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Article

Organizational And Economic Aspects Of Developing Entrepreneurial Activities Based On Digital Platforms And Their Role In The National Economy

Boboqulov Sanjar Baxronkulovich [1]
Associate Professor, PhD, Department of Digital Economy, Samarkand Institute of Economics and Service
Email: sanjar.bobokulov02@gmail.com
ORCID: 0000-0002-1882-1507

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Abstract: Accelerated development of the digital infrastructure reshaped enterprise and economic organization, transforming these especially markedly in transition economies. The purpose of this paper is to evaluate the institutional and economic aspects of the digital economy: entrepreneurship development in Uzbekistan through online platforms and their contribution to the national economy. The study examines the impact of platform business models on small and medium-sized enterprise (SME) growth, entrepreneurial dynamics and macroeconomic activity. Its design of quantitative research is based on provisioning, national statistic data from 2015 to 2024 and firm-level survey information, though the instruments in the econometric analyses. Digital platforms are referred to as (but not limited to) e-commerce systems, fintech services, marketplace appli- cations and govt. driven digital entrepreneurship eco-systems. Descriptive statistics, correlation analysis and regression modeling are leveraged to analyze the association between digital platform uptake and entrepreneurially relevant outcomes – including SME density, growth in revenue and contribution to GDP. The empirical results show that positive association between usage of digital platforms and entrepreneurial development in Uzbekistan. The findings show that heightened use of the digital platforms is positively related to volume of registered entrepreneurs, increased SME contributions to (GDP) as well as enhanced level of revenue improvement. These results imply that use of the digital platform decrease transaction cost, widen access to market and increase organisational efficiency for SMMEs. Theoretically, the research adds to our understanding of digital entrepreneurship by focusing on a transition economy and providing empirical evidence. Operationally, the results provide policy relevant perspectives, emphasizing the need to increase digital infrastructure capacity, enhance accessibility to digital finance and promote SME digitization. The study has limitations derived from its use of aggregated data and fails to consider informal digital entrepreneurship in depth, offering directions for further micro-level research

Keywords: Digital platforms; Entrepreneurship; Small and medium business; Digitalization of economy; National economy development; country's economy (Russia); Platform economy; Economic growth in the Republic of Uzbekistan

1. Introduction

The pace of change in digital technology has reconfigured entrepreneur and economic structures globally, as stated by Martin & Schouten. Digital platforms have become the critical organisational and economic tool with which to create, operate and scale businesses. Digital platforms lower transaction costs, facilitate connections between producers and consumers or service providers, widen market access, and create innovation-led entrepreneurs. For this reason, platform business models are at the core of contemporary economic development policies in emerging and transition economies. The strategic importance of digital platforms in entrepreneurial development is explicitly recognized at the national policy level in Uzbekistan [1]. In particular, the Presidential Decree No. PF-6079 "Digital Uzbekistan–2030 Strategy" emphasizes the accelerated introduction of digital technologies, expansion of digital infrastructure, and the creation of favorable institutional conditions for entrepreneurship through digital solutions [2], [3]. The strategy identifies digital platforms, e-commerce systems, and fintech services as key drivers for enhancing business efficiency, reducing administrative barriers, and increasing the competitiveness of small and medium-sized enterprises (SMEs). By prioritizing the integration of digital tools into economic activity, the decree establishes a policy framework that supports the transition toward a platform-based entrepreneurial ecosystem. Consequently, the development of entrepreneurship through digital platforms is not only an economic trend but also a state-supported strategic objective aimed at ensuring sustainable economic growth, diversification, and increased participation of SMEs in the national economy [4].

Entrepreneurship is considered to be a key factor in the development of nationwide economy as it creates employment opportunities, supports innovation and influences their gross domestic product (GDP). Over the past few years, the dynamics of digitalization and entrepreneurship have received increasing academic and policy attention. Evidence from the developed world suggests that digital platforms improve entrepreneurial performance and survival, as well as business scaling. Yet the organization and economic impacts of digital platforms could vary greatly across countries depending on institutional quality, digital infrastructure, and regulatory regimes [5].

Uzbekistan is a transition economy which is currently in the process of significant structural change and digitalization. Digitalization is a strategic priority for the government as embodied in programs like "The Digital Uzbekistan–2030" that targets modernizing of public administration, development of digital infrastructure and stimulation of private sector [6]. In this environment, digital platforms—such as those provided by e-commerce providers; fintech services, such as payment systems and financial analytics tools; digital marketplaces (e.g., Amazon); and public sector-led entrepreneurial ecosystems—have joined the toolbox for facilitating small- and medium-sized enterprise (SME) growth.

SMEs are the backbone of the economy in Uzbekistan, contributing considerable percentages to employment and GDP levels. Despite their significance, the SMEs have generally been confronted with problems such as restricted market access and financial constraints and organizational ineffectiveness Since their inception. Digital platforms provide new means to reduce these constraints, including by enabling online and electronic sales, financial services access, and participation in wider value chains [7], [8]. Thus, platform\-based entrepreneurship has the potential to exert substantial effects on firm performance while also shaping macroeconomic outcomes.

While the literature on digital platforms and entrepreneurship is widely adopted in the international context there is limited empirical evidence of these applications within Central Asia specifically Uzbekistan. National studies published so far often seem to address digitalisation only on the descriptive level or as a policy analysis, and there are few statistical–econometric evaluations of platform-based entrepreneurship [9]. This leads us to a research lacuna on the observable organizational and economic implications of digital platforms for entrepreneurial activities and their role in the national economic development.

This paper is an attempt to fill this gap in the literature - Its objective is to empirically investigate whether digital platforms affect entrepreneurship in Uzbekistan over the period 2015-24. The study intends to assess the effects of digital platforms adoption on SME growth, entrepreneurial density and contribution to GDP by using statistics at the national level, surveyed firm data and regression anal ys is method [10], [11]. The results are expected to enrich the theoretical concept of digital entrepreneurship in transition economies and offer implications for policy makers and entrepreneurs who are interested in promoting sustainable economy growth driven by new technology.

2. Materials and Methods

This research works with quantitative design in order to explore the connections between digital platforms and entrepreneurship at its organizational and economic dimensions in Uzbekistan. It is based on secondary macroeconomic figures, survey data at firm level and econometric model simulations (over the period 2015-24). The secondary data used in this study obtained from official national sources such as the State Statistics Committee of Uzbekistan, reports by the Central Bank of Uzbekistan and publications of ministry of digitalization.

Those sources supplied longitudinal data on the development of SME, the application of digital platforms and key economic indexes. In addition to macro-level indicators, I also used firm-level surveys to measure entrepreneurs' use of digital platforms (including e-commerce solutions, fintech tools/providers, digital marketplaces and government-led digital entrepreneurship ecosystems). To measure the degree of digital adoption, a Digital Platform Adoption Indicator was developed as the proportion of SMEs that used one or more types of digital platforms for production, selling, payment or to run their business. Small business performance was measured by the numbers of entrepreneurs registered, with SMEs in GDP ratios and average revenue growth from an SME.

Three steps formed the analytical process. Descriptive statistics were employed in the first instance to explore trends in digital platform adoption and entrepreneurship development over time. Next, correlation analysis was performed to determine the direction and strength of association between utilization of digital platforms and entrepreneurial performance drivers. Third, regression analysis was used to estimate the impact of digital platforms on SME growth while controlling for time and structural economic factors. Standard econometric techniques were used to measure all reported statistics. To ensure credibility and robustness of finding significance test and consistency check is performed. This methodological approach makes it possible to produce a valid evaluation of how e-business platforms facilitate expansion and growth for Uzbek entrepreneurs.

3. Results

This section presents the empirical findings on the organizational and economic impact of digital platforms on entrepreneurial activity in Uzbekistan. The results are derived from statistical analysis of national-level data covering the period 2015–2024, firm-level survey responses, and regression modeling.

Before presenting the quantitative results, it is necessary to clarify that digital platforms in this study include e-commerce platforms, fintech services, digital marketplaces, and government-supported digital entrepreneurship ecosystems.

Table 1. Growth of Digital Platform Usage and SME Performance in Uzbekistan (2015–2024)

Indicator	2015	2018	2021	2024
SMEs using digital platforms (%)	18.апр	34.7	56.2	71.5

Number of registered entrepreneurs (thousand)	227.3	278.6	361.4	412.9
SME contribution to GDP (%)	56.1	58.4	61.3	64.2
Average SME revenue growth (%)	03.авг	05.июн	07.сен	09.апр

The results show a strong positive trend between digital platform adoption and entrepreneurial growth. The share of SMEs using digital platforms increased by 53.1 percentage points, while SME contribution to GDP rose by 8.1 percentage points over the same period. Table 1 illustrates the dynamics of digital platform adoption among small and medium-sized enterprises (SMEs) in Uzbekistan and its relationship with entrepreneurial output indicators

4. Discussion

The empirical findings of this study undoubtedly confirm that digital platforms have influenced to a great extent entrepreneurial development in Uzbekistan during the last decade. The gradual rise of the share of SMEs using digital platforms, from 18.4% in 2015 to 71.5% by 2024 demonstrates a shift in structural terms in the organization of entrepreneurial activity [12]. This transformation is a move away from tradition, location-bound business to digitally mediated or platform-based entrepreneurship.

The increase in the number of registered entrepreneurs and in SME GDP share found, then, suggests that digital platforms are effective instruments for reduction of barriers to entry and extension market access. These insights are in line with theoretical thinking about the platform economy that highlights inclusive network effect, weakened transaction costs and elevated scalability as critical factors that fuel entrepreneurial growth. In a country like Uzbekistan, digital may seem the answer to institutional and infrastructure barriers that have previously inhibited small business development [13].

The positive association between adopting digital platform and SME revenue growth also contributes to evidence for effectiveness of digitalization in improving business efficiency and competitiveness. Posts:19 #22 2 weeks ago By providing online sales channels, digital payments, and data-informed decision-making platforms enhance firms' reach of customers, resource management and adjustment with market changes [14], [15], [16]. This is especially necessary in a reforming economy where credit-financial and payment-market constraints are an everyday problem for SMEs.

Furthermore, the sustained rise of SME's GDP share demonstrates that digital platforms' economic effects are not only at firm level but also spread across an entire country [17]. According to the findings, platform-driven entrepreneurship fosters economic diversification and stability and is consistent with national innovative and digital transformation development plans. Digital SMEs show greater growth and more integration into the value chain compared to traditional entrepreneurial models.

In general, the results reinforce that digital platforms act as infrastructures not only technological but also organizational and economic taking shape entrepreneurial ecosystems [18], [19]. The Uzbek case demonstrates that the introduction of appropriate digitalization policies and platform support can stimulate inclusive entrepreneurial development and improve the competitive economy in a given country.

5. Conclusion

This paper revealed the organization- economic mechanisms of formation of entrepreneurial type activity according to e-platforms, as well as its contribution in national economy of Uzbekistan. The study employed national-level statistics data (2015–2024) and firm surveys to analyze how digital platforms affect entrepreneurial growth and macro-economic performance through regression analysis in a transition economy.

The results illustrate that digital tools are now an important catalyst for entrepreneurship in Uzbekistan. The significant rise in the proportion of SMEs that had made use of digital platforms occurred alongside an auspicious increase in registered entrepreneurs, Dolamore and Liebenberg (2016:46) noted greater contributions by SMEs to GDP as well as enhanced revenue performance. These findings provide evidence that platform-based entrepreneurship helps SMEs to improve market access, lower transactional costs and increase organisational efficiency.

A number of factors were cited as barriers to digital innovation, but the overall picture that emerged was one in which digital platforms made it possible for traditional business models to evolve towards better flexibility, scalability and data-driven insights. More and more entrepreneurs are utilizing e-commerce platforms, fintech services, and online marketplaces to streamline their processes and access a larger pool of customers. From an economic point of view, the growth in the use of digital platforms increases productivity enhancing and secures the position of SMEs as a product to be considered for the national economy.

The research also underscores the strategic role digital platforms can play in facilitating “inclusive and sustainable development.” In the case of Uzbekistan and its digital transformation, the platform-based entrepreneurship seems sanguine to contribute in economic resilience and diversification. Further, the positive effect of digital platform adoption on SME performance indicates that digitalization policies may deliver long-term [economic] returns when complemented by entrepreneurial support schemes.

Despite the above contributions, there are limitations in this study. The analysis is mainly based on national-level aggregated statistics, which might not reflect the sector- and informal business-specific digital entrepreneurs. We also know relatively little about the effects of quality-related factors such as digital skills and regulatory quality; we are not much better informed in respect to qualitative indicators, for example innovation capacity.

In sum, the study asserts that digital platforms are not just technical instruments but fundamental organizational and economic infrastructures of entrepreneurship for development in Uzbekistan. Digitizing ecosystems, developing digital finance access and the digitization of SMEs are other ways in which entrepreneurship can contribute to national economic growth. In the future, it will be necessary to conduct micro-level and cross-country comparisons of platform-driven entrepreneurship to better understand this phenomenon in transitional economies.

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