

**SCIENCE**  
**PROBLEMS.UZ**

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Actual problems of social and humanitarian sciences  
Актуальные проблемы социальных и гуманитарных наук

**Ijtimoiy-gumanitar  
fanlarning dolzarb  
muammolari**

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**2025**

# **SCIENCEPROBLEMS.UZ**

## **IJTIMOIIY-GUMANITAR FANLARNING DOLZARB MUAMMOLARI**

*№ 1 (5) - 2025*

## **АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК**

## **ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES**

**TOSHKENT-2025**

## **BOSH MUHARRIR:**

Isanova Feruza Tulqinovna

## **TAHRIR HAY'ATI:**

### *07.00.00- TARIX FANLARI:*

Yuldashev Anvar Ergashevich – tarix fanlari doktori, siyosiy fanlar nomzodi, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Mavlanov Uktam Maxmasabirovich – tarix fanlari doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Xazratkulov Abror – tarix fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti.

Tursunov Ravshan Normuratovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Xolikulov Axmadjon Boymahammadovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Gabrielyan Sofya Ivanovna – tarix fanlari doktori, dotsent, O'zbekiston Milliy Universiteti.

Saidov Sarvar Atabullo o'g'li – katta ilmiy xodim, Imom Termiziy xalqaro ilmiy-tadqiqot markazi, ilmiy tadqiqotlar bo'limi.

### *08.00.00- IQTISODIYOT FANLARI:*

Karlibayeva Raya Xojabayevna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Nasirxodjayeva Dilafuz Sabitxanovna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Ostonokulov Azamat Abdukarimovich – iqtisodiyot fanlari doktori, professor, Toshkent moliya instituti;

Arabov Nurali Uralovich – iqtisodiyot fanlari doktori, professor, Samarqand davlat universiteti;

Xudoyqulov Sadirdin Karimovich – iqtisodiyot fanlari doktori, dotsent, Toshkent davlat iqtisodiyot universiteti;

Azizov Sherzod O'ktamovich – iqtisodiyot fanlari doktori, dotsent, O'zbekiston Respublikasi Bojxona instituti;

Xojayev Azizxon Saidaloxonovich – iqtisodiyot fanlari doktori, dotsent, Farg'ona politexnika instituti

Xolov Aktam Xatamovich – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Shadiyeva Dildora Xamidovna – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent v.b, Toshkent moliya instituti;

Shakarov Qulmat Ashirovich – iqtisodiyot fanlari

nomzodi, dotsent, Toshkent axborot texnologiyalari universiteti

### *09.00.00- FALSAFA FANLARI:*

Hakimov Nazar Hakimovich – falsafa fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Yaxshilikov Jo'raboy – falsafa fanlari doktori, professor, Samarqand davlat universiteti;

G'aybullayev Otabek Muhammadiyevich – falsafa fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Saidova Kamola Uskanbayevna – falsafa fanlari doktori, "Tashkent International University of Education" xalqaro universiteti;

Hoshimxonov Mo'min – falsafa fanlari doktori, dotsent, Jizzax pedagogika instituti;

O'roqova Oysuluv Jamoliddinovna – falsafa fanlari doktori, dotsent, Andijon davlat tibbiyot instituti, Ijtimoiy-gumanitar fanlar kafedrasini mudiri;

Nosirxodjayeva Gulnora Abdukaxxarovna – falsafa fanlari nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Turdiyev Bexruz Sobirovich – falsafa fanlari bo'yicha falsafa doktori (PhD), dotsent, Buxoro davlat universiteti.

### *10.00.00- FILOLOGIYA FANLARI:*

Axmedov Oybek Saporbayevich – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Ko'chimov Shuxrat Norqizilovich – filologiya fanlari doktori, dotsent, Toshkent davlat yuridik universiteti;

Hasanov Shavkat Ahadovich – filologiya fanlari doktori, professor, Samarqand davlat universiteti;

Baxronova Dilrabo Keldiyorovna – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Mirsanov G'aybullo Qulmurodovich – filologiya fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Salaxutdinova Musharraf Isamutdinovna – filologiya fanlari nomzodi, dotsent, Samarqand davlat universiteti;

Kuchkarov Raxman Urmanovich – filologiya fanlari nomzodi, dotsent v/b, Toshkent davlat yuridik universiteti;

Yunusov Mansur Abdullayevich – filologiya fanlari nomzodi, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Saidov Ulugbek Aripovich – filologiya fanlari nomzodi, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi.

#### *12.00.00- YURIDIK FANLAR:*

Axmedshayeva Mavlyuda Axatovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Muxitdinova Firyuza Abdurashidovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Esanova Zamira Normurotovna – yuridik fanlar doktori, professor, O'zbekiston Respublikasida xizmat ko'rsatgan yurist, Toshkent davlat yuridik universiteti;

Hamroqulov Bahodir Mamasharifovich – yuridik fanlar doktori, professor v.b., Jahon iqtisodiyoti va diplomatiya universiteti;

Zulfiqorov Sherzod Xurramovich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Jamoat xavfsizligi universiteti;

Xayitov Xushvaqt Saparbayevich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Asadov Shavkat G'aybullayevich – yuridik fanlar doktori, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Ergashev Ikrom Abdurasulovich – yuridik fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Utemuratov Maxmut Ajimuratovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Saydullayev Shaxzod Alixanovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Hakimov Komil Baxtiyarovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Yusupov Sardorbek Baxodirovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Amirov Zafar Aktamovich – yuridik fanlar doktori (PhD), O'zbekiston Respublikasi Sudyalar oliy kengashi huzuridagi Sudyalar oliy maktabi;

Jo'rayev Sherzod Yuldashevich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Babadjanov Atabek Davronbekovich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Normatov Bekzod Akrom o'g'li — yuridik fanlar bo'yicha falsafa doktori, Toshkent davlat yuridik universiteti;

Rahmatov Elyor Jumaboyevich — yuridik fanlar nomzodi, Toshkent davlat yuridik universiteti;

#### *13.00.00- PEDAGOGIKA FANLARI:*

Xashimova Dildarxon Urinboyevna – pedagogika fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Ibragimova Gulnora Xavazmatovna – pedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

Jumaniyozova Muhayyo Tojiyevna – pedagogika fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti;

Ibraximov Sanjar Urunbayevich – pedagogika fanlari doktori, Iqtisodiyot va pedagogika universiteti;

Javliyeva Shaxnoza Baxodirovna – pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti;

Bobomurotova Latofat Elmurodovna — pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

#### *19.00.00- PSIXOLOGIYA FANLARI:*

Karimova Vasila Mamanosirovna – psixologiya fanlari doktori, professor, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

Umarova Navbahor Shokirovna– psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti, Amaliy psixologiyasi kafedrasi mudiri;

Atabayeva Nargis Batirovna – psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Shamshetova Anjim Karamaddinovna – psixologiya fanlari doktori, dotsent, O‘zbekiston davlat jahon tillari universiteti;

Qodirov Obid Safarovich – psixologiya fanlari doktori (PhD), Samarkand viloyat IIB Tibbiyot bo‘limi psixologik xizmat boshlig‘i.

*22.00.00- SOTSILOGIYA FANLARI:*

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po‘latovich – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti;

Sodiqova Shohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O‘zbekiston xalqaro islom akademiyasi.

*23.00.00- SIYOSIY FANLAR*

Nazarov Nasriddin Ataqulovich –siyosiy fanlar doktori, falsafa fanlari doktori, professor, Toshkent arxitektura qurilish instituti;

Bo‘tayeov Usmonjon Xayrullayevich –siyosiy fanlar doktori, dotsent, O‘zbekiston milliy universiteti kafedra mudiri.

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## **OAK Ro‘yxati**

Mazkur jurnal Vazirlar Mahkamasi huzuridagi Oliy attestatsiya komissiyasi Rayosatining 2022-yil 30-noyabrdagi 327/5-son qarori bilan tarix, iqtisodiyot, falsafa, filologiya, yuridik va pedagogika fanlari bo‘yicha ilmiy darajalar yuzasidan dissertatsiyalar asosiy natijalarini chop etish tavsiya etilgan ilmiy nashrlar ro‘yxatiga kiritilgan.

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## **OPPORTUNITIES AND CHALLENGES IN E-COMMERCE LOGISTICS IN CENTRAL ASIA**

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**Abstract.** Central Asia, with its strategic location, abundant natural resources, and expanding consumer base, holds significant potential for e-commerce growth. As an essential driver of economic development and job creation, e-commerce can transform the region's trade landscape. However, its success hinges on the effective logistics infrastructure, which remains a critical challenge. This paper analyzes the logistics challenges facing Central Asia's e-commerce sector and explores possible solutions that could bring sustained growth in Central Asians' digital economy.

**Keywords:** Central Asia, international trade, logistics, e-commerce, digital technologies, regional relations.

## **MARKAZIY OSIYODA E-TIJORAT LOGISTIKASIDA IMKONIYATLAR VA QIYINCHILIKLAR**

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MBA, Tamnot Zanjiri va Logistika Mutaxassisi

Missuri-Sent-Luis Universiteti, 2023-yil bitiruvchisi

**Annotatsiya.** Markaziy Osiyo, o'zining strategik joylashuvi, boy tabiiy resurslari va o'sib borayotgan iste'molchilar bazasi bilan elektron tijorat sohasida katta imkoniyatlarga ega. Elektron tijorat, mintaqada iqtisodiy o'sishni rag'batlantirish va yangi ish o'rinlarini yaratish uchun muhim vosita hisoblanadi. Biroq, elektron tijoratning muvaffaqiyati ko'p jihatdan logistika tizimining samaradorligiga bog'liq. Ushbu maqolada Markaziy Osiyoda elektron tijorat logistikasi tahlil qilinadi, uning imkoniyatlari va muammolari ko'rib chiqiladi.

**Kalit so'zlar:** Markaziy Osiyo, xalqaro savdo, logistika, elektron tijorat, raqamli texnologiyalar, mintaqaviy aloqalar.

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**Introduction.** As of 2024, the global e-commerce market is projected to reach approximately \$6.3 trillion, continuing its growth trajectory as more consumers embrace online shopping. This growth has been fueled by a significant increase in mobile commerce, AI-driven technologies, with mobile sales projected to account for over 50% of all e-commerce sales in 2024 [7].

In recent years, the e-commerce landscape of Central Asia has undergone rapid transformation. However, this progress is hampered by several challenges such as inadequate infrastructure and barriers unique to the region.

Central Asia is located on the trade routes between Europe and Asia, it can strengthen its position as an international trade and logistics center. E-commerce in Central Asia is witnessing substantial growth, per Kazakhstan's bureau of national statistics, with

Kazakhstan's e-commerce market, which grew to \$5.4 billion in 2023, reflecting year-over-year growth of 24% but is facing issues like inefficient cross-border trade procedures [12]. Similarly, Uzbekistan holds annual e-commerce growth rate of 30% since 2019, driven by increased mobile and internet penetration (71% in 2020), also struggling with logistical infrastructure which limits its capacity for expansion [10]. E-commerce, together with the development of digital technologies and the Internet, is an important tool for stimulating economic growth and creating new jobs in the region.

Report Attribute	Key Statistics
Base Year	2023
Forecast Years	2024-2032
Historical Years	2018-2023
Market Size in 2023	US\$ 11.1 Billion
Market Forecast in 2032	US\$ 147.4 Billion
Market Growth Rate 2024-2032	32.2%

Source: IMAR Group, Stat.uz Central Asia has a great growth potential of 32.2% by 2032 with the \$147.4 billion market share. However, the success of e-commerce largely depends on the efficiency of the logistics systems within Central Asia. The processes of delivery, storage and distribution of goods are crucial for providing fast and quality service to customers. In Central Asia, e-commerce logistics plays an important role in the development of regional and international trade relations. To sustain e-commerce growth in Central Asia, there is a pressing demand for advancements in logistics infrastructure, more cross-border transportation, AI-driven technologies, advanced warehouse management systems and optimization of routes. Failing to focus on current e-commerce issues will prevent the region limiting e-commerce contribution to their economies.

**Materials and methods.** This study investigates the evolving landscape of e-commerce in Central Asia, highlighting the region's significant opportunities for growth using mixed-methods approach. This includes a comprehensive literature review, analysis of statistical data and case studies of successful e-commerce platforms in Central Asia.

**Research Focus.** This study investigates the landscape of the e-commerce market in Central Asia, concentrating on the key factors that are influencing the growth of e-commerce and the role of logistics in overcoming existing issues in the region

### 1. Increase in Market Demand

The growing population of around 82.5 million people and the emergence of a growing middle class in Central Asia will have a positive impact on the e-commerce market. In addition, the interest of the younger generation (50% of whole population is under 30 years old per 'Worldometer') in digital technologies is projected to increase the demand for online shopping. The median age of the population in the region is 26.7 [13].

## Central Asia Population Forecast

Year	Population	Yearly % Change	Yearly Change	Migrants (net)	Median Age	Fertility Rate	Density (P/Km <sup>2</sup> )	Urban Pop %	Urban Population	Central Asia's Share of World Pop	World Population	Central Asia Rank within Asia
2025	83,597,798	1.81 %	1,433,189	-22,300	26.7	3.14	21	46 %	38,431,900	1.1 %	8,231,613,070	5
2030	89,923,849	1.47 %	1,265,210	-33,200	26.8	2.94	23	46.1 %	41,413,683	1.1 %	8,569,124,911	5
2035	95,817,721	1.28 %	1,178,774	-46,400	26.9	2.77	24	46.8 %	44,820,321	1.1 %	8,885,210,181	5
2040	101,694,850	1.2 %	1,175,426	-44,400	27.6	2.64	26	47.9 %	48,722,481	1.1 %	9,177,190,203	5
2045	107,735,606	1.16 %	1,208,151	-50,200	28.4	2.53	27	49.1 %	52,952,012	1.2 %	9,439,639,668	5
2050	113,612,322	1.07 %	1,175,343	-51,400	29.4	2.43	29	50.2 %	57,086,385	1.2 %	9,664,378,587	5

Source: Worldometer ([www.worldometers.info](http://www.worldometers.info))

Elaboration of data by United Nations, Department of Economic and Social Affairs, Population Division. [World Population Prospects: The 2024 Revision](#). (Medium-fertility variant).

The demographic changes illustrate the need for enhanced e-commerce services and solutions that can adapt to higher demand, ensuring on-time deliveries, efficient distribution, and preventing inadequate inventory management.

### 2. Advancements in Technology

Even though the internet penetration is still low in the region, the expansion of the internet technologies with advanced mobile devices has made opportunities for the development of e-commerce [5]. The convenience of shopping through mobile applications and online platforms is rapidly increasing, encouraging Central Asian countries to implement programs aimed at enhancing e-commerce infrastructure. This should be supported by modern warehousing and AI-driven systems that bring accurate management of both delivery and inventory [6]

### 3. Development of the Infrastructure Sector:

Central Asian countries must seek and attract more Foreign Development Investments to advance their infrastructure [3]. Investments in logistics infrastructure are pivotal for managing quick and efficient delivery of goods and services. Improved logistics networks with good AI-driven supply chain optimization strategies, warehousing solutions, and distribution systems improve the movement of products in a timely and reliable manner, resulting in increasing customer satisfaction [9]. In logistics, AI has transformed the management of supply chain by optimizing route planning, demand forecasting and reducing delivery times. Whilst companies like Amazon, Walmart, Target are taking good advantage of AI by investing more in machine learning algorithms to predict consumer demand and manage their inventories, the region should start developing its own AI-driven systems to upgrade route optimization, inventory management and cross-border logistics that decrease delivery times and improve customer loyalty and satisfaction.

### 4. Global Markets:

With the help of e-commerce, local manufacturers are now able to reach global consumers through online platforms. However, the expansions require better logistics solutions that can support trade through cross-border by offering fast and simple customs procedures, real-time tracking options, and last-mile delivery functions. Unicorns, startups and innovative projects contribute fresh ideas and services to the e-commerce sector, whilst enhanced AI-driven supply chain optimization models and logistics operations facilitate the movement of goods across borders to the global consumers.

## **5. Marketing and Advertising:**

Marketing and advertising through social media are vital for the advancement of e-commerce for the region. This leads to customer relationships, getting their feedback and what they want through social networks enable brands to promote their products and strengthen their presence [2]. Furthermore, efficient marketing attracts more consumer interest, on the other hand it heavily depends on reliable logistics systems that can provide timely delivery, meeting consumers' needs and as a result advancing customer satisfaction.

## **6. Payment Security and Logistics Reliability:**

Payment security and reliability are pivotal to gaining customers' trust and loyalty in e-commerce. Improved logistics operations such as real-time tracing and in-time deliveries will improve the overall experience of customers and attract them to make more purchases in the future. [4]

### **Results and discussions.**

- **Digital transformation and Consumer Interest**

The interest of younger consumers in digital technologies and online shopping will significantly influence e-commerce growth. The creation of programs, legislation and infrastructure aimed at the development of e-commerce by states will help the growth of e-commerce in the region. Efficient logistics systems and delivery services make it possible to deliver goods quickly and reliably, which makes shopping easier.

- **Importance of Social Networks**

Marketing and advertising through social networks allow companies to promote brands and strengthen connections with consumers. Local manufacturers and brands, by offering their products on online platforms, increase competition and attract consumers. Security and reliability of payment systems increase consumer confidence and increase interest in online shopping.[2]

- **Startups and Growth**

Startups and new technologies offer new ideas and services in the field of e-commerce, which increases competition. Economic growth and an expanding middle class in the region will increase consumer purchasing power and drive demand for e-commerce. These factors have a direct impact on the growth of e-commerce in the region and contribute to its development.

- **Payments**

Several significant obstacles hinder the development of e-commerce in Central Asia. By implementing these strategies, increasing and expanding the Internet speed, developing mobile communication networks, as well as creating favorable conditions for e-commerce by improving logistics and transport infrastructure will be very helpful. Introducing safe and convenient digital payment systems, increasing consumer confidence and facilitating online shopping.[1]

- **E-Commerce Players**

Country	Market Share (%)	Famous E-Commerce Companies	Company Market Share
Kazakhstan	60-70%	Kaspi.kz	Dominates Kazakh market
		Technodom.kz	Leading electronics retailer
		Wildberries	Significant share in fashion
		Chocofood	Fast-growing food delivery
Uzbekistan	20-30%	OLX	Major online marketplace
		Wildberries	Growing presence
		Korzinka.uz	Popular grocery e-commerce
Kyrgyzstan	5-10%	BeSmart.kg	Leading local e-commerce site
Tajikistan	<5%	Somon.tj	Classifieds platform
Turkmenistan	<5%	No significant players yet	Emerging market

The table above shows the leading e-commerce companies with each market. Kazakhstan dominates the region, capturing 60-70% of the Central Asian e-commerce market. Companies like Kaspi.kz have a significant presence, particularly in fintech and e-commerce, while Technodom.kz leads in electronics retail. Uzbekistan follows with 20-30% market share. E-commerce platforms like OLX have a robust presence, particularly in online classifieds. “Korzinka.uz” and “Uzum Market”, ‘Olcha’ and ‘Elmakon’ are emerging as key players in the e-commerce sector. Uzum Market is expected to dominate the Uzbek market. The other three countries of the region have very small shares with limited major players identified at present. This creates an uneven distribution of e-commerce growth. Therefore, smaller markets need investment in digital and logistical infrastructure, consumer awareness, and payment solutions to grow their e-commerce sectors. Collaboration with larger players, cross-border platforms, and government incentives could help speed up development in the region.

- **Strategies for Growth**

**Supporting local brands:** Promoting and supporting local manufacturers and brands on online platforms, increasing their access to the global market would be a vital key [1]. Organize e-commerce education programs for consumers and entrepreneurs, increase digital literacy and explain online sales processes. Promote brands, connect with consumers and increase interest in online shopping through social media and digital marketing.

**Security:** Implementation of modern technologies to ensure security in e-commerce, increase the reliability of payment systems and protect consumers. It is crucial to support the payment system start-ups and innovative projects, providing grants and investments for the development of new ideas and services. In addition to this, creating cross-border data sharing centers will secure the internet in the region and will bring higher internet speed at reduced costs. Internet Exchange Points (IPXs), per one research by Aftab Siddiqui, in each country of the region will allow local traffic sharing [15].

**Legislation:** It is also important to consider the development of international trade and cooperation, exchange of experience with other countries and study of global trends in the field of e-commerce. Central Asian countries often have inconsistent customs procedures such as difference in documentation, tariff rates and border control are leading to delays and



complexities. Simplifying the legal framework of online shopping processes, as well as creating cooperative legislation between Central Asian countries and the global market will ensure smoother trade and digital transactions that brings improvements in customer service and shopping experience. Moreover, improving the legislation regulating electronic commerce, protecting the rights of consumers and entrepreneurs, as well as increasing competition will attract more investors. Implementing these strategies is crucial for the sustained development and growth of e-commerce in Central Asia. [6] It is good to see that Uzbekistan is initiating passport free travel policy with just ID cards to Central Asian countries. Moreover, per KPMG report, ‘Digital Uzbekistan 2030’ was initiated by the government in 2020 to change the country’s economy to a developed digital economy by 2030. Another game-changer strategy Uzbekistan has created is a ‘IT Park Uzbekistan’ project which supports e-commerce with 0% corporate rate for residents of the IT park. These types of strategies will bring potential growth in the e-commerce sector of region [14].

**Key Challenges:** There are several main obstacles in the development of e-commerce in Central Asia.

Challenge	Description
Logistics Challenges	Inefficient transportation networks
Warehousing Shortages	Insufficient storage capacity
Low Internet Speed	Limited connectivity affecting online shopping
Digital Literacy and Trust	Consumer hesitance towards online purchases
Lack of Innovation	Need for modern solutions in logistics
Payment Systems	Absence of secure digital payment methods

- **Logistics Challenges**

Transportation Network Inefficiency is a core issue that adversely affects international and regional logistics operations. This happens due to poorly maintained infrastructure, poor road networks and inadequate rail connections. The aging infrastructure of Central Asia makes it challenging to meet modern supply chain demands. Uzbekistan and Kyrgyz Republic have limited access to major seaports which make these two countries to heavily rely on land-based transit. This results in delays and high costs while sending or receiving shipments. While Kazakhstan has invested in infrastructure but still has issues with transit times, delays and customs.

Warehousing shortages are another big issue that needs to be considered since they are an important part of the supply chain. In the region, warehousing infrastructure lags demand. Consequently, it increases to hold higher inventory levels, more operational costs and inadequate space.

- **Low Internet Speed**

Low internet speed and coverage, as well as insufficiently developed logistics and transport infrastructure, hinder the growth of e-commerce. The limitations of digital payment systems and their reliability can deter consumers from shopping online. Security issues in e-commerce, such as data protection and the risk of fraud, undermine consumer confidence. The insufficient development and complexity of the legislation regulating e-commerce creates



difficulties for entrepreneurs. Small local markets and low competition can be an obstacle to the development of new brands and services [4].

**Digital Literacy and Trust Issues:** Low digital literacy among consumers and entrepreneurs limits the use of e-commerce. The complexity of the online shopping process and poor customer service can turn consumers away from online shopping. Inadequate representation of local brands and products on online platforms may lead consumers to foreign brands. Social and cultural resistance to online shopping exists in some regions, hinders the development of e-commerce. The lack of innovative technologies and solutions can be an obstacle to the development of e-commerce. Overcoming these obstacles is important for the development of e-commerce in Central Asia and its growth.

**Optimizing E-Commerce Logistics:**

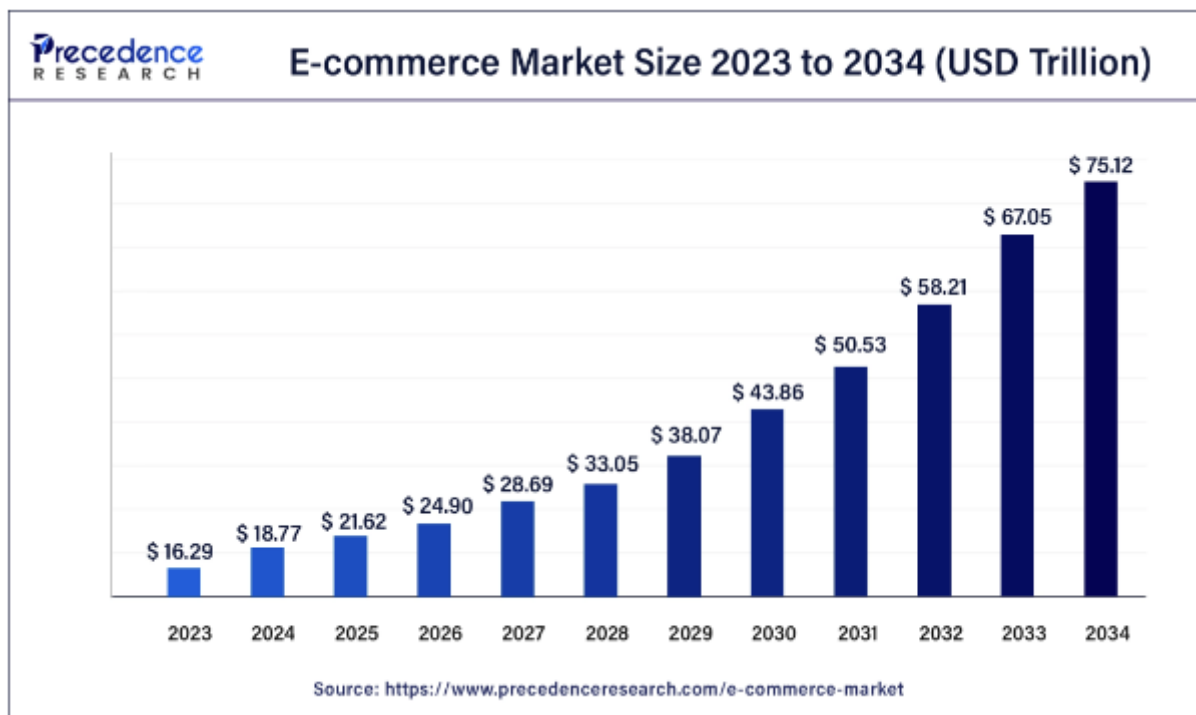
There are many challenges in e-commerce logistics, but there are modern AI-driven technologies, big data in logistics and innovative solutions to solve them. AI offers route optimization and demand forecasting with the help of big data analysis that also helps to optimize inventory management, resulting in reduced costs and improved efficiency. E-commerce success can be achieved by implementing automation in warehousing and transportation processes which decreases human errors. It also helps optimize logistics processes, ensuring security and improving customer experience. These solutions will be useful not only for businesses, but also for consumers, which will serve the further development of e-commerce.[5]

It is vital to optimize logistics processes, reduce costs, increase efficiency and improve customer satisfaction. By analyzing big data in logistics processes, costs, time and resources can be optimized. It helps with demand forecasting and inventory management. Setting key indicators for measuring the efficiency of logistics processes and regularly monitoring them. Automation of warehouse and transport processes speeds up work processes and reduces human errors. For example, automated warehouse systems and making deliveries using drones bring more efficiency. Management and optimization of all logistics processes in one place using resource management systems and product delivery systems based on demand reduces inventory costs and helps with efficient use of warehouse space, including the classification of products according to their importance. For instance, category A products are highly controlled, while category B and C products are less controlled. It reduces transportation costs by optimizing delivery routes. The use of GPS and navigation systems and combining different types of transport (car, rail, air) and choosing the most efficient option allow customers to track delivery progress in real time, which increases customer confidence. Implementation of mobile applications and chatbots for customer service and cooperation with other companies in the field of logistics and transport help to consolidate resources and reduce costs. Simplifying delivery processes by expanding local and international logistics networks and implementation of RFID and IoT technologies for product tracking and security, offer insurance options during product delivery. Management of logistics processes in accordance with local and international laws simplifies processes and reduces problems. Optimization of logistics processes is carried out by introducing modern technologies and strategies. This not only reduces costs, but also increases customer satisfaction and improves overall business performance. Each company needs to develop optimization strategies according to its specific circumstances.[3]

- **Global E-Commerce Trends**

In recent years, the global e-commerce turnover has been growing steadily, according to eMarketer, in 2018 it reached \$2.9 trillion. By the end of 2019, this figure increased to \$3.5 trillion US dollars. Fast forward, global e-commerce turnover surged to \$5.82 trillion. As of 2024, the market is projected to surpass \$6.3 trillion. Infrastructure related to e-commerce - Internet access, payments, stores and logistics - must be developed in a balanced way to increase the volume of online purchases. A notable trend in some MOMIH (Central Asian Regional Economic Cooperation) countries has been the involvement of private banks in the integration of these various components. Innovative banks in Uzbekistan, Kazakhstan, Kyrgyz Republic and Tajikistan have created the online marketplaces in their countries to promote the use of new payment methods and loans. They have also developed delivery solutions by contracting with courier companies, supporting delivery startups and, in some cases, buying a partial stake from the national postal operator. Integrating payments and shipping with online stores is critical to success.

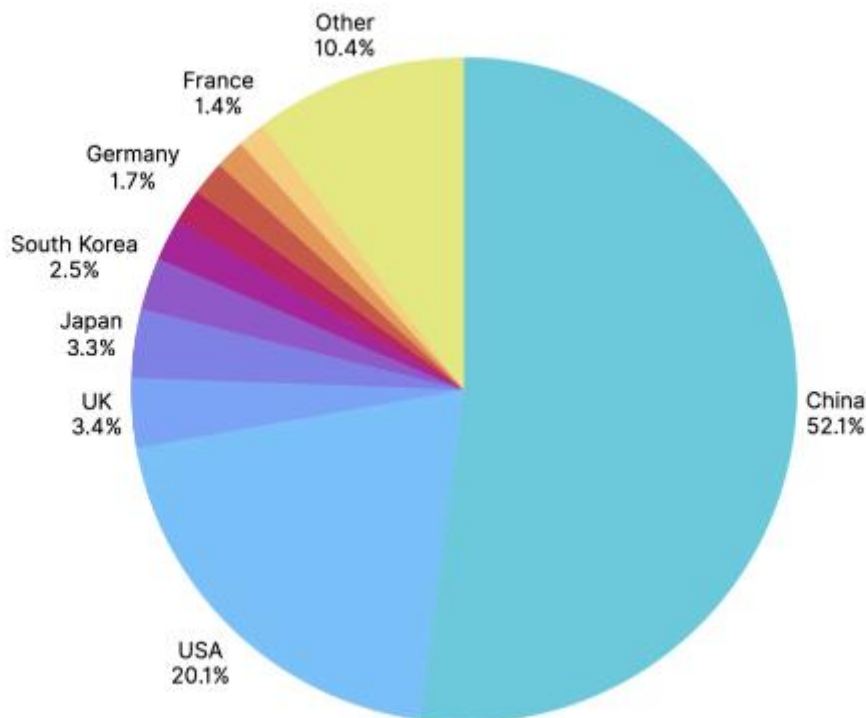
E-commerce has been developing rapidly in recent years, and this process is playing a pivotal role in the global economy. The development of the Internet and digital technologies has led to the growth of e-commerce, changing the shopping habits of consumers [9]. By 2034, the global e-commerce market will reach \$75.12 trillion. That number was \$5.82 trillion in 2023, which means the market will grow by 1191% in ten years. This figure is expected to reach \$6.33 trillion in 2024, indicating continued growth.



By the end of 2024, the number of consumers shopping in global e-commerce will reach 2.71 billion. In 2020, this number was 2.14 billion. The increase in the number of consumers is due to the expansion of e-commerce platforms and the development of digital payment systems [8]. E-commerce growth varies by country for instance, China was the largest market share (52.1%) holder of the e-commerce market in 2023, which was worth \$3.01 trillion [7]. The

United States was in second place with \$1.16 trillion, following with the United Kingdom total of 195 billion dollars in 2023.

## Share of Global eCommerce Market



Source: <https://www.mobiloud.com/blog/ecommerce-market-size-by-country>

- **Mobile Commerce**

Mobile commerce is a vital part of e-commerce, with global mobile commerce sales expected to reach \$6.97 trillion in 2024. That number was \$2.32 trillion in 2020. 73% of consumers make purchases via mobile devices, indicating the growth of mobile commerce. Digital payments play a crucial role in the growth of e-commerce. In 2023, the global market for digital payments reached \$9.46 trillion and it is projected to surpass \$10.52 trillion with continues growth. The development of digital payment systems provides convenience to consumers and simplifies the purchase process. The growth of electronic commerce is playing a vital role in the global economy. The global e-commerce market is expected to reach \$18.18 trillion by the end of 2024 and continue to grow [7]. The increase in the number of consumers, the development of mobile commerce and the expansion of digital payment systems have a great impact on the growth of e-commerce. Further development of e-commerce is expected in the future, which will have a positive effect on economic growth.

**Conclusion.** Although Central Asian e-commerce logistics holds great potential, it also faces significant issues that need to be resolved for the industry to show its full potential. The strategic location of the region which connects major trade routes from Asia to Europe, combined with the fast-growing consumer base and supportive government incentives, can make the region even more attractive for e-commerce advancement. On the other hand, several

challenges such as inadequate logistics infrastructure, stringent customs regulations, technological limitations, and a lack of qualified personnel may hinder industry development and slow it. As a result of it, delays, inefficiencies and lack of interest from consumers will undermine the potential of e-commerce and its competitiveness in global markets.

To address these obstacles, it is essential to foster interstate cooperation, attract investment, and encourage innovations not only in Kazakhstan and Uzbekistan which are major players but also in other Central Asian countries to make the region a huge hub of e-commerce. Developing modern transportation networks, more trade corridors and advanced warehousing facilities are vital to connectivity and ensure on-time deliveries. The custom procedures make the region to manage and process faster cross-border trade, since complex regulations can prevent Central Asian countries from opening international e-commerce ventures.

Additionally, there should be more investments in technologies since it boosts the ability of businesses to leverage data and analytics effectively. Data and analytics optimize operations and enhance customer experience and reduce inefficiencies. As Kazakhstan and Uzbekistan doing, other Central Asian countries should start investing more in digital technologies and making partnerships with start-ups and tech companies to overcome stumbling blocks.

The scarcity of experienced and qualified personnel in logistics, AI-driven supply chain management and skilled workforce is another barrier. However, countries like Uzbekistan are making huge projects such as 'Digital Inclusion Project' approved by World Bank has been making significant changes in the Uzbek market. Having this kind of projects and training programs equip people with the necessary skills to meet the demands of the developing e-commerce market landscape.

The future of e-commerce in Central Asia depends on the successful elimination of these problems and the strategic use of available opportunities that take them to the top in the global market.

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## АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

## ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

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