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HISTORY OF DIGITAL APPLICATION IN WHOLESALE AND RETAIL MARKETS

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Abstract: At the end of the last century, the concept of "digital economy" appeared, and the beginning of the 21st century was characterized by an unprecedented acceleration of scientific and technical progress, the emergence of many breakthrough digital technologies. Information products and services, creative work, innovative thinking, etc. began to play a dominant role. The essence of the digital economy is to increase labor productivity and efficiency. Digital technologies are aimed at accelerating and optimizing not only business processes, but also human life in general. The purpose of the work is to study and determine the main aspects of the impact of digitalization on wholesale and retail markets .
Keywords: Digital economy, wholesale and retail trade, markets, fairs, department stores, t rope supermarkets.

"Digital Uzbekistan - 2030" strategy and measures for its effective implementation A resident of the Republic of Uzbekistan According to the decree, a comprehensive measure on the active development of the digital economy in our country, the wide introduction of modern information and communication technologies in all sectors and fields, first of all, in public administration, education, health care and agriculture - activities are being carried out. Based on this, it is important to study the application of the digital economy in our markets and foreign experience in this regard.

The evolution of retailing cannot be properly understood outside of the historical, physical, and social contexts in which it occurred, and without considering the interrelated systems of which it is a component. The basis of any forecast is the past, so when talking about the future of retail, don't think about its past . As noted in the literature on retail evolution, changes are primarily driven by economic efficiency, natural laws, power imbalances, innovative behavior, environmental factors, and the interdependence of the system during co-evolution. depending on the parts. Indeed, the rapid changes that occurred in retailing in Western markets in the late 19th and early 20th centuries can be described almost entirely in terms of environmental influences. The expansion of Industrial Revolution markets created a need for a more efficient distribution system than what small stores, fairs, and markets offered, and the department store format flourished. Chain supermarkets were also better suited to the conditions of the late 1920s, as they were located outside the city centers, which offered low prices and high rents during the period of post-World War I hyperinflation. In 1940, about 40% of all food in America was purchased from convenience stores and large supermarkets, and by 1947, this figure had risen to 60%; By 1958, such stores accounted for approximately 95% of food sales . Markets and markets, the department store format flourished. Chain supermarkets were also better suited to the conditions of the late 1920s because they were located outside the city center, which offered low prices and high rents during the period of post-World War I hyperinflation. In 1940, about 40% of all food in America was purchased from convenience stores and large supermarkets, and by 1947, this figure had risen to 60%; By 1958, such stores accounted for about 95% of food sales. Markets and markets, the department store format flourished. Chain supermarkets were also better suited to the conditions of the late 1920s because they were located outside the city center, which offered low prices and high rents during the period of post-World War I hyperinflation. In 1940, about 40% of all food in America was purchased from convenience stores and large supermarkets, and by 1947, this figure had risen to 60%; By 1958, such stores accounted for approximately 95% of food sales . In 1940,

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Digitization of economic processes taking place in the world community implies a significant change in the existing mechanisms of commodity markets through the introduction of new technologies. Currently, the trends in the development of the digital economy are the most relevant, and they are characteristic of the digital economy in general, and electronic goods markets in particular.

The first trend. Modernization, increasing the potential of "Internet of things" (Internet of things) - technological con-Information-computing network concepts of physical objects with built-in technologies that allow integration with each other or with the external environment. It is assumed that such a concept automates many processes, that is, optimizes human resources and minimizes the "human factor".

The use of the "Internet of Things" technology is common to all participants of commodity markets. The most active implementation of such an innovation is observed in the retail system, which makes it possible allows you to compete with the rapidly developing system of online platforms for selling products.

According to experts, the use of "Internet of Things" as part of digitization in retail trade has a number of advantages. Key benefits of Internet of Things technology in retail

Benefit description . Minimizing losses and theft c strengthening control over the actions of customers in retail stores, minimizing the possibility of theft, reducing financial losses for retailers.

Optimization. Supply chain management, minimize inventory errors, reduce human resource costs . The Internet of Things provides the opportunity to obtain the most complete and reliable information about the effectiveness of products sold in the commercial markets, as well as the methods of interaction with consumers. For example, some companies use smart devices aimed at improving the quality of customer service - such devices collect data to analyze consumer preferences and plan subsequent sales [4].

The second trend is the digitization of commodity markets. The active spread of blockchain technology is a distributed database characterized by the absence of a common connection server.

According to experts, the use of blockchain technology in the digitalization of the world economy has great potential and can contribute to global economic growth. Thus, according to the analytical forecast of the international consulting company PricewaterhouseCoopers (PwC), by 2030, the use of "blockchain" can ensure the growth of the world economy by 1.7 trillion.

The main areas of application of these technologies, which are most important for global economic growth:

- monitoring cash flows;
- financial services and global payments;
- settlement of contracts and disputes;
- the interaction of producers, businesses and consumers.

At the same time, the most promising areas of application of "blockchain" are public administration, education and healthcare. According to forecasts, by 2030, revenue growth in these industries could reach US$ 28.5 billion, which will ultimately benefit the wholesale and retail trade.

The third trend of digitization of world commodity markets is the development of artificial intelligence (Artificial Intelligence) - the properties of computer systems to perform creative functions that were previously only characteristic of humans.

As part of the digitization of international trade and economic processes, artificial intelligence can be applied at every link in the value chain.

Currently, the following advantages of using artificial intelligence systems in trade and economic relations are noted:

1. The ability to increase the competitiveness of manufactured and sold goods by reducing production costs.
2. Reducing the share of outsourcing operations.
3. Increasing labor productivity and automating production.

In 2021, global investments in artificial intelligence will reach almost $70 billion; an increasing trend in the volume of investments can be observed throughout the analyzed period (2015-2021), with the exception of 2018, when annual investments in artificial intelligence decreased slightly, but this was a temporary phenomenon. Private investment accounted for a large proportion of total corporate investment in this technology.

At the same time, restrictive measures aimed at combating the unstable economic situation were the reason.

4. Increase business profitability by increasing production process efficiency, reducing downtime, and reducing capital expenditures over time.

These advantages are confirmed by the growing amount of investments in the development of artificial intelligence technologies by enterprises, organizations and countries around the world, which is increasing every year.

The spread of the new COVID-19 coronavirus infection did not significantly affect the positive dynamics of investment in artificial intelligence. According to a study conducted by the international consulting company McKinsey & Company, half of the investment organizations have left the amount of funds allocated to technology unchanged, and 28% of the research participants, on the contrary, have increased the amount of investments.

1. Logistics system. The entire process from ordering goods online to delivering them to the end consumer is powered by machine learning technology. Such programs will be able to predict the probability of unexpected situations at all stages of delivery, analyze consumer behavior to optimize warehouses and storage areas. In addition, artificial intelligence has the ability to create optimal delivery routes.
2. Compliance control. Compliance with the constantly changing terms of contracts and legal documents is one of the main tasks in international trade. Participants in trade relations must monitor changes and monitor the entire process of delivering goods to the final consumer. The use of artificial intelligence technologies makes it possible to increase the efficiency of existing software and automate the management of the manufacturer's business processes.
3. Smart contracts. The implementation of the artificial intelligence system optimizes financial costs at the stage of concluding a contract, because this stage of sales is associated with legal issues, documents, etc. The system can be integrated with the schedule of payments, deliveries, and shipments by both the manufacturer and the buyer, which reduces the risk of disputes.
4. Classification of goods. Cross-border movement of goods requires the use of goods classification systems (for example, Harmonized System G). For tax purposes, exporters and importers must be correct classification of goods and determination of its code; this process takes a long time. The use of artificial intelligence in this field allows to optimize costs and save time on mandatory sales procedures.

Thus, there are three main trends in the current stage of digitalization development within the modernization of global commodity markets: increasing the potential of the Internet of Things, the spread of blockchain technology, and the development of artificial intelligence. Each of these trends is closely related to each other and aims to achieve the same goals - to optimize the cross-border trade system by reducing costs and minimizing risks at each stage of a foreign trade transaction. These directions of development of digitalization look promising for international market participants - the volume of investments in digital technologies is increasing year by year.
The advantages of using digitization tools analyzed in the global commodity markets are as follows: the ability to increase the competitiveness of manufactured and sold goods by reducing production costs, reducing the share of outsourcing operations, increasing labor productivity, automating production, increasing the efficiency of the production process, reducing downtime and increase the profitability of business activities by reducing capital costs over time.

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