INCREASING THE EXPORT POTENTIAL OF REGIONAL ENTERPRISES THROUGH E-COMMERCE AND DIGITAL PLATFORMS

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https://doi.org/10.5281/zenodo.22611764

Abstract: This article examines the role of e-commerce and digital platforms in increasing the export potential of regional enterprises. The study analyzes the official dynamics of e-commerce trade in Uzbekistan during 2020–2024 and considers the foreign trade environment of Kashkadarya region in 2025. The findings show a substantial expansion of e-commerce trade and indicate that digital platforms can reduce information and transaction barriers for enterprises seeking international markets. At the same time, logistics, certification, multilingual communication and international payment infrastructure remain important conditions for successful digital exports. Based on the analysis, an integrated digital export value-chain model is proposed.

Keywords: e-commerce, digital platforms, exports, regional enterprises, logistics, international market, digitalization.

INTRODUCTION

The development of digital technologies is changing the way enterprises access domestic and international markets. E-commerce platforms allow businesses to present products to foreign customers, communicate directly with buyers and reduce part of the information and transaction costs associated with traditional export channels. These opportunities are particularly relevant for small and medium-sized enterprises, which often have limited access to international marketing networks.

However, participation in digital trade does not automatically lead to export growth. Enterprises must be able to provide reliable product information, meet foreign market requirements, organize certification and delivery, accept international payments and communicate with customers in appropriate languages. Therefore, export digitalization should be considered as an integrated business process rather than simply the placement of products on an online platform.

The relevance of this issue is increasing in Uzbekistan as e-commerce develops rapidly. Official statistics show that e-commerce trade volume increased from 1,002.5 billion soums in 2020 to 15,211.5 billion soums in 2024. This expansion creates new opportunities for enterprises to use digital channels for market access.

The purpose of the study is to identify the role of e-commerce and digital platforms in expanding the export potential of regional enterprises and to develop an integrated mechanism suitable for enterprises in Kashkadarya region.

RESEARCH METHODOLOGY (METHODS)

The study applies statistical analysis, comparative analysis and a systematic approach. The main quantitative indicator is the official e-commerce trade volume in Uzbekistan for 2020–2024. To assess the regional export environment, official foreign trade indicators of Kashkadarya region for 2025 are considered.

The analysis does not claim a direct causal relationship between the use of digital platforms and export growth because enterprise-level panel data on platform usage and export performance are not available in the analyzed official statistics. Therefore, the study identifies the economic environment and proposes a mechanism for strengthening digital export capacity.

RESEARCH RESULTS (RESULTS)

The official statistical series demonstrates a strong expansion of e-commerce trade in Uzbekistan. E-commerce trade volume increased more than fifteenfold between 2020 and 2024, indicating a substantial enlargement of the digital trade environment.

Year	E-commerce trade volume, billion soums	Change compared with 2020
2020	1,002.5	1.0 times
2021	5,978.7	6.0 times
2022	10,886.8	10.9 times
2023	13,263.8	13.2 times
2024	15,211.5	15.2 times

The increase from 1,002.5 billion soums in 2020 to 15,211.5 billion soums in 2024 represents approximately a 15.2-fold expansion. This trend confirms that digital channels are becoming an increasingly important part of the national trade environment.

The regional context is also important. According to the official 2025 results for Kashkadarya region, foreign trade turnover increased by 0.3 percent. During the same period, exports decreased by 0.9 percent, while imports increased by 1.1 percent. The combination of expanding national e-commerce and a modest regional export performance indicates the need to strengthen enterprises' ability to convert digital market access into actual export transactions.

Based on the results, an integrated digital export chain can be structured around five elements: digital product presentation, customer acquisition, international payment, certification and logistics. The first element includes a multilingual product catalogue, specifications, photographs and transparent pricing. The second covers digital marketing and communication with potential buyers. The third requires reliable payment solutions. Certification ensures compliance with destination-market requirements, while logistics connects the digital transaction with physical delivery.

DISCUSSION

The findings support the view that e-commerce can become an additional export channel for regional enterprises, but its effectiveness depends on complementary capabilities. A digital platform can reduce the cost of finding customers and presenting products, yet it cannot by itself resolve certification, delivery or payment barriers.

For Kashkadarya enterprises, the practical priority should therefore be the creation of a unified digital export profile. Such a profile should contain a multilingual catalogue, information about production capacity, certificates, delivery conditions, payment options and direct communication channels. Enterprises should also select platforms according to target markets and product characteristics rather than using a single platform for all export activities.

An important limitation of the study is the absence of enterprise-level data linking platform participation to export revenue, number of foreign buyers or repeat orders. Future research should therefore use firm-level longitudinal data to estimate the specific contribution of e-commerce platforms to export performance.

CONCLUSION

The analysis shows that the rapid growth of e-commerce in Uzbekistan creates a favorable digital environment for expanding the export potential of regional enterprises. In 2020–2024, e-commerce trade volume increased from 1,002.5 billion to 15,211.5 billion soums. At the same time, the 2025 foreign trade results of Kashkadarya indicate that further efforts are needed to strengthen export performance.

The most appropriate approach for regional enterprises is to integrate e-commerce, digital marketing, international payments, certification and logistics into a single digital export value chain. Such an approach can help enterprises move from simple online product presentation toward systematic participation in international markets. The economic effect of this model should be evaluated in future studies using enterprise-level export and digital-platform data.

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