to incorporate a diverse range of literature. To improve the dependability of information, it is important to carefully choose sources and prioritise articles from established publishers and journals, which will further bolster reputation. To mitigate bias during source selection, the author must consistently retain a critical stance. The author minimises the risk of inaccurate data by acquiring material from research, on the condition that sources are carefully chosen. The data's authenticity may be greatly enhanced by sourcing it from relevant sources and ensuring it directly addresses the study queries. To minimise the possibility of inaccurate data, it is advantageous to collect the same information from many sources, enabling the examination of any inconsistencies. Through conducting a comprehensive review of existing research and gathering relevant data, it is feasible to examine the three previously described scenarios and address the initial scientific issue. Through a thorough examination of current research and publications on digital money, one may discover and investigate novel ideas and their consequential effects, finally culminating in the resolution of the ultimate scientific investigation. The aim of this article will be accomplished by concluding the report with a thorough examination of the results.

### **Discussion (Result and Analysis)**

This unit will evaluate the digital currencies that were previously mentioned, and analyse their underlying technology according to the specified principles.

### **Data gathering and literature review**

The information was initially selected based on author relevance through the utilisation of Google Scholar and the DiVA site. Subsequently, priority was assigned to data with the maximum number of citations and those originated from reputable sources. Information was collected from many sources, such as journals, thesis papers, and websites, by utilising certain keywords such as digital currency, efficiency, scalability, usability, security, stability, implementation, fees, and Central Bank Digital Currency.

Through a thorough examination of several publications, we have discovered and classified noteworthy information according to certain criteria such as effectiveness, scalability, utility, security, and reliability.

### **Fundamental technology**

The fundamental technology of different digital currencies will have an impact on their functionality. In order to enhance current technology, it is essential to have a comprehensive understanding of not just its functioning, but also the underlying reasons for its operation. The data collected during the literature review is used to evaluate the fundamental technology. Given that Tether is stored on the Bitcoin and Ethereum blockchains, its performance will only be highlighted when it deviates from that of Bitcoin and Ethereum.

### **Efficiency**

The bitcoin consensus mechanism regulates the procedure via which blocks are collectively authorised. The currency's transaction verification and validation process significantly impacts the amount of work required to mine new blocks and verify operations.

The expected yearly energy consumption of Bitcoin's proof-of-work mechanism was estimated to be around 140 TWh, with a possible range of 52 TWh to 350 TWh. The predicted energy consumption of the Bitcoin network is expected to exceed the combined energy use of Norway, Ukraine, and the whole gold mining sector, totalling around 131 TWh per year. Based on the coherence of information from several sources, the estimate seems reliable. Reflect about the importance of matching protocols. The implementation of proof-of-work requires extra expenses in the form of hardware, which in turn requires the consumption of energy and materials for its production. Measuring the total costs and efficiency of Bitcoin is difficult due to worldwide shortages of computer chips and the increasing prices of graphics processing units (GPUs). Excluding the mining equipment, the estimated yearly energy usage is at around 140 terawatt-hours (TWh). From 2015-07-15 to 2021-12-06, Ethereum's consensus method, known as proof-of-stake, is expected to require an estimated amount of power ranging from 27 to 61 terawatt-hours (TWh). Because Ethereum's energy assessment is calculated per minute rather than per transaction, it is feasible for one or 1,000 transactions to consume an equivalent quantity of energy. Ethereum claims to need around 0.1 percent of Visa's resources while managing the largest volume of transactions. By shifting from Proof of Work (PoW) to Proof of Stake (PoS), energy consumption is reduced in several sectors by reducing the need for hardware. Given Ethereum's lesser scale and comparative freshness in relation to Bitcoin, it seems that its energy consumption will be less. Gathering precise data on yearly energy use was difficult, while most evidence suggests that Point of Sale (PoS) systems will facilitate more efficient implementation. The energy consumption of a Central Bank Digital Currency (CBDC) may fluctuate based on its particular usage. Quantifying the exact number is difficult because several Central Bank Digital Currency (CBDC) initiatives are still in the experimental or conceptual stages. A Central Bank Digital Currency (CBDC) should have the capacity to competently compete with traditional



banking systems and debit cards. As there is insufficient dependable data about the energy usage of Central Bank Digital Currencies (CBDCs), I am unable to furnish precise figures. Moreover, the effectiveness of CBDCs is predominantly influenced by their specific configuration, rendering it unsuitable for me to provide any broad generalisations.

Open networks seem to enhance the availability of data for current solutions. The Central Bank Digital Currency (CBDC) would be the most optimal choice if it were designed to avoid the necessity of a consensus mechanism such as Proof of Work (PoW). Ethereum would adopt the Central Bank Digital Currency (CBDC) before Bitcoin. **Scalability**

Both Bitcoin and Ethereum are limited by the limits imposed by blockchain technology, which impede their ability to scale efficiently. Bitcoin has a theoretical transaction limit of seven, however, the ledger expanded by 24GB in 2015. In order to accommodate the same volume of transactions as VISA, Bitcoin would require a daily capacity of 3.9 terabytes. During the testing phase, the Ethereum network demonstrated a transaction throughput of around 12-13 transactions per second. The Ethereum ledger reached a capacity of 385 gigabytes in November 2017. Hence, the limited number of transactions raises worries about the ability of blockchain-based digital currencies to handle large-scale growth, especially considering the continuous extension of ledgers. Centralization is a common problem with digital currencies, which requires more resources for participation and ultimately reduces the number of individuals active in mining. Bitcoin is officially capable of processing three to four transactions per second, with a potential upper maximum of seven transactions per second. Visa purports to handle around 1,667 transactions per second. The size limit for each block on Bitcoin's blockchain is capped at 1MB. To accommodate a larger number of transactions, the full nodes, who are responsible for verifying transactions, would incur additional costs to handle the increased ledger resulting from an increase in block size. The research "The Scalability Challenge of Ethereum: An Initial Quantitative Analysis" highlights that concerns over scalability are impeding the mainstream adoption of permissionless Blockchain networks. The Ethereum network is claimed to possess a processing capability of 15 transactions per second, whereas Bitcoin has a processing capacity of seven transactions per second. Their analysis uncovered that attaining superior performance would necessitate a trade-off between decentralisation and scalability. Allegedly, the Ethereum network possesses a processing capability of 20 transactions per second. Both data are approximate, but the one released later will be seen as more trustworthy.

CBDC can exhibit either full centralization or be especially designed to supervise crucial functions, such as the creation of new currency. The article "Implementing a Retail Central Bank Digital Currency (CBDC): Lessons Learned and Key Insights" posits that scholars are now investigating alternative consensus procedures in order to enhance scalability. The paper posits that there is no universally applicable solution for Central Bank Digital Currency (CBDC). Currently, there is insufficient information on the complete transaction processing capabilities, the specific execution strategy, and the potential size of the ledgers if the digital currency utilises Distributed Ledger Technology (DLT). Sveriges Riksbank has successfully tested a Central Bank Digital Currency (CBDC) that fulfils their requirements for scalability. However, given the limitations of the testing environment, it is necessary to carry out a more comprehensive evaluation on a larger scope. Should a Central Bank Digital Currency (CBDC) be established with a restricted number of nodes tasked with managing the whole digital ledger or a similar data structure, the necessity for scalable solutions becomes inevitable. However, larger ledgers may

be more easily handled in this scenario. If the Central Bank Digital Currency (CBDC) functions in a manner comparable to Visa, it possesses the capability to process around 2,000 transactions per second.

Recent research conducted by MIT suggests that a Central Bank Digital Currency (CBDC) is capable of processing up to 1.7 million transactions per second at its peak capability. Alternatively, it has the capacity to manage a considerably reduced quantity of transactions, around 170,000 per second, with the implementation of a fragmented architecture in which payments are either fully completed or not handled at all. Additional comprehensive testing is required to ascertain the practicality of integrating existing principles in real-life situations. These results are not reliable unless they are analysed in a controlled environment, as they are very experimental and were generated inside a limited testing setup.

Cryptocurrencies inevitably encounter scalability challenges, requiring the network to either decrease its transaction volume, enhance its capacity more rapidly, or embrace novel protocols. Bitcoin has a processing capacity of seven transactions per second, Ethereum can handle 15 transactions per second, and CBDCs (Central Bank Digital Currencies) have the power to manage 100,000 transactions per second, as reported by most sources. The veracity of data pertaining to Bitcoin and Ethereum is apparent, however the accuracy of data about Central Bank Digital Currencies (CBDCs) seems to be significantly diminished.

### **Usability**

The Bitcoin network produces around one valid block every 10 minutes, but the whole verification of a transaction normally takes one hour. Upon validation and inclusion in the earliest viable block, the network will finalise and authenticate the transaction within about one hour. In the event that the network experiences an excessive number of transactions that surpass its ability to execute them, the selection of which transactions to prioritise will be determined by the fees received by the miners. Augmenting the payment amount might perhaps lead to a decrease in the processing duration. According to the whitepaper, a fresh block is added to the blockchain every 10 minutes. The necessary expenditures can exhibit substantial variation, and I encountered difficulty in locating a dependable source about this particular issue. Nevertheless, the costs are closely correlated with the duration of the waiting period. If you provide adequate payment, the transaction will still take at least a few minutes to complete. Nevertheless, if you want to delay until further blocks are added, the procedure will need a considerably greater amount of time. The Ethereum network accomplishes transaction processing in around 10 minutes, far faster than the previous length of over an hour. Transaction fees in Bitcoin operate in a similar manner, as they vary depending on the level of demand or the number of transactions being made. Ethereum's fees are measured in a unit known as Gas, and the price is influenced by variables such as transaction demand, fee payments, miner needs, and the current value of Gas. The data given by the Ethereum community is highly reliable, as it provides a specific instance of a transaction involving one ETH, a gas limit of 21,000 units, and a base cost of 100 gwei, all of which are well-documented in the Ethereum documentation. The transaction incorporated a gratuity of 10 gwei, determined by their algorithm to be equivalent to a total of 1.00231 ETH, in order to send 1.0 ETH. The original cost would be completely eliminated, and the miner would get a gratuity of 0.00021 ETH. With Ethereum's current valuation of \$2,880 US dollars, the projected cost in March 2022 would be around \$7. The cost is little when moving large amounts of money, but it becomes significant when doing small transactions. The latency achieved was less than one second, and it

demonstrated a comparable latency to the atomized architecture, which processes payments in a binary manner, either completing all of them or none at all. The argument suggests that current digital currencies do not have enough support to compete with government-regulated currencies. However, a Central Bank Digital cash (CBDC) greatly decreases the costs associated with generating physical cash. The detailed details on the specifications and expenses related to China's Central Bank Digital Currency (CBDC) were not provided. Nevertheless, the lack of substantial fees implies that it might potentially serve as a more economical substitute for China's current digital currency. Several pilot programmes are contemplating the possibility of refraining from implementing fees. Hence, it is imperative for them to give priority to mitigating the risks linked to denial-of-service assaults that include a large number of modest, legitimate transactions. By utilising a specialist network, these networks must function well even under heavy demand, hence reducing or eliminating the need for incentives. A highly scalable prototype was used during the testing process. The experimental project required fast transactions and large quantities to be handled. As of April 2022, there are specific challenges associated with the proposed technical solutions, notwithstanding the lack of proved efficacy. The potential of CBDC in terms of cost and verification timelines is significant. Several pilot trials have demonstrated that the velocity of purchase and the expense are on par with traditional payment alternatives such as debit cards. The sources analysed are reliable and offer consistent data; nonetheless, some efforts are still in their preliminary phases and require more scrutiny. The time required to complete transactions using Bitcoin, Tether, and Ethereum might vary, ranging from a few minutes to over an hour. The prices of cryptocurrencies are determined by the current market demand. Regrettably, I was unable to get an exact figure. Nevertheless, the cost each transaction might vary from zero to a several US dollars.

### **Security**

Bitcoin and Ethereum share comparable weaknesses and are susceptible to similar risks as a result of their unregulated and autonomous characteristics. The work examines the identified shortcomings of bitcoins, which rely on blockchain technology, with a specific focus on Ethereum. The study emphasises that Ethereum possesses 13 frequently overlooked vulnerabilities, underscoring the necessity for individuals to rectify these concerns or face the corresponding risks. This illustrates a well acknowledged strategy referred to as the 51 percent strike. The objective of the 51 percent strategy is to acquire sufficient voting authority to effectively manipulate the accounting records and carry out double-spending with success. Although there may be differences between Proof of Stake (PoS) and Proof of Work (PoW), it is crucial to acknowledge that all consensus processes include inherent dangers. From a technological standpoint, the remaining part of the network has the option to disregard this newly introduced and extended partition in order to uphold the previously authorised record. The lack of a cost or risk assessment for these vulnerabilities hinders the assessment of the financial consequences or probability of success for both Bitcoin and Ethereum.

They demonstrate several methods for reaching agreement, along with the corresponding level of vulnerability to prospective attacks. Both Proof of Work (PoW) and Proof of Stake (PoS) require individuals to possess a significant financial commitment and a minimum voting power of 25%. Although there have been worries about the susceptibility of blockchains to targeted attacks, it is noteworthy that both Bitcoin and Ethereum have not had any recent instances of hacking or upgrading. These chains do not have the capability to delete or reject operations.

Tether bolsters the security of Bitcoin by its backing by fiat currency kept in a bank. Consequently, the bank and the third-party account manager share equal responsibility for the network. However, because to its reliance on the Bitcoin network, it retains an equivalent level of security as Bitcoin. The Bank of Canada states that while developing a Central Bank Digital Currency (CBDC), there are necessary compromises to be considered between ensuring security and increasing ease. Token-based central bank digital currency (CBDC), which is tied to private keys, carries the inherent danger of key loss or password forgetfulness for the wallets housing these keys. Developing these systems will need deliberate decision-making and clear-cut policies. A fully integrated system inherently leads to the presence of a secure and reliable third party. In order to safeguard user privacy, it is imperative for a Central Bank Digital Currency (CBDC) to accurately gather and handle user data, while also ensuring that the network is resilient against deliberate and focused security breaches. In general, there are several hazards and security concerns, however accurately evaluating the financial implications or significant threats is difficult. The paper states that the execution of offline transactions carries inherent risks, and further testing and research are needed for the pilot project to appropriately assess security vulnerabilities. To summarise, cryptocurrencies are vulnerable to attacks, but most of these attacks need substantial resources that may be better used to foster fair cooperation. To generate inaccurate blocks, assailants must acquire a voting stake above 25%. Nevertheless, despite having such a high degree of control, there is no assurance of success in their endeavours. Additional study and analysis are required to correctly evaluate any possible dangers related with Central Bank Digital Currencies (CBDCs), while there are clues on how to alleviate some of the identified issues.

### **Stability**

Bitcoin and Ethereum have experienced substantial price fluctuations during their existence. Tether is being proposed as a viable stable currency to tackle this problem. Tether ensures a substantial degree of stability by providing assurance that each digital unit is backed by at least one US dollar. Bitcoin has substantial daily price volatility, with movements above 10% in both positive and negative directions. Furthermore, the product's long-term pricing demonstrates significant instability. For example, the price of Bitcoin had a substantial surge, climbing from about 7,500 USD in November 2017 to over 20,000 USD in December of the same year. Ethereum has experienced similar price fluctuations. Despite being established in 2018, it consistently experiences price volatility. With a Bitcoin price of 15,000 USD, the standard deviation was around 2,000 USD. Conversely, Ethereum was valued at around 800 USD, exhibiting a standard deviation of approximately 280 USD. The standard deviations of Bitcoin, Ethereum, and Tether are around 13%, 35%, and Tether, respectively. Tether can be characterised as unchanging and long-lasting. The study examines the level of price volatility in 2015 and confirms that Bitcoin has an average daily fluctuation of around 10%, a widely accepted fact substantiated by several reputable sources. The limited price stability of the majority of Central Bank Digital Currencies (CBDCs) can be primarily due to the absence of comprehensive and widespread testing. The determination of price control is anticipated to predominantly rely on monetary constraints rather than the principles of the free market, in contrast to Bitcoin, Ethereum, and Tether. The MIT research examines the resilience of networks and the implementation of protective measures to prevent instances of double-spending. Ensuring the accurate development and comprehensive evaluation of the system is essential in order to minimise system

downtime and minimise errors. However, it is not feasible to predict the system's performance on a large scale without conducting laboratory experiments. In order to reduce potential dangers, providing free transactions might lead to denial-of-service assaults, necessitating the implementation of protective measures such as spam filtering algorithms. The stability of a Central Bank Digital Currency (CBDC) amid crises mostly depends on legal and normative frameworks, indicating that it will exhibit robust operation. P2P networks pose a greater challenge for attackers, and since most cryptocurrencies rely on them, these systems have inherent resilience. To prevent the need for re-verifying transactions, it is advisable to wait for more blocks to be appended to the blockchain. This increases the difficulty for different branches to intersect and ensures the preservation of the longest sequence. The majority of websites seem to provide similar and reliable information. Central Bank Digital Currencies (CBDCs) are expected to provide stability; however, their administration and implementation seem to be largely influenced by legal and regulatory matters rather than technological factors. Cryptocurrencies possess a robust network because to their distribution among several nodes, but their value exhibits significant volatility. Tether and other stablecoins have resolved this issue by creating a constant conversion rate among the currency and the American dollar.

### **Review**

The designated cryptocurrency will be assessed and compared based on the given circumstances. It is crucial to assess and evaluate the current usage of currency, since a certain digital currency may flourish in certain circumstances but have challenges in others. The accuracy of the data in this section may be compromised due to the absence of a standardised implementation of Central Bank Digital Currency (CBDC) and the lack of an official CBDC at the time of authoring this article.

The evaluation of the present digital currency technology is conducted by analysing prepared scenarios utilising insights obtained from literature study and data analysis. **Interactions in Person**

The typical duration for payment confirmation on the Bitcoin network is around 10 minutes. Transactions conducted on the Bitcoin network need a charge, with the current average transaction cost being around three US dollars per transaction as of March 2022. Due to the network's limited processing capacity of less than ten transactions per second, a transaction cost of three dollars, and notable delays in confirmation, it may not be suited for smaller and faster transactions.

Ethereum has a transaction throughput of 20 transactions per second, accompanied with an average confirmation time of five minutes. The current transaction cost for Ethereum is around two dollars as of March 2022. Unlike Bitcoin, it is more suited for rapid transactions. Nevertheless, its limited capacity to process just 20 transactions per second hinders its ability to efficiently handle a substantial number of minor operations. Due to its incorporation into the existing Bitcoin network and the lack of credible information on transaction speed and costs, it is anticipated that Tether would demonstrate similar performance to Bitcoin in these aspects. All the cryptocurrencies studied in this study are unsuitable for in-person trading since they are slow, expensive, incapable of handling increasing demand, and less efficient than existing alternatives. The use of Central Bank Digital Currency might enable faster and more efficient transactions at a lower cost. The main emphasis should be on optimising the rate at which transactions are processed, rather than giving priority to the speed at which settlements occur. Although the

spender may encounter nearly instantaneous transactions, resembling those of a debit card, it is essential for the retailer to promptly receive payments. Consequently, the one who spends money should be preferred in this particular circumstance. The network 30 needs to execute a large volume of low-value transactions efficiently, while also successfully handling variations in demand, such as during vacation seasons. The most essential feature needed is the capability to reverse payments. A physical Central Bank Digital Currency (CBDC) must exhibit characteristics such as rapidity, affordability, scalability to handle a substantial volume of transactions, and dependability, functioning ceaselessly for 24 hours a day, seven days a week.

### **Making purchases online**

Bitcoin allows for safe and reliable transactions for those who own a Bitcoin address. This demonstrates your capacity to electronically transmit money to any anyone globally in less than 60 minutes. The cost for transactions made in the previous year totaled around \$60 USD in March 2022, with an average range of \$2 to \$15 USD. Bitcoin has emerged as a more preferable alternative to wire transfers because to its round-the-clock availability and uninterrupted operation, spanning 24 hours a day, seven days a week. The transaction charge is comparable to that of certain banks, but the processing time of one hour is expedited in comparison to other establishments, particularly for overseas transactions. The primary obstacles to the widespread use of Bitcoin for online transactions are its inefficiency and significant energy consumption. If Bitcoin were used for minor online purchases, the speed of transactions would not be a concern. However, the amalgamation of effectiveness and costs associated with transactions may render alternative options more attractive. Between March 2021 and March 2022, the mean transaction fee for Ethereum varied between three and fourteen US dollars, reaching a peak of almost 70 US dollars per transaction. When transferring money internationally, the speed and expenses of transactions may exceed other methods, since Bank of America levies fees above \$15 USD for wire transfers. The online transactions exhibit satisfactory dependability and speed. However, the existing capacity of around 20 transactions per second may pose a challenge in accommodating rising demand. Ethereum is most suited for a certain goal, particularly when it is limited to a lower volume of meaningful transactions.

Tether, like to Bitcoin, offers benefits for large-scale international transactions; yet, like most cryptocurrencies, it is improbable to see value appreciation as its usage expands. Due to its limited transaction processing capacity and the requirement for larger blocks, Tether is not appropriate for widespread utilisation in online transactions. It possesses the capability to facilitate a limited number of crucial online transactions, notably those pertaining to Bitcoin and Ethereum. Moreover, all the cryptocurrencies discussed in this article have the advantage of functioning consistently irrespective of the geographical distance between the the transmitting party and recipient.

Financial institutions often impose charges for international currency transfers, and the length of these operations might vary. Western Union has a designated timeframe of 1-5 business days for international bank transactions. To build a successful Central Bank Digital Currency (CBDC), it is crucial to prioritise its accessibility, ensuring smooth operation and worldwide operability. In the event that the Central Bank Digital Currency (CBDC) is specifically intended for a certain nation or geographic area, it need to offer streamlined Application Programming Interfaces (APIs) to facilitate international transfers. In order to maintain competition with contemporary technology, it is imperative that transactions are

completed within a maximum duration of one hour, and the system should possess the capacity to expand in order to substitute debit cards. The system's stability and security are of utmost importance, as it only depends on the faith placed in the central bank. Any system breakdown has the ability to progressively erode that trust.

### **Savings**

Bitcoin, Ethereum, and other contemporary cryptocurrencies have the characteristic of being able to retain their value. By ensuring the secrecy and reliability of your private key, they provide a blend of strong security and efficient entry to your account, thereby safeguarding your digital funds. There is a trade-off between security and convenience when utilising wallets, since they allow for the management of private keys but also expose the user to additional risks. The primary issue lies in the volatility of price. The price has exhibited significant volatility due to the absence of a regulatory authority overseeing the valuation or the variable mechanisms of money creation and destruction. Bitcoin and Ethereum, along with other cryptocurrencies, have mostly been utilised as investment assets rather than traditional currencies, with the aim of appreciating in value. Due to their substantial volatility, these currencies are not appropriate for maintaining value in the short term. However, they can be utilised for long-term investments with the goal of increasing in value. Tether is designed to maintain a stable exchange rate of one-to-one with the US dollar. It may be used as an alternative to traditional money due to the strong security offered by the Bitcoin network. This strategy offers a secure, dependable, and straightforward way to safeguard money in situations when there is no stable currency or strong banking system, regardless of the duration. All the cryptocurrencies examined in this article exhibit adequate security and reliability to function as a medium for storing money. As stated earlier, they would be especially appropriate for individuals living in countries with inadequate financial systems, unstable currencies, or little confidence in traditional ways of safeguarding money. Prioritising the security of a digital currency is crucial for establishing its credibility as a dependable medium of exchange, followed by assuring its accessibility to the appropriate persons. The system must include robust security measures to prevent unauthorised access and breaches, while also preserving the integrity and consistency of data. A Central Bank Digital Currency (CBDC) should possess the capability to undergo enhancements, while ensuring the absence of any flaws, software bugs, or hardware failures. It should be readily accessible with minimal or no disruption. The significance of transaction speed and throughput would be diminished, and the integration of additional functionalities such as smart contracts should only be pursued if security, availability, and resilience have been ensured.

### **Discussion**

This section will include a detailed account of the result, along with the author's insightful remarks. Firstly, a detailed explanation of the operation of current implementations, including their benefits and drawbacks. Following this, an analysis of potential consequences, the possibilities of digital money, a brief summary of this study, and suggestions for future research will be provided.

This study examined the performance and susceptibility of digital money. In answer to this investigation, two scientific questions were raised.

- What are the benefits and drawbacks of the existing approaches in the mentioned scenarios?

Is it possible to modify existing systems and merge different principles to develop an enhanced digital currency?

To summarise, the present solutions demonstrate a notable deficiency in overall performance. Currently, traditional currency payments cannot be substituted by current digital currencies because of their limited ability to handle large volumes, effectiveness, and reliability. Bitcoin and Ethereum are specifically built to facilitate large-scale international transactions, prioritising factors other than speed. Moreover, both cryptocurrencies have a well-established history of being very safe. The most recent iterations have undergone and are still undergoing enhancements. A study on Central Bank Digital Currency (CBDC) suggests that substantial advancements are anticipated, potentially addressing the current challenges encountered by digital assets. This thesis adequately addressed the precise scientific difficulties; however, it only briefly probed the significant effort necessary for these theoretical answers to be efficiently implemented in reality.

### **Current Digital Currency Performance**

At present, bitcoins possess several advantages and disadvantages. While the methods outlined in this article cannot entirely supplant traditional currency, they do provide significant advantages when compared to conventional payment systems. Cryptocurrency transactions exhibit slower processing times in comparison to VISA or cash, although they demonstrate superior speed and cost efficiency when compared to international wire transfers. CBDCs offer the potential to establish a currency that exhibits comparable stability to existing fiat currencies. This can be achieved by implementing same or comparable monetary laws to control inflation and determine its value in comparison to other currencies. In my view, many existing digital currencies serve as a preliminary measure but lack widespread recognition as a legitimate kind of cash. These networks have successfully demonstrated and validated several concepts, such as their ability to substitute insufficient financial infrastructure in rural regions of some nations. Ethereum, Bitcoin, and Tether exhibit exceptional resilience because to their decentralised peer-to-peer network architecture, making their eradication extremely difficult. Furthermore, when combined with the functionalities of smart contracts and decentralised applications (d-apps), they have the potential to provide groundbreaking opportunities. Bitcoin, Ethereum, and Tether have made any reliable intermediary unnecessary. Individuals without access to these dependable intermediaries have benefited by refraining from depending on them. These decentralised alternatives can aid governments, regions, and individuals that lack reliable financial institutions or stable currencies. Bitcoin, Tether, and Ethereum necessitate a substantial quantity of energy, and the Proof of Work (PoW) consensus process necessitates a considerable number of hardware, hence augmenting resource requirements. CBDCs has the capacity to address the issues related to the creation and authentication of digital currency. Hence, it is important to meticulously evaluate them at the design stage. Central Bank Digital Currencies (CBDCs) provide the potential for streamlined and accelerated transactions at a lower expense. When adopting a strategy, prioritising security supersedes prioritising efficiency. The central banks should conduct a thorough evaluation that encompasses not just the network and infrastructure, but also the privacy and data of the users. The third party is required to use utmost diligence in limiting the quantity of information it gathers and oversees. By decentralising tasks over a network, akin to a peer-to-peer network, but yet retaining authority over crucial processes such as CBDC production, it is feasible to enhance dependability and mitigate the hazards of system



unavailability. The current techniques exhibit a deficiency in overall efficiency and scalability, despite their apparent strengths in specific domains that partially compensate for this limitation. Existing implementations require additional efforts to get general acceptance and usage, since emerging concepts and technologies will eventually replace both current digital technology and traditional payment methods. The creation of more digital currency will result in reduced individual motivations. The probability of observing or identifying a modification is low. The new system is expected to provide similar functionalities as the current systems, but with enhanced efficiency, scalability, user-friendliness, security, and stability.

### **The development of digital currency**

Without a question, there is a substantial amount of work that must be completed, and central banks have recently initiated the development of cutting-edge technology to improve the current infrastructure. Although not all notions have been tested or investigated, the global transition of governments from tangible forms of currency, like as paper and coins, presents new possibilities. Even little enhancements to existing systems can provide a huge beneficial effect on the global economy, even if most individuals may not sense a significant alteration.

Although there is no universally applicable solution, there are several distinct digital currencies accessible. Some individuals emphasise fast and cost-effective transactions, while others place greater emphasis on safe storage and convenient customer access. These systems can be classified as token-based, account-based, or completely private. They may either capture minimal private data or a significant amount of data to provide consumers with valuable insights. These potential digital currencies might function similarly to Bitcoin and Ethereum, but they might be verified by a central bank or by some alternate, unimaginable approach. For significant but rare transactions, such as rent or bill payments, the primary emphasis may be on employing smart contracts to guarantee dependability and bolster security, all while bypassing any involvement from third-party intermediaries. Customers' expectations for money might change depending on the unique scenario, hence the solution may provide varied characteristics dependent on its intended purpose. I am unsure if it is preferable to have a unified solution that automatically adjusts to the user's requirements, or whether consumers should have the autonomy to select whichever implementation they like. Developing a thorough solution that deliberately involves compromises may be the most effective approach to fulfil all needs. Expediently conducting more testing and research is important following the acquisition of data from extensive studies using Central Bank Digital Currencies (CBDCs), in my view. Instead of merely improving, it may be required to completely replace the existing system and network solutions. Recognising the shortcomings and constraints of current ideas and activities, as well as acknowledging the necessity for more research, is crucial. Our objective is to either address these problems or view them as a potential compromise for implementing another functionality.

Digital currency is an emerging technology that has the capacity to offer advantages to individuals globally. Thoroughly assessing all available options is of utmost importance. The presence of policies, along with the significant risks associated with large-scale projects, especially in the fields of finance and banking, would limit the transformation of existing systems and infrastructure. The current pilot initiatives are expected to grow and enhance our understanding of the advantages and constraints of currency alteration, while also fostering creativity and advancements in ideas and technology.

The specific characteristics of the system, such as its token-based or account-based structure, the level of peer-to-peer capability (limited or unlimited), and whether it would be fully centralised or not, have not yet been determined. The effectiveness of digital money may decrease by reducing the risks associated with dependence on a third party or faith in it. Throughout history, the notion of cash has continuously been linked to the participation of a third party. If the third party successfully fulfils its specified commitments, it is reasonable to have faith in them as the most rational choice. Central banks are gradually gaining power over the direction of money, which might be influenced by unregulated digital currencies like Bitcoin, Ethereum, and Tether. Robust encryption and resilient networks that can withstand interruptions and successfully mitigate denial-of-service attacks are often regarded as essential. The future of currency requires a seamless and effective combination of practical functionalities and strong security measures. To efficiently manage unknown future scenarios, it is imperative to enhance and tailor this digital currency while mitigating the risks associated with system modifications that might result in errors. In order to be deemed suitable, the new currency must surpass fiat money and debit cards in terms of efficiency, scalability, use, security, and stability. In order to introduce a new generation of money, like the implementation of paper cash, the new technology must surpass all the aspects outlined in this study. While the future of money remains uncertain, there are a variety of potential alterations that might be introduced. The use of novel technology or innovative ideas has the potential to facilitate cost-effective, expedited, highly secure, and highly efficient monetary transactions. However, there exist a multitude of obstacles that must be surmounted before such a currency can be actualized, assuming it is ever achieved.

#### **Workings in the future**

The study argues that digital money has the capacity to be created and eventually outperform our current currencies through competition. Further inquiry is required to test some assumptions made in this article, necessitating the collection of additional data. The cooperation between computer scientists and economists is essential in order to establish the precise goals and procedures for performing experiments. Additional investigation is required to delve into Central Bank Digital Currencies, namely by conducting thorough experimentation in real-life situations rather than constrained trial settings. Additional examination of the attributes of existing digital currency implementations, together with an assessment of the effectiveness of their different components, is necessary. Additional investigation should be undertaken to explore different methodologies for reaching agreement, encompassing centralised solutions. It is essential to evaluate new ideas such as CBDC in order to gather evidence and validate its veracity.

#### **Conclusion**

The thesis topic asked was, "To what degree can digital currency be influenced, and how well does modern technology perform as a means of storing value, measuring value, and facilitating transactions?" Each scientific investigation is followed by a brief summary.

What are the benefits and drawbacks of the existing procedures in the given circumstances? Most cryptocurrencies currently in existence are unsuitable for use as physical currency or for performing face-to-face transactions. Their efficiency in processing transactions, pricing structure, user-friendliness, and capacity to handle increased demand do not fulfil customer expectations and are outperformed by alternative payment methods, such as debit cards and cash. Central Bank Digital Currencies (CBDCs) might be structured to function by merging the ease of debit cards with the dependability and promptness of cash, so enabling efficient, economical, and

dependable transactions in daily situations. At now, there is no compelling digital currency that has the ability to replace debit cards or physical cash. Nevertheless, there exists a potential possibility that this might undergo alteration in the imminent future. Bitcoin, Ethereum, and Tether are trustworthy and secure cryptocurrencies that may be used for international online transactions. These transactions can take anywhere from a few minutes to several hours to complete, and with a transaction fee of around \$15 USD, they might potentially be used as a viable alternative to traditional means of international money transfer. The network's constrained ability to process transactions per second is a notable issue because of its insufficient scalability. A Central Bank Digital Currency (CBDC) might potentially mitigate these limitations, but it needs the oversight and support of a trustworthy intermediary. Cryptocurrencies can function as a means of preserving wealth, despite their vulnerability to fluctuations in value. Cryptocurrencies work as a method of preserving wealth in regions where traditional financial institutions are difficult to access, dysfunctional, or completely absent. Countries facing significant inflation in their own currency may choose to utilise bitcoins as a secure and efficient alternative, provided that the private key is properly protected. Nevertheless, it is difficult to anticipate the precise value that cryptocurrencies will maintain because of their very unpredictable nature. Thus, Tether, a stable cryptocurrency, has the ability to address this specific issue. Central Bank Digital Currencies (CBDCs) ought to provide equivalent functionalities as existing systems and function without any disruptions. Despite the electronic nature of the solution, it is susceptible to continuous risks such as D-DOS attacks and vulnerabilities. Due to the system's wide and adaptable characteristics, it is imperative to evaluate and prioritise security measures. Is it possible to improve existing methodologies and include additional concepts to develop a more all-encompassing digital currency?

The use of digital money has proven its viability, and substantial progress has been made. The ongoing discussion mostly centres on the techniques and tactics for effecting change, rather than questioning the feasibility of altering circumstances. For example, Ethereum has begun the process of replacing several core components. The transition from Proof of Work (PoW) to Proof of Stake (PoS) has the capacity to enhance the validation process and enhance overall efficiency. An approach to generate novel Central Bank Digital Currencies (CBDCs) involves amalgamating concepts from current implementations. This might involve the adoption of a tokenized system like cryptocurrencies, although with a centralised element that oversees and validates transactions. A substantial portion of the research is now in its preliminary phases, and several prospective remedies have solely been validated in a theoretical manner. Nevertheless, it has been determined that there is room for enhancement, although in certain domains. The influence of currency is so substantial that even little movements can yield benefits.

In conclusion, conducting comprehensive research on digital currency and avoiding unwarranted assumptions is crucial for this endeavour. Novel breakthroughs can emerge from an entirely distinct trade system, contrasting with the current one in use, even if the current methods satisfactorily fulfil the needs of the majority of persons.

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## HOW OVERTHINKING AFFECTS BUSINESS MANAGEMENT

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***Abstract.** This article explores how overthinking hinders business growth and provides strategies to overcome this obstacle. The reason for writing this article is to warn and avoid such an occurrence in the company for future and present managers. The article was written from my work experience in which I have come across overthinking managers in almost every place I have worked. Of course, given all the factors it was safe to make any decision at that time as there were ready-made solutions for the development of the company, but since there was this barrier, I had to move forward and further develop myself.*

***Keywords:** balance; success; business development; overthinking; risks and opportunities; decisive actions; mindfulness; stress management; solution-oriented mindset; problem-solving; decision-making; time limits; brainstorming; collaboration; innovation; motivation; resilience accountability; dynamic environment; leadership.*

### Introduction

In business, as in life, balance is the key to success. Sometimes the thoughts bubbling up in your head can become a barrier to development. It is important to learn to think in moderation, assessing risks and opportunities, but not to dwell on them and stand in one place. It is in a balanced approach to thinking and acting that we find the strength to move forward, overcoming obstacles and reaching new heights. In the end, only decisive actions lead to results, and it is these that form the foundation of a successful business.

Your mind - your constructor of business.

As a business owner, your mind is your greatest instrument to avoid some barriers that you can face when you start to develop your business. However, a pervasive issue that many business owners face is overthinking. The truth is that overthinking not only hinders the development of your business but also sabotages your ability to achieve your goals and determine the full potential of your power. Behind the sabotage stands, the feeling of fear and it also come with new way to do business. In the dynamic world of business, the ability to make swift and decisive decisions often differentiates successful entrepreneurs from those who struggle. While careful consideration and planning are essential, overthinking can become a significant barrier to business development.

Every loss is your partial gain, because you have understood the way to achieve your goal and you know where the skeletons are along the way.

Look at some valuable steps that you can use to combat the perils of overthinking and help your business flourish and grow.

### **Make a first step when you still have an interest.**

As soon as you see an opportunity to grow, but at the same time, you are overthinking about it, it is better to take some kind of directed action in 72 hours so as not to miss the enthusiasm. Taking immediate action also instills a sense of progress and accomplishment, which can be



motivation for you. It breaks the inertia that overthinking often creates and helps you build momentum. Even if the initial step is small, such as making a call, scheduling a meeting or conducting preliminary research, it sets the stage for continued progress.

**Practice mindfulness and stress management.**

After taking an action within 72 hours, you may face a new stress or fear. However, if you keep going the path, you will experience an overcoming this barrier rather miss opportunity and get more failure in the future. Incorporate mindfulness practices and stress management techniques into your daily routine. Activities such as meditation, yoga, and regular exercise can help clear your mind and reduce anxiety. A calm and focused mind is less likely to succumb to overthinking. Taking immediate action not only helps you seize opportunities before they slip away but also builds momentum that propels you toward your goals. Each action, no matter how small, brings a sense of achievement and satisfaction, creating a positive feedback loop that boosts your motivation. Seeing tangible progress reinforces your belief in your abilities and strengthens your commitment to success.

**Focus on solutions, not problems.**

Adopt a solution-oriented mindset rather than fixating on problems. In business, challenges are inevitable, and it is crucial to focus on finding solutions. When you encounter an issue, immediately start brainstorming possible solutions instead of overthinking. This proactive approach will keep you moving forward and prevent you from being stuck in a cycle of overanalysis. Focusing on solutions rather than problems is essential in both business and personal growth. When challenges arise, shift your mindset immediately to brainstorming solutions. This proactive approach keeps momentum going and prevents overanalysis. It fosters creativity, innovation, and a culture of empowerment within teams. Emphasizing solutions also promotes continuous learning and adaptation, building resilience and improving overall effectiveness. As a leader, prioritizing solutions sets a positive example, encouraging a proactive, forward-thinking approach to overcoming obstacles and achieving goals effectively.

**Set time limits for problem solving and decision-making.**

To prevent excessive deliberation and avoid being stuck in a cycle of overanalysis, impose time limits on your problem-solving and decision-making processes. Allocating a specific timeframe to evaluate options and make a decision encourages decisiveness and ensures that you maintain momentum. For example, set a deadline for gathering information and another for making a final decision. This approach not only promotes efficiency but also helps you focus on the most critical aspects of the issue at hand, reducing the likelihood of becoming bogged down by unnecessary details. By adhering to these self-imposed deadlines, you can foster a more dynamic and responsive business environment. Additionally, setting time limits helps streamline workflows, optimize resource allocation, and cultivate a responsive and agile business environment. It also promotes accountability and responsibility among team members, as everyone is aware of the importance of meeting deadlines and contributing to the overall success of the organization.

**Brainstorming sessions with staff.**

An effective way to overcome overthinking is to engage in structured brainstorming sessions or discussions with your staff. Collaborative environments provide diverse perspectives and ideas, breaking the cycle of overanalysis by focusing on generating solutions collectively. By involving stakeholders or team members, you harness collective creativity and problem-solving

skills, leading to innovative outcomes. This approach not only diversifies thinking but also fosters ownership and commitment to implementing solutions, reducing the tendency to excessively ruminate on problems alone.

Furthermore, you can consolidate these strategies with feedbacks that will come from your staff. Feedbacks are the main point of fixing and developing any method that you are using for business management. As a business owner, you should consider every offer and accept it from your staff at the same time holding yourself in your position as a leader. However, if there are employees in your team who slow down the work process of your company, it is better to dismiss them immediately.

## Conclusion

Overthinking can be a significant barrier to business success, but it can be managed with the right strategies. By making first step, focusing on solutions, managing their emotions, practicing mindfulness, business owners can overcome the pitfalls of overthinking. In doing so, they can foster a proactive and dynamic business environment that is better equipped to navigate challenges and seize opportunities. Remember, decisive actions lead to results, and balanced thinking is the foundation of a successful business.

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## БОЖХОНА ОРГАНЛАРИ ФАОЛИЯТИДА БОЖХОНА МЕНЕДЖЕМЕНТИНИ ТАКОМИЛЛАШТИРИШ БЎЙИЧА ИЛМИЙ ЁНДАШУВЛАР

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**Аннотация:** Мақолада божхона органлари фаолиятини самарадорлигини ошириш мақсадида божхона менежментини такомиллаштириш учун зарур ҳисобланган назарий-методологик ёндашувлар таҳлил қилинган ҳолда, ташқи иқтисодий фаолият билан божхона органлари фаолиятини мужассамлаштирган ҳолда бошқарув тамойиллари тўғрисида маълумотлар берилган.

**Калит сўзлар:** божхона менежменти, назария, илмий ёндашув, инсон омили, маъмуриятчилик, бошқарувчи, Жаҳон божхона ташкилоти, Жаҳон савдо ташкилоти.

**Аннотация:** В статье анализируются теоретико-методологические подходы, которые считаются необходимыми для совершенствования таможенного управления в целях повышения эффективности деятельности таможенных органов, а также приводятся сведения о принципах управления, интегрирующих деятельность таможенных органов с внешнеэкономической деятельностью.

**Ключовые слова:** таможенный менеджмент, теория, научный подход, человеческий фактор, администрация, менеджер, Всемирная таможенная организация, Всемирная торговая организация.

**Abstract.** The article analyzes theoretical and methodological approaches that are considered necessary for improving customs management in order to increase the efficiency of customs authorities, and also provides information on management principles that integrate the activities of customs authorities with foreign economic activity.

**Keywords:** customs management, theory, scientific approach, human factor, administration, manager, World Customs Organization, World Trade Organization.

### КИРИШ

Сўнгги 10 йилликда мамлакатнинг ташқи савдо айланмаси ҳажми мунтазам равишда ўсиб бораётганлиги мавжуд воситалардан самарали фойдаланган ҳолда самарали божхона назоратини ташкил этишни тақазо этмоқда (1.1-диаграммага қаранг). Ўзбекистон ташқи савдо алоқаларини бундай жадаллик билан ортиб бораётган бир вақтда халқаро товарлар айланмасининг мавжуд занжирига ўз салбий таъсирини кўрсатаётган шарт-шароитлар ва омилларни ҳисобга олган ҳолда божхона маъмуриятчилигини илмий асосланган маълумотлар асосида амалга ошириш талабини орттиради.

Божхона органлари фаолиятига сўнгги йилларда бир қатор энг сўнгги ва замонавий инновациялар жорий этилиб, тадбиркорлик субъектлари учун масофадан туриб хизмат кўрсатиш тизимини йўлга қўйилмоқда. Шу ўринда товарлар импорт ва экспорти жараёнларида қўлланилаётган ахборот тизимлари 2024 йил биринчи чорагининг ўзида экспортда 90 фоиз, импортда эса 80 фоиз божхона юк декларациялари соддалаштирилган

тартибда божхона расмийлаштирувидан ўтказилишига, шунингдек, экспортда декларацияларнинг 39 фоизи, импортда эса салкам 10 фоизи инсон омилисиз, сунъий интеллект кўмагида расмийлаштирилишига имконият яратди. Бу эса кўрсатилаётган хизматлар сифатини янада ошириш ва божхона органлари олдига қўйилган вазифаларни бажариш учун божхона менежментини ривожланиб бориш тенденциялари ва генезисини илмий-назарий ёндашувлар асосида тўлиқ тушуниб етиш заруратини келтириб чиқаради.

Ушбу мақолада божхона менежментини такомиллаштириш бўйича илмий ёндашувлар таҳлил қилинган бўлиб, бу орқали миллий божхона тизимининг самарадорлигини ошириш имконини берувчи асосланган тавсиялар ишлаб чиқилган.

#### МАВЗУНИНГ ЎРГАНИЛГАНЛИК ДАРАЖАСИ

Божхона органлари фаолиятини самарадорлигини ошириш масалалари маҳаллий ва хорижий тадқиқотчилар томонидан атрофлича кенг ўрганилган бўлсада, рақамлаштириш шароитида божхона фаолиятини бошқарув самарадорлигини ошириш бўйича тадқиқотлар ўтказилмаган.

Маҳаллий тадқиқотчилар А.Турсунов, Қ.Бердимуратов, С.Гулямов, Т.Раҳмонов, О.Жидкова, А.Жўраев, С.Исамухамедова, Ғ.Сафаровлар томонидан божхона органларининг давлат бошқарув органлари тизимида тутган ўрни, уларнинг фаолият йўналишлари ўрганилган.

Шунингдек, божхона тизимидаги мавжуд муаммоларнинг айрим жиҳатлари республикамиз иқтисодчи олимларидан бир гуруҳи, жумладан, С.А.Алимбаев, С.Арипов, Ш.Н.Боймуратов, Э.Раҳматов ва Р.А.Тураповларнинг илмий ишларида Ўзбекистон Республикаси божхона ҳудудида товар айирбошлашнинг ташкилий-ҳуқуқий муаммолари, ташқи савдони божхона тўловлари орқали тартибга солишни такомиллаштириш, божхона соҳасида давлат бошқарувининг ташкилий ҳуқуқий шакллари, божхона фаолияти самарадорлигини оширишнинг асосий йўналишлари акс этган. Лекин, божхона органларидаги коррупция уни юзага келиш сабаблари, унга қарши курашиш механизмлари ўрганилмаган.

Хорижий тадқиқотчилардан А.Аграшенков, М.Н.Блинов, В.Н.Иванов, А.Ф.Ноздрачев, А.А.Гравина, П.С.Тишковский, Ю.Петров, Ю.И.Кудрявцева, В.Сенчагова, Ю.Л.Чернецкийлар томонидан божхона бошқарувига оид масалалар, Майкл Кин, Ллойд Л.Веинреб, Хамидреза Алипур Ширсавар, Масумех Ширинпур, Жейн А.Баллок, Жорж Д.Хеддоу, Деймон П.Коппола, Аҳмет Инжекара, Мурат Уста ўғлиларнинг илмий ишлари ва тадқиқотларида божхона органлари ва бу борадаги давлат сиёсати билан боғлиқ масалалар атрофлича ўрганилган.

Бироқ, юқорида келтирилган илмий-тадқиқот ишларида божхона менежментини такомиллаштиришда назария-методолгик асослантириш масалалари таҳлил қилинмаган.

#### ТАДҚИҚОТ МЕТОДЛАРИ

Тадқиқот ишида қарор қабул қилиш жараёни бўйича илмий адабиётлар, илмий тадқиқот ишлари ўрганилди. Шу асосида маълумотлар шакллантирилди, назарий ёндашувлар асосида умумлаштириш, илмий билиш, мантикий ёндашув усулларидан фойдаланилди.

#### ТАҲЛИЛ ВА НАТИЖАЛАР

Ҳар қандай назариянинг ривожланиши тушунчалар изоҳидан бошланиб, уларнинг расмий тафсифи – абстракцияга, объектнинг идеаллаштирилишига – назарий модел асосида

тушунчага аниқ изоҳ ишлаб чиқилишига, кейин эса моделнинг тўғриланиши каби ҳолисона шакллантирилишгача бўлган цикл асосида ривожланади.

Шу ўринда “божхона менежменти” тушунчаси юқоридаги цикл асосида ўрганилган бўлиб, у ўзида бозор шароитларида шакллантирилувчи ва ривожлантирилувчи божхона ишини бошқариш назариясини акс эттиради. Таъкидлаш жоизки, божхона иши нафақат божхона органлари фаолиятини балки унинг ташқи иқтисодий фаолият билан муносабатини ҳам ифодалайди.

Божхона менежментининг асосий вазифаси мавжуд куч ва воситаларни самарали бошқаришни ташкил этиш эканлигини ҳисобга оладиган бўлсак, йилдан-йилга ортиб бораётган ташқи савдо ҳажми билан бир қаторда божхона ходимларининг ҳам миқдори орттирилаётганлиги (1.2-диаграммага қаранг) миллий божхона тизимини рақамлаштириш борасида амалга оширилаётган изчил ислоҳотлар натижасида эришилиши лозим бўлган “инсон омилсиз” қарор қабул қилиш жараёнларига айнан бошқарув қарорларини қабул қилиш жараёнларида тўғри танланилмаган ёндашувлар туфайли куч ва воситаларнинг самарасизлиги юзага келмоқда деган хулоса чиқариш имконини беради.

Бу эса ўз ўрнида божхона менежментини такомиллаштиришда илмий ёндашувларни чуқур ўрганган ҳолда миллий божхона тизими учун мос келадиган турини тўлиқ жорий этиш лозимлигини билдиради.

Тадқиқотлар шуни кўрсатадики, божхона менежменти XX асрнинг 60-йилларига қадар вазифавий ёндашув тарафдорлари томонидан фалсафий нуқтаи назардан деталлаштирилган ўрганишлар асосида божхона маъмуриятчилиги билан бир хил маъно ва мазмун асосида ўрганилган [1]. Божхона менежментига оид ушбу ёндашув мустақил Ўзбекистон тарихида божхона органлари фаолиятини жорий этилишининг дастлабки даврларига ҳос ҳисобланади.

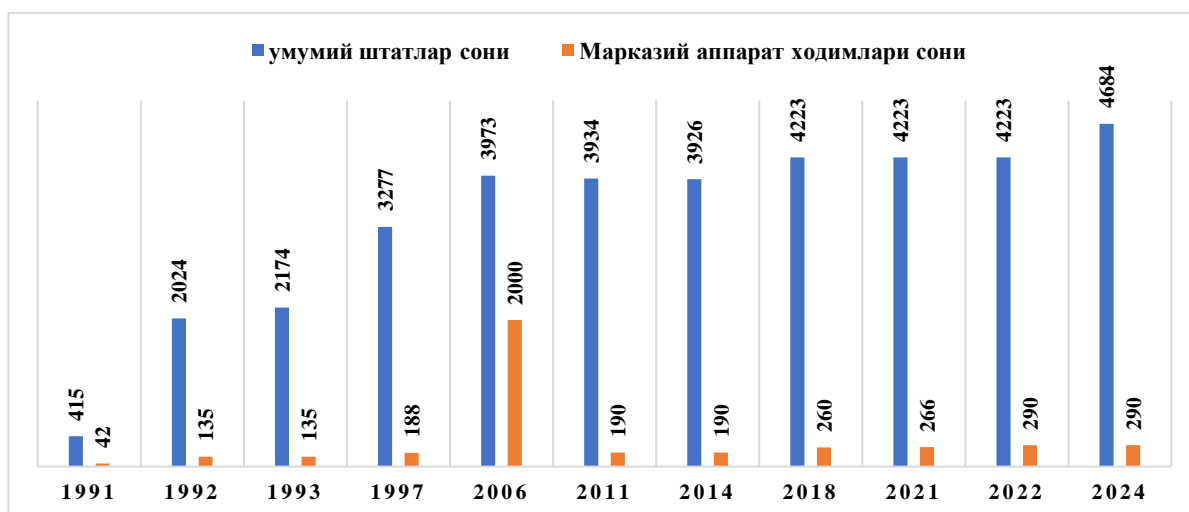
Айнан ушбу даврни яъни Ўзбекистон Республикасида яратилган дастлабки миллий божхона тизими фаолият юритган вақтларни вазифавий ёндашув тарафдорлари томонидан изоҳ қилинган ҳолатга мос тушади деб ҳисоблаш мумкин. Бунга қуйидагиларни сабаб сифатида кўрсатиш мумкин:

- ушбу даврда божхона органлари фаолиятини тартибга солувчи ҳужжатларда “маъмуриятчилик”, “менежмент”, “бошқарувчи” каби тушунчалар келтирилмаган;
- божхона органлари амалга оширадиган вазифалар деталлаштирилган тартибда ҳукумат қарорларида тақсимот қилиб берилган.



**1.1-диаграмма. 2013-2023 йиллардаги Ўзбекистон Республикасининг ташқи савдо айланмаси ҳажми, млн АҚШ доллариди**

Манба: [trendeconomy.ru](http://trendeconomy.ru) сайти маълумотлари асосида



**1.2-диаграмма. 1991-2024 йилларда божхона органлари ходимлари сонининг ўзгариш динамикаси, нафарда**

Манба: [Lex.uz](http://Lex.uz) сайти маълумотлари асосида

Таъкидлаш жоизки, 1991-1997 йиллар оралиғида Ўзбекистон Республикасида амалга оширилган ислохотлар натижасида мамлакатнинг савдо ҳамкорлари сони ортиб, ташқи савдо айланмаси бир неча баробарга ошиши кузатилган. Натижада, мавжуд бошқарув тизими божхона органлари олдиға қўйилган вазифаларни бажариш имкониятини камайиб кетишиға, самарадорликни пасайишиға олиб келган. Жумладан, у даврда божхона чегаралари орқали ҳаракатланаётган барча товар ва транспорт воситалари божхона кўриги ва расмийлаштирувидан ўтказилиши мажбурий бўлган ва тобора ортиб бораётган товар оқимиға ҳар бир товарлар партиясини кам сонли ходимлар билан божхона назоратидан ўтказилиши имконсизлигини исботлаган. Ушбу ҳолат эса мамлакат божхона хизмати фаолиятини такомиллаштириш ва тубдан ислоҳ қилиш заруратини юзаға келтирган.

Бу каби жараён божхона менежментининг ривожланиш тарихида ХХ асрнинг 70-80 йилларида ҳам кузатилган бўлиб, ўша вақтда божхона менежменти бўйича тизимли-вазиятли ёндашув юзаға келган [2]. Унинг асосий жиҳатлари бу даврда божхона органларининг аҳамияти ортиб, у алоҳида бир тизим сифатида ривожлантирила бошлаган. Шунингдек, уни жорий этишда ўзаро алоқадор ва ўзаро бир-бирини тўлдирувчи элементлардан иборат қўйилган мақсадни амалға ошириш учун атроф-муҳит билан қайта алоқа тизимиға эға қилган ҳолда жорий этилиши мақсадға мувофиқ деб ҳисобланган. Божхона органлари фаолиятини ташкил этишда тизимли ёндашувдан фойдаланишда қуйидаги асосий элементлар роль ўйнайди: “кириш” – божхона органларининг ташқи савдо муҳити билан алоқаси, “қарорларни қабул қилиш жараёнлари”, “чиқиш” – тизимдан мақсад. Ушбу таркибий элементларни бир тизим сифатида тушунилиши божхона органлари фаолиятини бошқаришда самарадорликни таъминлаш имконини беради. Лекин, тизимли ёндашув тизимнинг тизим ости элементларини ўрганиш давомида асосий приоритет ёки

этибор қаратилиши лозим бўлган муҳим элементни ажратиб олиш имконини бермайди. Таъкидлаш жоизки, божхона органлари ўз вазифаларини амалга ошириш давомида тизим ости элементларнинг муҳимлик кўрсаткичлари асосида вазиятга мослашган ҳолда, соддароқ қилиб изоҳлайдиган бўлсак, юқори турувчи раҳбариятнинг талаблари асосида хизмат олиб борувчи ижро этувчи ҳокимият ҳисобланади. Шу сабабли, божхона органларида божхона менежментини қўллашда тизимли ёндашув билан бир қаторда вазиятли бошқарув ёки вазиятли ёндашувни ҳам жорий этиш мақсадга мувофиқ деб ҳисобланади.

Божхона органлари фаолиятида бошқарув цикли тизим ости элементларнинг ўзаро бир-бирини ҳаракатга келтирувчи ҳаракатидан ташқари ички ва ташқи муҳит билан алоқаларга ҳам муносабат асосида шаклланади. Шу сабабли, божхона органларида амалга оширилаётган ҳар бир жараёни ҳуқуқий асоси таъминланиши учун ҳар бир ҳатти-ҳаракатни амалга оширишнинг ҳуқуқий асосини яратилиши талаб этилади. Бу эса товарлар ва транспорт воситаларининг божхона чегараси орқали ҳаракатланиш жараёнларини бошқаришда қарор қабул қилувчилар томонидан индивидуал ёндашув амалга оширилиши заруратини пайдо қилади [2]. Божхона менежментида индивидуал ёндашувни моҳияти шундаки, бунда қарор қабул қилувчи шахс томонидан нафақат божхона тизимининг тизим ости элементлари балки унга таъсир қилувчи ички ва ташқи муҳит ҳам ҳисобга олинishi лозим бўлади.

Таъкидлаш жоизки, Жаҳон божхона ташкилоти фаолияти давомида ҳам юзага келган ўзгаришлар ва жорий қилинган янги стандартлар халқаро божхона тузилмалари фаолиятидаги божхона менежментини амалга ошириш йўналишида бир қатор ўзгаришларни юзага келишига сабаб бўлди. Хусусан, 2005 йилда ташкилот томонидан қабул қилинган SAFE Framework – Глобал савдода тартиботларни соддалаштириш ва хавфсизликни таъминлашнинг асосий стандартлари божхона менежментида XX асрнинг 90-йилларига келиб операцион-жараёнли ёндашувни пайдо бўлишига олиб келди [2]. Бундан ташқари, 1973 йил 18 май куни қабул қилинган Божхона тартиб-таомилларини соддалаштириш ва уйғунлаштириш тўғрисидаги халқаро конвенция ёки Киото конвенциясига божхона органларининг қўшилиши уларда божхона маъмуриятчилигини амалга оширишни такомиллаштириш талабини юзага келтирди.

Ахборот тизимларини жорий этиш ва ривожлантириш даврида божхона органлари фаолиятида божхона менежментини амалга оширишда операцион-жараёнли ёндашувни амалга оширилганлигининг табиий заруратини қуйидагилар билан изоҳлаш мумкин:

- янги жорий этилаётган ахборот тизимларидаги узулишлар бошқарув қарорларини қабул қилишни тўғридан тўғри раҳбарларга юклаган;

- аниқланган янги турдаги божхона қоидабузилиши ҳолатлари учун жавобгарликни белгилашда тўғридан-тўғри жараёнда қарор қабул қилинган ва бошқалар.

Жорий этилаётган халқаро тажриба асосидаги янги стандартлар ва автоматлаштирилган тизим натижасида божхона органларининг фаолият олиб бориш йўналишлари ва соҳалари кенгайишига эришилди. Лекин, божхона менежментини ривожланиши учун бир қатор муаммолар юзага келди.

Жумладан, божхона менежменти халқаро стандартлар асосида ривожлантирилмаганлиги халқаро амалиётда ушбу соҳада қўлланилаётган операцион-жараёнли ёндашувнинг муҳим шarti “олдиндан қарор қабул қилиш – соддалаштирилган

божхона операциялари – божхона аудити” тамойили асосида иш юритиш имкониятини бермади. Бунинг асосий сабаби, божхона органлари фаолиятига жорий этилаётган олдиндан маълумот алмашинуви ва қарор қабул қилиш тизимининг барча давлатларда ҳам мавжуд эмаслиги ҳисобланади.

Шу сабабли, XX аср охири ва XXI асрнинг бошларига келиб божхона менежментида янги йўналиш структуравий ёндашув ривожланишни бошлади [2]. Унинг алоҳида жиҳатлари шундаки божхона органлари фаолиятини бошқаришда халқаро савдо жараёнларига мос равишда божхона органлари шахсий таркибини оптималлаштириш орқали самарали бошқарув структурасини жорий этилади. Бу ёндашув XX асрнинг 90-йилларидан халқаро амалиётга, 2018 йилдан бошлаб миллий божхона тизимига кириб келган товар ва транспорт воситаларининг танлаб божхона назоратидан ўтказишда юқори натижадорликка эришишга қаратилган фаолият учун мос ҳисобланади. Масалан, 2004 йилда АҚШнинг ташқи савдо айланмасининг жаҳон ташқи савдосидаги улуши 19%ни ташкил этган бўлса, ушбу давлатда фаолият юритувчи ходимлар сони 19 минг нафар эди, лекин ушбу даврда 68 минг нафар ходим фаолият юритаётган Россия Федерал божхона хизмати хизмат кўрсатган ташқи савдо айланмаси жаҳон ташқи савдосидаги улушига нисбатан 1%ни ташкил этган. АҚШ тажрибасида ходимлар фаолиятининг самарадорлигини оширилишида 1993 йил Конгресс томонидан имзоланган Божхона органлари фаолиятини замонавийлаштириш бўйича акт (Customs modernization act) асосий роль ўйнайди [3]. Ушбу ҳужжат АҚШ божхона органлари фаолиятида божхона менежментини “Бизнес-божхона” тамойили асосида қўллаш учун асос вазифасини ўтаган.

Замонавий божхона тизимидаги божхона менежменти ахборот-синергия ёндашувлари асосида ўрганилмоқда. Маълумки, бугунги божхона назорат қилувчи орган мақомидан кўра, бизнес вакиллари учун товарлар ва транспорт воситаларини божхона расмийлаштирувидан ўтказиш жараёнларида хизмат кўрсатувчи орган сифатида шаклланилмоқда. Ахборот ёндашуви нуқтаи назаридан божхона менежменти фойдаланилаётган ахборот-коммуникация технологиялари орқали олинган маълумотлар асосида қарор қабул қилиш жараёни сифатида қаралса, синергия ёндашуви божхона органларининг ташқи муҳит билан алоқаси давомида ўз-ўзидан юзага келадиган тизимни ўрганиш учун қўлланилмоқда. Дарҳақиқат, божхона органлари фаолиятини рақамлаштириш йўналишида олиб борилган ислохотлар натижасида божхона менежментини такомиллаштиришга бўлган талаб ортиб кетишига олиб келди.

#### ХУЛОСА

Божхона менежменти тушунчаси қўлланила бошлаганига кўп бўлмаган янги тушунчалардан бўлишига қарамастан, уни ўрганиш бўйича кўплаб тадқиқотлар амалга оширилган.

Ўзбекистон Республикасининг Жаҳон савдо ташкилотига аъзо бўлиш жараёнлари жадаллашиб бораётган бир вақтда миллий божхона тизимида божхона менежментини такомиллаштириш мақсадида назарий-методологик таҳлилларга асосланган ҳолда зарурий чора-тадбирларни белгилаш мақсадга мувофиқ деб ҳисобланади.

Шу ўринда, юқорида келтирилган маълумотлар асосида замонавий божхона тизимида божхона менежментини ташкил этишда ахборот-синергия ёндашувидан кенг фойдаланиш мақсадга мувофиқ деб ҳисобланади.



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## ISLOM IQTISODI VA MOLIYASINING O‘ZBEKISTONDA RIVOJLANISH TENDENSIYALARI

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Islom iqtisodiyoti – iqtisodiy munosabatlarni islom dini asosida belgilab qo‘yilgan talablar orqali tartibga soluvchi tizim bo‘lib, bugungi kunda 80 dan ortiq mamlakatlarda tarqalgan 3,9 trillion dollarlik sanoatdir. Islom moliyasi esa, pul munosabatlarini islom huquqi qoidalariga asosan boshqariladigan moliyaviy tizimdir. So‘nggi o‘n yil ichida islomiy moliya yiliga taxminan 10% ga o‘sd. 2023 yilgi Global Islom Iqtisodiyotining holatining hisobotiga ko‘ra, 2026 yilga borib shariatga mos keladigan jami aktivlar 5,95 trillion dollargacha o‘shishi mumkin.

Dunyoda o‘ziga xos o‘rin va mavqe egallab kelayotgan islom iqtisodiyoti va moliyasi ayni paytda yiliga 15 foizdan 25 foizgacha o‘sib bormoqda, islom moliya institutlari esa dunyo bo‘ylab umumiy qiymati **2,7 trillion dollardan** ziyod aktivlarni boshqarmoqda. Yuqoridagi ko‘rsatgichlarning amalga oshishida islomiy banklar (yoki islomiy darchalar)ning roli yuqori desak also xato bo‘lmaydi. Aynan ana shunday banklardan biri Islom taraqqiyot banki (ITB)dir, u dunyo musulmon jamoalarining ijtimoiy-iqtisodiy rivojlanishiga ko‘maklashib, dunyo aholisining 1/5 qismi hayotiga ijobiy ta‘sir qilmoqda. Islom taraqqiyot banki 50 yildan buyon o‘ziga a‘zo bo‘lgan davlat (hozirda 57 ta)larning hamda a‘zo bo‘lmagan davlatlardagi musulmon jamoalarining har tomonlama rivojlanishlari uchun moddiy ko‘mak beradi (ustav jamg‘armasi 150 milliard dollar).

Islom taraqqiyot banki (arab. البنك الإسلامي للتنمية) – ko‘ptarmoqli moliya instituti bo‘lib, 1974 yil Birinchi Islom Konferensiyasi Tashkiloti (hozirda Islom Hamkorlik Tashkiloti) tomonidan arab mamlakatlari Moliya vazirlari tomonidan ta‘sis etilgan. Uning asosiy maqsadi – barqaror infratuzilmani ta‘minlash va har tomonlama inson rivojlanishini rag‘batlantirish, yashash sharoitlarini yaxshilash va salohiyatlarini namoyon qilish imkonini berish orqali a‘zo mamlakatlarning rivojlanish sa‘y-harakatlariga hissa qo‘shishdir. Biroq shuni ta‘kidlash kerakki, islom moliyasi faqatgina musulmonlar uchun xizmat qilmaydi, balki undan barcha birdek foydalanishi mumkin. Aynan shu sababli ham hozirda musulmon bo‘lmaganlar orasida ham sezilarli darajada ortmoqda.

Yurtimiz Islom taraqqiyoti bankiga 2003 yilda a‘zo bo‘lgan bo‘lsa to hozirgi kunga qadar 162 ta loyihalardan 74 tasi bajarilgan bo‘lib, 88 tasi esa hozirda amalga oshirib kelinmoqda. Shu loyalar asosida jami moliyalashtirish 3,9 milliard dollarni tashkil etadi. Bu esa, Markaziy Osiyo davlatlari ichidagi eng yuqori ko‘rsatgichdir.

Islom banklarining asosiy o‘ziga xos xususiyatlaridan biri – foizli kreditlarning berilmasligidir. 2020 yilning boshida Birlashgan Millatlar Tashkilotining Taraqqiyot dasturi doirasida “O‘zbekistonda islomiy moliya mahsulotlari tahlili” bo‘yicha amalga oshirilgan tadqiqot doirasida so‘rovnoma o‘tkazilgan. Bundan ko‘zlangan maqsad – aholi va tadbirkorlar o‘z moliyaviy ehtiyojlarini amaldagi bank-moliya muassasalari orqali qanchalik darajada qondira olayotganligi, bu jarayonda ular qanday (rasmiy va norasmiy) to‘siqlarga duch kelayotganligi, hamda ular tomonidan islom moliya muassasalari va ularning moliyaviy mahsulotlariga bo‘lgan talabni o‘rganish, hamda islom moliyasini mamlakatda tadbir qilish masalasida biror bir taklif kiritishdan oldin tadbirkorlar, banklar va aholining bu masaladagi fikrini bilishdir. O‘tkazilgan

so‘rovnomada rasmiy bank-moliya muassasalari kreditlaridan foydalanmaslik sabablari sifatida respondentlar – biznes va jismoniy shaxslar uchun eng asosiy muammo an’anaviy kreditlarning islom dini talablariga mos emasligini keltirilgan. Xususan, tadbirkorlarning 38%, hamda jismoniy shaxslarning 55% diniy qarashlari sababli an’anaviy kreditlardan foydalanmasliklarini, foydalanmaslikning boshqa sabablari sifatida esa, foiz darajasining yuqoriligi, murakkab talablarning mavjudligi, hamda kreditlardan foydalanish zarurati yo‘qligi ko‘rsatilgan.

Islom banklari bilan muloqot hamkorlar, investorlar, treyderlar, xaridorlar va sotuvchilar sifatida amalga oshiriladi. Odatiy banklarda esa, bu kabi munosabatlar mavjud emas, faqatgina kreditorlar va qarz oluvchilar bor xolos. Bu banklar daromadlarini kafolatlaydi, islomiy moliyada esa foyda va zarar taqsimlash orqali amalga oshiriladi.

An’anaviy banklar asosiy e’tiborni kreditlashga, islom banklari sarmoyaga qaratadi. Shuni ta’kidlash kerakki, foiz bo‘lmasa ham ko‘rsatilgan xizmatlar yoki tovarlar savdosidan tushadigan daromad foyda ko‘rish uchun asosdir. Shuningdek, Islom banklari kapitalning egasi bilan sarmoyador o‘rtasida risk taqsimotini tasdiqlaydi. Bu o‘z navbatida ikki taraf uchun ham foydalidir. Bu jihatlar esa o‘z navbatida ichki investitsiyaga qulay muhit yaratadi, ichki va tashqi investitsiya hajmining ortishiga, tadbirkorlik faoliyatining yanada rivojlanishiga, “halol” mahsulot va xizmatlar bozori rivojlanishiga olib keladi. O‘zbekiston aholisining 96,50 foizini musulmonlar tashkil qiladi, shuni inobatga olgan holda islomiy bank va moliya xizmatlarining joriy etilishi mamlakat iqtisodiyotining o‘sish sur‘atlari yanada yuqorilashiga sabab bo‘ladi.

# EVOLUTION AND PROSPECTS OF RUSSIA'S COMPULSORY HEALTH INSURANCE SYSTEM

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**Abstract.** *This study examines the history and need for integration of Compulsory Health Insurance in Russia. The emergence of elements of insurance medicine and socialist insurance in Russia began in the 18th century. At the first capitalist enterprises, workers created MUTUAL Aid Societies without the participation of employers. The budget was formed from regular contributions from members of the mutual aid society. In case of loss of ability to work, the worker received monetary compensation, and in the event of death, the family of the company member received payments. This principle formed the basis of the first sickness funds, which appeared only in the second half of the 19th century. In 1827, the FIRST PARTNERSHIP was organized in St. Petersburg, which was engaged in accident and life insurance. Compulsory health insurance in Russia was officially introduced in January 1993. This marked an important stage in the development of the country's healthcare. The introduction of compulsory health insurance was a result of health care reforms carried out in the early 1990s. According to the Constitution of the Russian Federation, every citizen has the right to receive free medical care and health care. Medical care in state and municipal institutions is provided to citizens free of charge at the expense of the corresponding budget and insurance contributions. The beginning of the development of insurance medicine in Russia is considered to be the signing of Federal Law No. 1499-1 "On medical insurance of citizens in the Russian Federation" in June 1991. Before this, various forms of insurance existed in Russia, such as fire and burglary insurance. In order to understand the originality and features, to present a holistic picture of the formation of health insurance from its origins to the end of the twentieth century, it is necessary to study some historical features, determine its stages, analyze the role of state policy in the organization and development of domestic insurance medicine, assess the availability of an appropriate regulatory framework for different stages of state formation.*

*Exploring and presenting other problems and solutions makes sense.*

**Keywords:** *compulsory medical insurance, compulsory medical insurance fund, regulatory legal acts, federal law*

## I. Concept and system of compulsory medical insurance

Compulsory medical insurance is a type of compulsory social insurance, a system of legal, economic and organizational measures created by the state. It is aimed at providing free medical services to the insurer at the expense of the compulsory health insurance fund within the territory of compulsory health insurance when an insurance case arises.

Compulsory medical insurance is one of the most important elements of the social protection system of the population in terms of protecting health and obtaining the necessary medical care in case of illness.

In Russia, compulsory health insurance is universal for the state and citizens. That is, the state, represented by the legislative and executive bodies, determines the basic principles of the

organization of compulsory medical insurance and sets the tariffs of contributions. Insurers create special public funds to accumulate contributions for compulsory health insurance.

Universal compulsory health insurance provides all citizens with equal access to medical care, medicines and preventive support established by a compulsory health insurance program.

The state is responsible for financing compulsory health insurance. The sources of funding are the state budget and sub-budgets, funds from organizations and enterprises, and charitable amounts. Working citizens are deducted from insurance premiums, which are transferred to a special fund, the expenses of which are made when citizens request medical assistance.

The compulsory health insurance system was created to guarantee citizens' constitutional right to free medical care, as stipulated in Article 41 of the Constitution of the Russian Federation.

Compulsory health insurance is part of state social insurance and provides equal opportunities for all citizens of the Russian Federation to receive medical and pharmaceutical assistance provided through the compulsory health insurance fund in the quantities and conditions corresponding to the compulsory health insurance program.

Health insurance is a form of social protection for the public's interest in health care.

The most important legal act regulating the compulsory medical insurance system is the Law of the Russian Federation of November 29, 2010 No. 326-FZ "On compulsory medical insurance in the Russian Federation".

## II. Development record of compulsory health insurance

In order to understand the features of the modern healthcare financing system in the Russian Federation, it is necessary to look at the history of the phenomenon.

Providing social assistance to citizens when diseases occur has a long tradition. In ancient Greece and the Roman Empire, there were mutual aid organizations within professional boards that collected and paid costs for accidents, injuries, and loss of work ability due to prolonged illness or injury.

In the Middle Ages, public protection against disease and disability was carried out by guilds or guilds.

Forms of social support for illness did not appear until the late 19th century. During this period the trade union movement began to play an active role, one of the most important results aimed at establishing insurance funds in many European countries.

Britain and Germany were pioneers in hospital insurance. The first state law on compulsory hospital insurance for workers was enacted in Germany in 1883.

The development and formation of compulsory medical insurance in Russia went through several stages.

Step 1. He served from March 1861 to June 1903.

In 1861, the first law introducing elements of compulsory insurance was passed in Russia. Under this law, unions were established in listed mining plants, and in the case of members, a support fund was established that included allowances for temporary disability and issuance of pensions, deposits, and loans to members and their families. Workers who participated in the auxiliary checkout of a mining plant paid a set donation to the checkout counter (within 2-3 percent of their wages). In 1866, they passed a law to establish factories and hospitals in them. This law required factory owners to have a hospital with one bed for every 100 workers in a company.

Step 2. June 1903 to June 1912.

The 1903 "Act on Compensation for Citizens, Workers, and Employees, and Family Members of the Factory, Mining, and Mining Industries" was particularly important in establishing compulsory health insurance in Russia. Under the Act, the employer is responsible for any health damage caused by an industrial accident, and the employer must pay compensation to the victim or his or her family in the form of allowances and pensions.

Step 3. June 1912 to July 1917.

In 1912, the Third State Duma put a lot of effort into social renewal of the country, including the Workers' Insurance Act for Diseases and Accidents 23.06.1912. In December 1912, an insurance committee was established. In January 1913, insurance offices opened in Moscow and St. Petersburg.

Hospital counters were created in many parts of the Russian Empire between June and July 1913. In January 1914, insurance unions for workers in accidents began to appear. Under the 1912 Act, medical assistance was provided in four types at the expense of businessmen at hospital counters:

- 1) first aid for sudden illness and accident
- 2) outpatient treatment.
- 3) encourage childbirth.
- 4) fully patient-inclusive hospital treatment.

Step 4. July 1917 to October 1917.

After the February Revolution 1917, the interim government came to power and began reforms in the field of compulsory health insurance from the first stage, including the following key conceptual provisions.

1) Expanding the scope of the policyholder but not including all categories of workers (it was categorized as the policyholder because it was technically impossible at once).

2) Hospital cashiers are given the right to combine without the consent of businessmen and policyholders if necessary.

3) Requirements for independent hospital checkout increased with the number of participants. There had to be more than 500 people.

4) Full autonomy for hospital staff working without entrepreneurial involvement.

The Provisional Government passed four Social Security Act 1912, which severely modified and amended many of the shortcomings of the Third State Duma Act.

Step 5. October 1917 to November 1921.

The Soviet government began working on social insurance reform on October 30, 1917, with the People's Labor Commission Declaration on the introduction of "complete social insurance" in Russia. The main provisions of the declaration were as follows:

- 1) It covers all employees as well as the urban and rural poor;
- 2) Expand insurance to all types of unemployment (for illness, injury, disability, old age, childbirth, widows, orphans, unemployment);
- 3) All insurance costs for entrepreneurs and the country;
- 4) Compensation of full income in case of loss of work capacity and unemployment;

Reforms carried out by the Soviet government contributed to the implementation of complete social insurance on the basis of complete centralization. The logical continuation of the People's Health Insurance Commission's merger policy was the adoption of Decree 31.10 in 1918, which approved the "Regulations on Workers' Social Security". In the new regulation, the term

insurance was replaced with the term insurance. This corresponded to the Soviet government's concept that capitalist social insurance institutions should hand over their positions to socialist social security institutions, since capitalism had already been liquidated and Russia had become "socialists" one year after the October Revolution. The content of the Decree on October 31, 1918, completely corresponded to this. On February 19, 1919, Lenin signed the "Regulations on the Transfer of All Medical Parts of the Old Hospital to the People's Health Commission", and as a result, the entire medical case was transferred to the People's Health Commission and its field department. Thus, this decree abolished cash healthcare. The results of this reform were persuasive at first glance in the fight against infectious diseases. The incidence of social diseases (tuberculosis, syphilis, etc.) and infant mortality were greatly reduced.

Step 6. November 1921 to 1929.

After 1921, a new economic policy was declared, and from 1921 to 1929, the government turned back to the elements of insurance medicine, as indicated by the resolutions of the People's Committee and the Central Executive Committee.

On November 15, 1921, the "Social Insurance of Persons engaged in Employment and Labor" decree was issued, and social insurance was reintroduced to cover all temporary and continuous loss of labor capacity. The composition of disease insurance contributions was required to be set by the People's Committee, and differentiated according to the number of employees and working conditions of the enterprise. This decree set the procedure for collecting contributions for the first time, and the main collectors were the Labor Protection Committee and the Social Security Committee.

Step 7. 1929 to June 1991.

This stage can be characterized as a period of public health in which the residual principle of financing the health care system was formed due to the objective political and economic situation.

Step 8. From June 1991 to the present.

And on June 28, 1991, the RSFSR's law, "On the Health Insurance of Citizens in RSFSR," was adopted to begin to talk about a new step in the development and further promotion of the socially important concept of compulsory health insurance in Russia.

### III. Legal basis of compulsory medical insurance in the Russian Federation

The legal area of compulsory medical insurance is based on:

- Constitution of the Russian Federation
- Federal Law No. 323-FZ "On the basics of protecting the health of citizens of the Russian Federation";
- Federal Law No. 165-FZ "On the Basics of Mandatory Social Insurance";
- Other federal laws, laws of the constituent entities of the Russian Federation.
- Obligatory health insurance relations and rules approved by Order N158n of the Ministry of Health of the Russian Federation of February 28, 2011 are regulated by other normative legal acts of the Russian Federation and other normative legal acts of the constituent entities of the Russian Federation.
- The Declaration of Human Rights and Civil Liberties, adopted by the Supreme Council of Russia in 1991, declared that everyone has the right to qualified health care in the public health care system. The State takes measures to develop all forms of health care, including free and paid

medical care and health insurance, and to encourage activities that promote environmental well-being, strengthening the health of all people, and the development of physical education and sports.

In the health insurance system, civil and legal regulations on the interaction between insurance entities and the “patient-insurer” and “patient-insurer” relationships are implemented on the basis of health insurance contracts to determine their rights, obligations, and most importantly, their responsibilities. to provide. All of this creates new opportunities to protect citizens' rights and legitimate interests.

The main document of the compulsory health insurance system is the insurance policy of national compulsory health insurance, which is the legal registration of the rights and obligations of patients in the compulsory health insurance system.

The compulsory health insurance policy individualizes the patient's right to receive adequate medical care and the amount set throughout the Russian Federation by the basic program of compulsory health insurance, regardless of income, social status and place of residence.

Implementation of state policy in the field of compulsory health insurance in accordance with the law "On health insurance of citizens in the Russian Federation", increased cases of application of citizens to the territorial fund of compulsory health insurance, insurance-medical organizations provide for the implementation of state policy in the field of compulsory health insurance of citizens in the system of compulsory health insurance. It defines the need for consistent measures to ensure the protection of rights and the development of a non-departmental quality system of care as an important and major part of the protection of patients' rights.

Thus, the stated purposes of health insurance revealed the direct purpose of the construction and function of the mandatory health insurance system, which is to provide national coverage in the event of an insurance event, provide medical support, and raise funds for preventive measures.

#### IV. Mandatory health insurance subscriber

##### 1. Mandatory health insurance subscriber

Mandatory health insurance covers:

- 1) Insured;
- 2) Insurance company;
- 3) Federal funds.
- 4) Mandatory health insurance subscribers are as follows:
- 5) Territorial Fund;
- 6) Insurance medical organizations;
- 7) Medical organizations.

According to Article 9 of the Federal Law “On Compulsory Health Insurance in Russia”, the insured persons are citizens of the Russian Federation permanently or temporarily residing in the Russian Federation, foreign citizens, stateless persons (except highly qualified specialists and their family members) and Refugee Act.

Insurance companies for working citizens include:

- ◆ Persons who pay payments and other remuneration to individuals;
- ◆ Organization;
- ◆ Individual entrepreneurs;
- ◆ Individuals not recognized as sole proprietorships;



◆ Sole proprietor (lawyer, notary public)

The insurer for non-working citizens is the administrative authority of the subjects of the Russian Federation, which is authorized by the highest executive body of state power of the subjects of the Russian Federation. These insurers are the payers of insurance contributions for compulsory health insurance of the unemployed population.

The Federal Fund for Compulsory Health Insurance is an independent non-profit organization that carries out its activities in accordance with the provisions of the Constitution of the Russian Federation, federal laws, decrees and decrees of the President of the Russian Federation and the Charter of the Fund.

The main purposes of federal funds are:

- Financial support for the right of citizens to medical assistance established by Russian law;

- Ensure the financial stability of the compulsory health insurance system and create conditions to equalize and improve the quality of medical care provided to citizens across the country according to the basic program of compulsory health insurance;

- Accumulation of financial resources of federally funded compulsory health insurance to ensure the financial stability of the compulsory health insurance system.

Financing means that federally funded mandatory health insurance is created at the expense of receipts of:

1) Single social tax of economic entities and other organizations on compulsory health insurance in amounts in accordance with Part 2 of the Tax Code of the Russian Federation;

2) Allocation of the federal budget for the implementation of federal targeted programs under compulsory health insurance:

◆ Voluntary donations by corporations and natural persons

◆ Income from the use of financial instruments temporarily provided free of charge

◆ Income from other sources not prohibited by law, regulated insurance stocks, federally funded mandatory health insurance.

The Territorial Fund is a non-profit organization established by Russian companies to implement state policy in the field of compulsory health insurance on the territory of Russian companies.

Currently, 86 territorial funds of compulsory health insurance implement state policy in the area of compulsory health insurance, two of which are created in the Crimean Federal District.

An insurance medical organization is an insurance organization with a license issued by a federal executive agency that performs control and supervision functions in the field of insurance activities.

Medical organizations in the field of compulsory health insurance include persons capable of practicing medicine included in the register of medical organizations active in the field of compulsory health insurance:

1) All organizations and legal forms of organization established by the laws of the Russian Federation;

2) A private businessman engaged in private medical care.

As of April 1, 2015, the number of mandatory health insurance subscribers reached 143.8 million, including 60 million workers and 83.8 million unemployed.

The subject of mandatory health insurance is the insurance risk associated with the occurrence of an insured event.

Insurable risk is an expected event that requires payment for medical care provided to the insured.

Events considered as insurable risks must be considered probable and contingent. Because all living things are exposed to physical damage or disease, there is a possibility that human illness or disease may occur.

This is because it is the will, consciousness and actions of people that lead to events that require insurers to pay for medical services provided to insured people.

An insurance event is an event that provides mandatory health insurance to the insured person.

In the case of insurance, risky events ultimately make the "correct starting point" the emergence of a legal relationship that provides insurance to the insured. The events can be considered legal facts.

In the event of an insured event, mandatory health insurance is applied. Collateral itself is a promise made to provide necessary medical services to the insured person.

#### 2) Federal Fund for Medical Insurance of the Russian Federation

The Medical Health Insurance Fund is a national out-of-budget fund established to support the medical services of Russian citizens. The fund was established on February 24, 1993 under the decree of the Supreme Soviet Union No.4543-I of the Russian Federation.

The Foundation's activities are regulated by the Russian Federation Budget Code and the Russian Federation's Federal Act on Medical Care Insurance (29.11.2010 No.326) and other legislative and regulatory laws.

On February 24, 1993, the fund's regulations were approved, and on July 29, 1998, the fund's charter was replaced.

The key features of the fund are.

1) Levelling up the conditions of local compulsory health insurance fund activities to ensure financing of compulsory health insurance programs.

2) Funding targeted programs within the framework of compulsory health insurance.

3) Control over the targeted use of financial instruments in compulsory health insurance schemes.

Enforcement agencies of all constituent bodies of the Russian Federation create territorial funds for compulsory health insurance operating under federal law on compulsory health insurance of the Russian Federation.

As of the end of 2019, the Russian Federation's compulsory health insurance scheme included 86 territorial compulsory health insurance funds.

Local funds come primarily from premiums for compulsory health insurance. Donations to territorial compulsory health insurance funds are now cancelled and previously paid contributions are paid to compulsory health insurance federal funds.

#### Positive Effects of Mandatory Health Insurance

◆ Free treatment. Everything from testing, counseling, vaccines, treatment, surgery, etc. is supported by the mandatory health insurance fund.

◆ Hospitalization of patients a short distance from home is often done at multi-hospital clinics not far from the residence address.

◆ People's trust in certain professionals who continue to advise them and provide healthcare

◆ A chance to call a local doctor home.

◆ Systematic notification to insurers of mandatory manipulation and the need for medical examination

Negative effects of mandatory health insurance

◆ Difficulties in Planned Hospitalization In some cases, if the insured requires scheduled surgery, they may have to wait several months for the order to be correct.

◆ Specialist's problem. Qualified specialists must register weeks in advance.

◆ There is no explanation for mandatory manipulation. Medical professionals often do not provide thorough information about vaccination.

◆ You can wait permanently in hospitals and polyclinics.

◆ The list of healthcare services is narrow and the quality of delivery is not high.

Disadvantages of compulsory health insurance for healthcare workers

◆ There is a need to write a statistical coupon that forms the basis for account formation submitted to insurance medical organizations for medical service payment. This takes away the greatest share of the time doctors can spend on more thorough examination of patients.

◆ Excessive fines have become an integral part of doctors' professional activities. The assignment of additional tests for which a presumptive diagnosis is not confirmed, that is, incorrect entry of statistics, is all material responsibility.

◆ If the line is large during the test, the patient's condition is likely to change negatively, which can lead to significant health deterioration.

◆ The material stimulation of medical workers depends on the number of closed statistical coupons (treatment patients). However, in many cases, the patient's treatment can be extended for a long time, so stimulants can be provided after a considerable period of time after the start of treatment.

#### V. Future tasks and concluding remarks

Currently, the Foundation's activities are perceived as being controlled primarily by medical practitioners through compulsory health insurance and CMOs. Therefore, close cooperation between health managers and health care workers is needed to eliminate compulsory health insurance and lack of care among the general public. Therefore, one may conclude that today's compulsory health insurance system is far from perfect.

In fact, it only partially solved the health financing problem by cutting budgets at all levels.

However, as we show, accumulated funds are still insufficient to meet the public's health care needs. At the same time, we are not talking at all about modernizing and updating the equipment of medical facilities.

Protecting the working population is the responsibility of the employer, which makes a monthly contribution of 5.1% of the worker's compensation fund to the federal mandatory health insurance fund. At the same time, the protection of non-working people (children, pensioners, unemployed people, disabled people) is carried out by the state, which, for various economic reasons, is not always able to fully fulfill its obligations to insurers.

For these reasons, it can be concluded that the modern healthcare system in the Russian Federation is in need of reform.

The further development and improvement of the compulsory health insurance system should be based, above all, on providing sustainable funding to health institutions so that citizens can receive guaranteed health care services when they need it, and for this the state must undertake a number of tasks. You should pay attention to

The main goal of further reform of the compulsory health insurance system should be to increase funding for the compulsory health insurance system.

A source of additional financing could be the Pension Fund of the Russian Federation to finance the costs associated with the provision of targeted healthcare to non-working pensioners. Additionally, there is a need to strike a balance between employers' provision of mandatory federally funded health insurance and the obligation of state enforcement agencies to provide coverage for non-employees.

This can be achieved by strengthening control over the activities of territorial executive bodies and strengthening control mechanisms at the legislative level.

Mechanisms should be developed to rationalize health spending. One example of such rationalization is "introducing procedures to approve admission of patients on a planned basis," which could significantly reduce unwarranted admissions without reducing the quality of care. It could also shorten the length of hospital treatment and cancel systematic renegotiation of disabled people with disabled people, as these measures increase medical costs.

All this will end the rather unsuccessful practice of making doctors financially responsible for additional tests, as the efficiency of financial resources will increase and there will be no need to impose financial sanctions on health workers. Additionally, as reforms progress, compulsory health insurance must address issues related to expanding population participation in compulsory health insurance systems.

At the same time, an increase in the percentage of financial participation of the population should improve the quality and expand the list of health services. Compulsory health insurance and the development of legal and financial mechanisms that can preclude informal payments by patients to health care workers are essential to the civilized development of the system.

One way for citizens to voluntarily participate in health insurance may be to provide them with the opportunity to give up participation in the mandatory health insurance system and solve the problem of paying medical expenses through a voluntary health insurance system.

Finally, the main direction of the reform of compulsory health insurance is to provide a single health and social security system capable of providing the population with social security, including guaranteed (free) health services.

Therefore, applying these recommendations in practice will significantly improve the efficiency of the use of compulsory medical insurance and solve a number of problems identified during the research, which will ultimately lead to a significant improvement in the state of the healthcare system in the Russian Federation, thereby significantly improving the level of insurance and social protection of the population will increase.

Based on the analysis of the main performance indicators of insured medical institutions of the Russian Federation, it can be concluded that the problem of the sufficiency of financing medical support is especially urgent, since the ratio of the working and non-working population in the Russian Federation is trying to dominate the latter. Therefore, the further development of the compulsory medical insurance system should be based on ensuring sustainable financing of medical institutions, which can be achieved by attracting additional funding sources (for example,

the Pension Fund of the Russian Federation, providing targeted medical assistance to non-working pensioners). do. In addition, control over the activities of territorial executive bodies for non-employee insurance should be strengthened and mechanisms should be developed to rationalize the use of funds to pay for medical care, which should optimize the treatment process. It also expands the population's participation possibilities in the health insurance system by creating DMS policies. The article also described the advantages and disadvantages of compulsory health insurance from the point of view of insurers, and the analysis made it possible to identify the weaknesses of the compulsory health insurance system in the Russian Federation. We also systematized the problems of health care organization that health workers face every day in order to increase the efficiency of health care provision.

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## O‘ZBEKISTONDA “YASHIL IQTISODIYOTNI” JORIY QILISH IMKONIYATLARI

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***Annotatsiya.** Bugungi kunda sayyoramizga qanchalik ehtiyotkorlik bilan munosabatda bo'lishimiz katta rol o'ynaydi. Ko'p yillar davomida odamlar global muammolar haqida o'ylar ekan, atrof-muhit muammolari mavzusiga qayta-qayta murojaat qilishdi. Ozon qatlamining qisqarishi, global isish, dunyo okeanining ifloslanishi va boshqa ko'plab muammolar aynan Yerga beparvo munosabat tufayli yuzaga kelgan. “Sayyoramizni asrang” shiori nafaqat O‘zbekiston aholisi, balki sayyoramizning har bir aholisi uchun ham asosiy vazifa bo‘lib qolmoqda.*

*Global isish, qurg'oqchilik va chang bo'ronlari kabi tabiiy ofatlar. Bunga o'zimiz bo'lmasak kim aybdor? Sanoat faoliyatining o'zi tabiatimizga zarar yetkazadi. Suv havzalari va havoning ifloslanishi tabiatga juda salbiy ta'sir ko'rsatadi. Ifloslangan suv havzalari suv jonzorlarini zaxarlab, ularning sonini sezilarli darajada kamaytiradi. Dengiz mahsulotlarini iste'mol qiladigan odamlar davolab bo'lmaydigan kasalliklarga duchor bo'lishdan qo'rqishadi. Havochi, iflos havo inson salomatligiga salbiy ta'sir qiladi. Kosmosga raketa uchirilishi bilan birga iflos havo ozon teshiklarini keltirib chiqaradi. Bu global isishning bevosita natijasidir. Yozda dahshatli issiqlik va qishda chidab bo'lmas anomal sovuq bu davrlarda ko'plab hayvonlarning o'limiga sabab bo'ldi. Toshkentda kuzatilgan barcha yillar davomida iyun oyining eng yuqori harorati 43°C (2023 yil iyun). Bu nafaqat mamlakatimizda sodir bo'layotgan qurg'oqchilikning bevosita sababidir. Orol dengizining qurishiga nafaqat ekinlarni sug'orish uchun suvning samarasiz taqsimlanishi, balki isish ham ta'sir ko'rsatdi.*

***Kalit so'zlar:** yashil iqtisodiyot, barqaror rivojlanish, ekologik manfaatlar, qayta tiklanadigan energiya, energiya samaradorligi, iqtisodiy o'sish, ijtimoiy imtiyozlar, innovatsiyalar, atrof-muhitning ifloslanishi.*

Muqaddima.

Tez texnologik taraqqiyot va iqlim o'zgarishi davrida barqaror rivojlanish va ekologik mas'uliyat masalalari jahon hamjamiyatining kun tartibidagi asosiy masalasiga aylanib bormoqda[1]. Boy tabiiy resurslar va noyob geografik joylashuvga ega O‘zbekiston yashil iqtisodiyotni – rivojlanishga innovatsion va barqaror yondashuvni amalga oshirish imkoniyatlari chorrahasida turibdi.

Ushbu maqola yashil texnologiyalar va tamoyillarga o'tishda keladigan salohiyatni chuqur tahlil qiladi. Biz O‘zbekistonning hozirgi ekologik holatini ko‘rib chiqamiz, qayta tiklanuvchi energiya manbalarini joriy etish istiqbollari yoritib beramiz, iqtisodiy foyda va ijtimoiy imtiyozlarni muhokama qilamiz va barqaror rivojlanishga erishish uchun aniq tavsiyalar beramiz. Bularning barchasi O‘zbekiston va uning fuqarolari uchun yashil kelajak yaratish yo‘lidagi muhim qadamlardir.

Zamonaviy dunyoda barqaror rivojlanish va yashil iqtisodiyot masalalari muhim va dolzarb bo‘lib bormoqda. Boshqa ko‘plab davlatlar kabi O‘zbekiston uchun ham yashil

iqtisodiyotga o'tish strategik zarurat hisoblanadi. Ushbu mavzuning dolzarbligini ta'kidlaydigan bir nechta jihatlar mavjud bo'lib, ular:

1. Global tendentsiyalar: iqlim o'zgarishi va tabiiy resurslarning kamayishi kabi global muammolardan kelib chiqqan holda, mamlakatlar barqaror va ekologik toza texnologiyalarga o'tish zarurligiga tobora ko'proq e'tibor qaratmoqda.

2. Iqtisodiy foyda: Yashil amaliyotlarni qabul qilish energiya xarajatlarini kamaytirish, yangi ish o'rinlarini yaratish, innovatsiyalarni rag'batlantirish va global raqobatbardoshlikni oshirish mumkin.

3. Ijtimoiy ehtiyojlar: Atrof-muhit muammolari haqida xabardorlikning o'sishi barqaror rivojlanishga bo'lgan jamoatchilik qiziqishini, shuningdek, yanada mas'uliyatli iqtisodiy amaliyotlarga bo'lgan talablarni rag'batlantiradi.

Tadqiqot usullari.

Maqolada ilmiy ishda faktlarni tizimlashtirishga xizmat qiluvchi quyidagi universal usullardan foydalanildi: tahlil; sintez; analogiya; chegirma; induksiya; umumlashtirish; abstraksiya.

Natijalar.

Yashil iqtisodiyot barqaror rivojlanish va qayta tiklanadigan resurslardan maksimal darajada foydalanish tamoyillariga asoslanadi.

Yashil iqtisodiyot – resurslardan samarali foydalanish, tabiatni asrash va atrof-muhit ifloslanishining oldini olishga asoslangan barqaror iqtisodiy tizimni yaratishga qaratilgan kontsepsiya va rivojlanish modelidir.[2] Yashil iqtisodiyotning asosiy tamoyillariga qayta tiklanadigan energiya manbalaridan foydalanishga o'tish, issiqxona gazlari chiqindilarini kamaytirish, ekologik toza texnologiyalarni ishlab chiqish, resurslardan samarali foydalanish tamoyillari, yashil ish o'rinlarini yaratish va ekologik jihatdan mas'ul korxonalarni qo'llab-quvvatlash kiradi. Yashil iqtisodiyot uzoq muddatli barqarorlik va barcha uchun farovonlikka erishish uchun iqtisodiy rivojlanish va atrof-muhitni muhofaza qilish o'rtasida muvozanatni yaratishga intiladi.

Yashil iqtisodiyotning maqsadi kelajak avlodlarga zarar yetkazmasdan, bugungi avlod ehtiyojlariga javob beradigan barqaror rivojlanishga erishishdir.

Yashil iqtisodiyotni shakllantirish bosqichlari.

O'zbekistonda yashil iqtisodiyotni joriy etish imkoniyatlarini o'rganish tizimli va ko'p bosqichli yondashuvni talab qiladi. Keling, yashil iqtisodiyotni joriy etish bosqichlarini ko'rib chiqaylik:

1. Atrof-muhit va iqtisodiy ma'lumotlarni to'plash va tahlil qilish:

- Birinchi bosqichdan O'zbekistondagi mavjud ekologik va iqtisodiy vaziyatni tahlil qilishdan boshlaylik. Biz ifloslanish, tabiiy resurslardan foydalanish va energiya infratuzilmasi bo'yicha ma'lumotlarni to'playmiz.

2. Yashil iqtisodiyot tamoyillarining nazariy sharhi:

- Biz yashil iqtisodiyotning asosiy tamoyillari, jumladan, resurslardan samarali foydalanish, barqaror ishlab chiqarish va qayta tiklanadigan energiya manbalaridan foydalanishni nazariy tahlil qilish bilan davom etamiz.

3. Inson ta'sirini tahlil qilish:



- Uchinchi bosqich inson faoliyatining O'zbekiston ekologiyasiga ta'sirini o'rganishga bag'ishlanadi. Yerdan foydalanish o'zgarishi, issiqxona gazlari chiqindilari va tabiiy resurslardan foydalanishni ko'rib chiqamiz.

4. Potentsial foyda va iqtisodiy manfaatlarni baholash:

- Keling, yashil amaliyotlarni joriy etishning potentsial iqtisodiy foydalarini baholash bilan oldinga boramiz. Shunigdek, yangi ish o'rinlari yaratish, sarmoyalarni jalb qilish va raqobatbardoshlikni oshirish imkoniyatlarini ko'rib chiqamiz.

Yashil iqtisodiyotni amalga oshirish bosqichlari.

1. Strategiyani ishlab chiqish. Ushbu bosqichda yashil iqtisodiyotni amalga oshirish va yanada rivojlantirish bo'yicha belgilangan maqsad va vazifalar ko'rib chiqiladi. Har bir sohaning ahvoli tahlil qilinib, modernizatsiya va islohotga muhtoj jihatlari belgilab olinadi.

2. Atrof-muhitni rivojlantirishni qo'llab-quvvatlovchi qonunlarni joriy etish. Samarali ekologik toza davlatga aylanish uchun ekologik rivojlanishni qo'llab-quvvatlash maqsadida qonunchilik bazasiga o'zgartirishlar kiritish zarur.

3. Investitsiyalarni jalb qilish. Yashil iqtisodiyot tamoyillarini amalga oshirish uchun katta mablag' talab etiladi, shuning uchun ekologik toza loyihalar va texnologiyalarga investitsiyalarni jalb etishga e'tibor qaratish lozim.

4. Ta'lim va tarbiya. Yashil iqtisodiyotning gullab-yashnashi va muvaffaqiyatli amalga oshirilishini ta'minlash uchun ekologik texnologiyalar, energiyani tejash, chiqindilar va resurslarni boshqarish va hokozolar sohasida ishlay oladigan yuqori malakali kadrlarga ega bo'lish zarur.[3] Bundan tashqari, keyingi rivojlanish uchun tegishli ta'lim berilishi lozim.

Munozara.

Yashil iqtisodiyotni joriy etish inson uchun ham, tabiat uchun ham muhim rol o'ynaydi. Sayyorada yashab, biz uni himoya qilishimiz kerak, chunki harakatlarimizning oqibatlari bizga bevosita ta'sir qiladi. Ko'chalarni tashlab, avtomashinalardan foydalangan holda biz nafas olayotgan havoni ifloslantiramiz, lekin agar biz daraxtlar eksak va tabiat uchun zararsiz texnologiyalardan foydalansak, insonning turmush darajasi kattalik darajasiga ko'tariladi.

Yashil iqtisodiyot insoniyatning hayot sifatini yaxshilash uchun yaratilgan bo'lib, uning xususiyatlari quyidagilardan iborat: ekologik texnologiyalardan foydalanish, resurslarni saqlash va ulardan oqilona foydalanish, chiqindisiz ishlab chiqarish.

Shunday qilib, yashil iqtisodiyotni joriy etish jamiyatning barqaror rivojlanishi va tabiatni muhofaza qilishning muhim omilidir[4]. Shuning uchun O'zbekistonda yashil iqtisodiyot joriy etilishi kerak.

Natijalarni monitoring qilish va baholash.

1. Monitoring va baholash tizimi.

Maqsad: Atrof-muhitning ekologik holatini muntazam monitoring qilish.

Harakatlar: Atrof-muhit ko'rsatkichlari monitoringi tizimini joriy etish, ma'lumotlarni to'plash.

2. Yashil iqtisodiyot tamoyillari samaradorligini tahlil qilish.

Maqsad: muammolarni bartaraf etish uchun atrof-muhitga zarar yetkazadigan jihatlarni aniqlash.

Harakatlar: Keyingi harakatlarni amalga oshirish uchun yuqori sifatli texnologiyalar va yuqori malakali xodimlardan foydalanish.

3. Yashil iqtisodiyot tamoyillarini joriy etish.

Maqsad: aholini yuqori turmush darajasi bilan ta'minlash.

Harakatlar: strategiyalarni ishlab chiqish, tabiatga beparvolikning oldini olish uchun qonunlarni amalga oshirish.

Xulosa.

O'zbekistondagi ekologiyaning bugungi holati bilan faxrlanadigan narsa yo'q. Ayni paytda O'zbekiston dunyoning eng ifloslangan davlatlaridan biri hisoblanadi. O'zbekiston atrof-muhit sifati bo'yicha dunyoda 106-o'rinni egalladi. Asosiy muammolar tuproqning degradatsiyasi va sho'rlanishi, suv resurslarining yomonlashishi, havoning ifloslanishi va biologik xilma-xillikning yo'qolishidir.

Bu vaqtga kelib, atrof-muhit masalalari bo'yicha ko'plab partiyalar o'tkazildi. Endi O'zbekiston ekologik toza davlatga aylanish yo'llarini izlamoqda. Yig'ilishlar o'tkazilib, tabiatga ehtiyotkorona munosabatda bo'lish borasida Prezident qarorlari qabul qilinib, seminar va yig'ilishlar o'tkazilib, chiqindisiz ishlab chiqarishning yangi texnologiyalari joriy etilmoqda. O'zbekistonda yashil iqtisodiyot tamoyillari joriy etilmoqda.

Ushbu maqolada biz yashil iqtisodiyotni qabul qilish, tabiatni muhofaza qilish va resurslardan oqilona foydalanish muhimligini ko'rib chiqdik. Yashil iqtisodiyot - bu tabiat in'omlarini tiklash va jonlantirish usuli. Maqolada taklif qilingan usullardan foydalanib, har bir inson mamlakat ekologiyasiga hissa qo'shishi mumkin.

Keyingi istiqbollari.

Yashil iqtisodiyot tamoyillarini joriy etish va rivojlantirish mamlakatimizni dunyoning eng ekologik toza davlatlari qatoriga olib kirishi kutilmoqda. Bunday yondashuv hayot sifatini va umuman tabiatni yaxshilashi mumkin.

O'zbekiston oldida yashil iqtisodiyotga asoslangan barqaror rivojlanish istiqbollari ochilmoqda. Taklif etilayotgan chora-tadbirlarni amalga oshirish, jumladan, energetika sohasini diversifikatsiya qilish, innovatsiyalarni qo'llab-quvvatlash va biznesni jalb qilish nafaqat atrof-muhitni yaxshilash, balki iqtisodiy o'sish uchun qulay shart-sharoitlar yaratishga yordam beradi.

Yashil tashabbuslarni amalga oshirishni davom ettirish davlat va nodavlat ishtirokchilarning yaqin hamkorligini talab qiladi. Bu, shuningdek, atrof-muhit muhimligini tushunadigan va barqaror amaliyotga o'tishga qaratilgan sa'y-harakatlarni qo'llab-quvvatlashga tayyor bo'lgan jamiyatning faol ishtirokini o'z ichiga oladi.[5]

Davlatimiz rahbari tashabbusi bilan O'zbekiston Respublikasining 2030-yilgacha bo'lgan davrda "yashil" iqtisodiyotga o'tish strategiyasi tasdiqlandi. Ushbu strategiya ekologik muammolar va ularni hal qilish usullarini nazarda tutadi. U quyidagi strategik maqsadlarga erishishni nazarda tutadi:

- issiqxona gazlari chiqindilarini kamaytirish;
- qayta tiklanuvchi energiya manbalarining ishlab chiqarish quvvatlarini oshirish;
- sanoatda energiya samaradorligini oshirish;
- iqtisodiyotning barcha tarmoqlarida suvdan foydalanish samaradorligini oshirish, suvni tejaydigan sug'orish texnologiyalarini joriy etish;
- har yili 200 million dona ko'chat ekish hisobiga shaharlarda yashil maydonlarni kengaytirish;
- maishiy chiqindilarni qayta ishlash darajasini oshirish va boshqalar.

Xulosa

O‘zbekistonda atrof-muhit holati va yashil iqtisodiyotni joriy etish imkoniyatlarini o‘rganish barqaror rivojlanishning asosiy muammolari va salohiyatini aniqladi. Mamlakatdagi mavjud ekologik vaziyat, ayniqsa, iqlim o'zgarishi va global muammolar sharoitida ehtiyotkorlik bilan aralashuvni talab qiladi. Tahlil qilingan havo, suv va tuproq ifloslanishi, shuningdek, tabiiy resurslardan foydalanish yashil amaliyotga o‘tishning dolzarbligini ta’kidladi.

Energetika infratuzilmasi va qayta tiklanadigan energiya salohiyatini baholash diversifikatsiya qilish va an'anaviy manbalarga qaramlikni kamaytirish istiqbollari belgilab berdi. Yashil iqtisodiyotning sarmoyalarni jalb qilish, yangi ish o‘rinlari yaratish va innovatsiyalarni rag‘batlantirish kabi iqtisodiy afzalliklari mamlakatga barqaror iqtisodiy o‘sish uchun noyob imkoniyatlarni taqdim etadi.

Yashil iqtisodiyotni rivojlantirishda davlatning roli, hukumat tashabbuslari va biznes ishtiroki muhim omil hisoblanadi. Yashil amaliyotlarni muvaffaqiyatli amalga oshirishda jamoatchilik ongining darajasi va ekologik tashabbuslarni qo‘llab-quvvatlash kabi ijtimoiy jihatlar hal qiluvchi rol o‘ynaydi.

Jahon amaliyoti bilan taqqoslash, O‘zbekiston sharoitiga moslashtirish mumkin bo‘lgan ilg‘or uslub va tajribalarni ajratib ko‘rsatish imkonini beradi.

Yashil iqtisodiyotni joriy etish nafaqat ekologik foyda keltirishini, balki iqtisodiyot va ijtimoiy rivojlanish sohasida ham samarali strategik qadam ekanligini jahon tajribasi tasdiqlaydi.

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## ЭКОКУЛЬТУРА И ЭКОТУРИЗМ -ОСНОВНЫЕ ФАКТОРЫ РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСТВА И ОХРАНЫ ОКРУЖАЮЩЕЙ СРЕДЫ

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В Узбекистане за последние годы созданы все благоприятные условия в области законодательства по экологии, экологической культуре населения и развитию экотуризма. Экологическая культура — часть общечеловеческой культуры, система социальных отношений, общественных и индивидуальных морально-этических норм, взглядов, установок и ценностей, касающихся взаимоотношения человека и природы. Гармоничность сосуществования человеческого общества и окружающей природной среды. Экологическую культуру надо прививать с детства, с младенчества. В этом огромная роль женщин матерей, педагогов, предпринимателей. Каждая женщина предприниматель если у себя на производстве, в сфере услуг будет неукоснительно соблюдать правила охраны окружающей среды - значит она выполняет свою основную миссию по хранению экологически чистой планеты для будущих потомков.

Узбекистан привлекает своей древней и богатой историей, традиции, национальные обряды и культура. Особое место в приоритетах туристов как иностранных так и местных занимает внутренний экотуризм. Экологический туризм - вид туризма, который выражается в активном времяпрепровождении человека в природной среде, не только с использованием рекреационных и познавательных возможностей, но и с учетом их сохранения и приумножения, как на сознательном, так и на практическом уровне. Развитие экотуризма происходит за счет сильной мотивированности туристов, их тяги к приключениям и к приобретению новых знаний и опыта. Экотуризм- путешествие в природу, при котором не наносится вред экологической и социально-культурной среде посещаемой местности, а, наоборот, происходит содействие их сохранению и развитию. Экологический туризм неразрывно связан с познавательной и просветительской функцией: с одной стороны, туристы знакомятся с природой, местными обычаями и культурой, а с другой стороны – узнают больше об экологических проблемах и принимают посильное участие в их решении. Таким образом, экологический туризм не только дарит впечатления об отдыхе в красивейших местах, но и воспитывает в человеке любовь и чувство ответственности по отношению к окружающей среде.

Термин «экотуризм» на Западе был официально использован на одной из конференций мексиканским экологом Эктором Себальсом-Ласкурайном в первой половине 80-х годов XX в. Он отражал идею гармонии между рекреацией и экологией и приобрел большую популярность. Одним из вариантов этого определения является экотуризм как активная форма рекреации, основанная на рациональном использовании природных благ. Он предполагает отказ от культы комфорта, массовых коммуникаций, доступности и потребления все более многочисленных туристических благ (в отличие например от тур-реализма, который подразумевает погружение в природу и культуру с сохранением высокого уровня комфорта). А взамен прививает другую систему ценностей, которыми становятся созерцание природы, духовное обогащение от общения с ней,

сопричастность к охране природного наследия и поддержке традиционной культуры местных сообществ.

Экологический туризм или экотуризм — путешествие с ответственностью перед окружающей средой по отношению к ненарушенным природным территориям с целью изучения и наслаждения природой и культурными достопримечательностями, которое содействует охране природы, оказывает „мягкое“ воздействие на окружающую среду, обеспечивает активное социально-экономическое участие местных жителей и получение ими преимуществ от этой деятельности». Экологический туризм, включающий путешествия в места с относительно нетронутой природой, с целью получить представление о природных и культурно-этнографических особенностях данной местности, который не нарушает при этом целостности экосистем и создает такие экономические условия, при которых охрана природы и природных ресурсов становится выгодной для местного населения».

На основании определений выделяются отличительные особенности экотуризма, отличительные особенности экотуризма состоят в том, что он может предотвращать негативное воздействие на природу и побуждать туроператоров и туристов содействовать охране природы и социально-экономическому развитию.

Экотуризм — это единственное направление в индустрии туризма, кровно заинтересованное в сохранении своего главного ресурса — *естественной природной среды* или её отдельных компонентов (памятников природы, определённых видов животных или растений и т. д.). Когда в процесс экотуризма вовлечено местное население, оно также становится заинтересованным в использовании этих ресурсов на основе хозяйствования, а не изъятия .

Основные принципы экотуризма

Путешествия в природу, причём главное содержание таких путешествий — знакомство с живой природой, с местными обычаями и культурой.

"Не оставляй следов" - сведение к минимуму негативных последствий экологического и социально-культурного характера, поддержание экологической устойчивости среды.

Содействие охране природы и местной социокультурной среды.

Экологическое образование и просвещение.

Экологическая культура

Участие местных жителей и получение ими доходов от туристической деятельности, что создает для них экономические стимулы по охране природы.

Экономическая эффективность и вклад в устойчивое развитие посещаемых регионов.

География экотуризма

Экотуризм — один из самых быстроразвивающихся секторов мировой экономики, рост экотуризма в мире, по оценкам экспертов, — 20—30 % в год. До пандемии 2020 года отрасль приносила до 1 млрд долл. в день; порядка трети всех туристов в мире – экотуристы.

После высыхания Аральского моря территория Республики Каракалпакстан, Муйнакский район стал также местом посещения туристов. Недалеко от моря также расположено неизменная Плато Устюрт, озеро Судочье, куда прилетают и гнездятся редкие птицы фламинго и пеликан.

В низовьях Амударьи, на территории Берунийского и Амударьинского районов, на правом берегу реки находится Нижне-Амударьинский биосферный резерват Архивная копия от 21 июня 2019 на Wayback Machine, являющийся охраняемой природной территорией, включающей в себя наземные и водные экологические системы, предназначенные для обеспечения сохранности биологического разнообразия тугайных лесов дельты Амударьи. В настоящее время резерват является хранителем самой большой в мире популяции бухарского оленя.

Одной из главных задач является разработка новых подходов к решению задач сохранения окружающей среды. В последние годы экологические проблемы стали причиной нарушения природного баланса, что имеет отрицательные последствия для человека. Туристы, кратковременное удовлетворение своих потребностей в отдыхе ставят выше, чем заботу о длительном и бережном использовании природы. Одна из задач экотуризма – научить людей любить и уважать природу, понимать ее законы, относиться к ней бережно. В условиях, когда масштабы антропогенного воздействия на окружающую среду достигли больших размеров, что под угрозу поставлена жизнь и здоровье населения, охрана окружающей среды и рациональное природопользование выходят на передний план и являются важнейшими задачами. Современные темпы экономического развития ещё больше обострили проблему ограниченности природных ресурсов. Возникла необходимость повышения экологических требований к экономике.

Необходимо обеспечить такое взаимодействие, при котором высокие темпы экономического роста и повышения народного благосостояния сочетались бы не только с сохранением, но и непрерывным улучшением и развитием, как отдельных компонентов, так и всей окружающей среды.

Главной движущей силой бурного развития экологического туризма является быстро растущий спрос на рекреацию на природе, который определяется увеличением несоответствия среды обитания современного человека его физиологическим и психологическим потребностям. Удовлетворение этого спроса, и соответственно, успех развития экологического туризма, как никакой другой отрасли зависит от качества окружающей среды, поскольку туристами ценится именно ее первозданность. Использование экологического туризма приводит к рационализации землепользования. Многие территории в случае их туристского использования дают намного больший доход, чем при использовании их под сельское хозяйство или промышленность.

В нашей стране есть все условия и возможности стать экотуристическим хабом региона.

Основными проблемами в данном направлении являются:

\* Негативное влияние на природу- неконтролируемый экотуризм может привести к негативным последствиям для природы. Данный вид туризма экологичен. Туристы должны с уважением относиться к правилам и традициям экологически чистых мест: не наносить вред окружающей среде и минимизировать последствия своего присутствия.

Нарушение культуры и обычаев местного населения. Экотуризм может привлечь большое количество туристов в места, где проживает местное население с уникальной культурой и обычаями.

Экотуризм - важный компонент устойчивого развития в современном мире среди немалой части населения культура общения с природой не налажена на должном уровне, а

то и вовсе отсутствует. Повсеместное загрязнение территорий пластиковыми бутылками, целлофановыми пакетами, одноразовой посудой и прочим мусором пагубно сказывается на состоянии природы. Необходима целенаправленная систематическая работа над повышением роли экологического образования в обществе.

С самых младенческих лет прививать детям экологическую культуру. Каждая семья, каждый родитель обязан применять в жизни экологическую культуру и прививать их своим детям, которые и в общеобразовательных учреждениях получают соответствующие знания и естественно экологическая культура становится их образом жизни и только в таком случае будет надлежащий результат.

Мы должны добиться того, чтобы каждый предприниматель создавал экологически чистый бизнес, будь то услуги либо производство.



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