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The Role of Innovation and Technological Modernization in the Development of Trade Services

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ABSTRACT

This article examines areas for the effective development of trade services in the modern economy. It substantiates the role of e-commerce development, trade infrastructure modernization, and the implementation of modern technologies such as artificial intelligence and big data in improving the efficiency of trade services. Issues such as limited digital infrastructure, a shortage of qualified personnel, and a negative trade balance are analyzed. This article proposes preferential loans, tax incentives, training programs, support for digital platforms, and improved regulatory frameworks for the development of trade services.

Keywords: trade services, e-commerce, digital transformation, foreign trade, export, innovative technologies, logistics infrastructure, artificial intelligence, big data, economic development.

Introduction

In today's market economy, the effective development of the retail sector is crucial for sustainable economic growth and improved living standards. Globalization, increased competition, and changing consumer demands require fundamental changes in the retail network. In this context, the introduction of innovative technologies and modern management methods is becoming a key factor in modernizing and enhancing the competitiveness of retail services.

In recent years, the Republic of Uzbekistan has placed particular emphasis on developing the trade sector. During large-scale economic reforms carried out from 2017 to 2021, a number of important measures were taken to modernize the domestic trade network, create a modern trade infrastructure, and implement digital technologies. Decree of the President of the Republic of Uzbekistan No. PF-5635 of January 24, 2019, "On measures for the further development of the domestic trade sector", and Resolution No. PK-4575 of January 24, 2020, "On approval of the Concept for the Development of the Digital Economy in the Republic of Uzbekistan for 2020-2030", created a solid legal framework for the innovative development of the trade sector in our country.

Digital technologies, artificial intelligence, big data analysis, mobile commerce, and other innovative solutions are currently widely used in global trade. These technologies not only

automate sales processes but also radically transform customer interactions, improve service quality, and develop new business models. For modern retailers, technological modernization is essential for maintaining a competitive advantage and establishing a stable market position.

Analysis results. The Republic of Uzbekistan’s foreign trade performance in 2025 clearly demonstrates the effectiveness of the country's ongoing structural reforms, diversification policy, and innovative development strategy. According to the National Statistical Committee, foreign trade turnover in 2025 amounted to USD 81.2 billion, a 20.7 percent increase compared to 2024. This growth rate demonstrates Uzbekistan's increasing integration into global economic relations.

The growth of service exports to \$9.8 billion, representing a 28.9 percent increase, demonstrates the rapid development of trade services, tourism, transport, and information and communications technology. In particular, tourism services account for 50 percent of service exports, confirming the effective utilization of the country's tourism potential. The high share of transport services is a result of Uzbekistan's efforts to develop transit capabilities and become a regional logistics hub. Meanwhile, the growth of telecommunications, computer, and information services exports highlights the growing importance of innovation and digital technologies in the development of trade services.

Table 1. Dynamics of foreign trade indicators of the Republic of Uzbekistan 2023-2025 ¹

Indicators	2024	2025	growth in 2025 compared to 2024
Foreign trade turnover, billion US dollars	67.3	81.2	+20.7 percent
Exports (goods and services), billion US dollars	27.3	33.8	+24.0 percent
Imports (goods and services), billion US dollars	40.0	47.4	+18.5 percent
Trade balance, billion dollars	-12.7	-13.5	-

We can see that the data in Table 1 demonstrate that significant positive changes occurred in Uzbekistan's foreign trade activities between 2024 and 2025. Specifically, foreign trade turnover in 2025 amounted to \$81.2 billion, an increase of \$13.9 billion, or 20.7 percent, compared to 2024. This figure reflects the rapid development of the country's foreign economic relations and the effectiveness of ongoing reforms in foreign trade policy.

An analysis of export indicators shows that in 2025, the volume of exports of goods and services will reach USD 33.8 billion, a 24.0 percent increase from the previous year. The fact that export growth exceeds the growth of foreign trade turnover indicates the increased competitiveness of domestic products and services in international markets. At the same time, the increase in export volumes also indicates the expansion of the economy's production potential and the improvement of logistics and trade services.

Imports in 2025 amounted to \$47.4 billion, an 18.5 percent increase compared to 2024. The relatively low rate of import growth indicates that policies aimed at stimulating exports and developing domestic production are having some impact. The predominance of machinery and equipment, industrial and chemical products in the import structure indicates an intensification of modernization and technological innovation in the country's production.

According to the trade balance analysis, the trade deficit in 2025 will be -\$13.5 billion, a slight

¹Foreign trade turnover of Uzbekistan: Results for 2025 <https://invexi.org/press/uzbekistan-s-foreign-trade-turnover-results-for-2025>

increase from 2024. However, the fact that the trade deficit remains relatively stable amid rapid growth in foreign trade turnover indicates an increase in the overall efficiency of foreign trade operations. This situation highlights the need to increase the share of high-value-added goods and services in narrowing the gap between exports and imports.

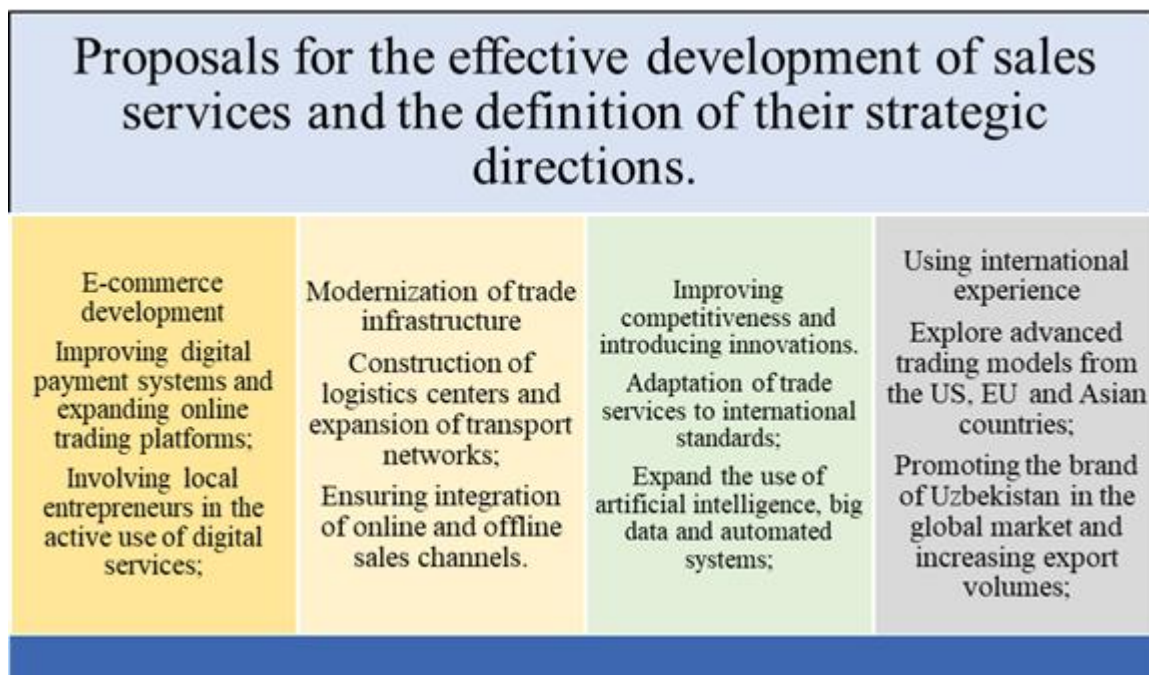


Figure 1. Suggestions for the effective development of sales services.

Effective development of the trade services sector requires strategic approaches that align with the demands of the modern economy. These approaches are aimed at innovative development of trade activities, improving service quality, and strengthening economic competitiveness.

The development of e-commerce is a key factor in the modernization of trade services. The expansion of digital payment systems and online trading platforms ensures the transparency and speed of trade transactions. The use of digital technologies by local entrepreneurs expands their market access, reduces costs, and increases the economic activity of small and medium-sized businesses.

Improvements to trade infrastructure are being achieved through the development of logistics centers and transport networks. This will reduce product delivery times, lower logistics costs, and strengthen interregional trade ties. The integration of online and offline retail channels will create a convenient service system for consumers.

The introduction of innovative technologies ensures that trade services meet international standards. The use of artificial intelligence, big data, and automated systems enables analysis of trade processes, demand forecasting, and improved customer service. The application of international experience, particularly advanced models from the United States, the European Union, and Asian countries, facilitates the implementation of effective management mechanisms. The comprehensive implementation of these measures will enhance the efficiency of trade services, improve the business environment, expand export potential, and contribute to the sustainable development of the national economy.

Conclusion and suggestions

In conclusion, the sustainable development of trade services in the modern market economy is closely linked to the implementation of digital technologies and the modernization of service systems. Innovation is becoming a key factor in increasing the efficiency of retail enterprises, improving customer service, and strengthening competitiveness. Digital transformation, in turn, facilitates increased efficiency of trade operations and reduced costs by replacing traditional

trading systems with modern e-commerce platforms, mobile applications, and automated customer service systems.

Analysis shows that the implementation of innovative and digital processes in trade services will have a positive impact on expanding export potential, increasing the share of high-value-added services, and enhancing the competitiveness of domestic trade services in international markets. At the same time, these processes will reduce logistics costs, ensure the transparency of trade operations, and promptly respond to consumer needs. Statistics for 2024–2025 confirm an increase in the number of innovative entities in the trade sector, a foreign trade turnover of \$81.2 billion, and a 28.9 percent increase in services exports.

However, the study's results also revealed a number of challenges in the development of trade services. Specifically, the underdeveloped digital infrastructure, limited use of electronic payment systems, a shortage of qualified personnel in modern logistics technologies, and a negative trade balance of \$13.5 billion are factors slowing the modernization of trade services. Adapting to e-commerce platforms is particularly challenging for small and medium-sized enterprises.

Overall, innovation and digital transformation are strategically important for the development of trade services, and their effective implementation requires strengthened cooperation between government, business, and technology companies. Developing digital infrastructure, supporting e-commerce platforms, and increasing investment in training are essential for ensuring the long-term sustainable development of trade services. The results of this study have scientific and practical implications for improving trade policy and developing programs aimed at innovative development.

Based on the analysis conducted, the following proposals were put forward:

Firstly, in order to accelerate the development of e-commerce and digital trading platforms, increasing the volume of preferential loans, tax incentives and government subsidies for trading enterprises, especially encouraging investment in digital infrastructure and modern logistics systems, will contribute to increasing the share of e-commerce;

Secondly, it is necessary to improve the efficiency of developing and implementing innovative trade technologies by fostering cooperation between higher education institutions, trade enterprises, and technology companies. In this regard, expanding practical training programs, trade internships, and joint digitalization projects will facilitate the development of qualified personnel in the field of digital trade;

Thirdly, the gradual introduction of digital management systems, automated warehouse and logistics systems, as well as customer service solutions based on artificial intelligence and big data in retail enterprises will increase the efficiency of trade operations and reduce costs;

Fourth, providing consulting support to small and medium-sized enterprises in their transition to e-commerce platforms, making extensive use of subsidies and digital technology parks, and implementing an omnichannel approach that integrates online and offline sales channels;

Fifth, it is necessary to strengthen sustainable development principles by encouraging the implementation of energy-efficient, environmentally friendly transport, and green logistics technologies in the trade and logistics sector. This will not only ensure environmental sustainability but also enhance the compliance of trade services with international standards and the competitiveness of export potential.

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