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### THE CONCEPT, GENESIS, AND SIGNIFICANCE OF TRANSACTIONS IN ELECTRONIC COMMERCE

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Abstract: This study examines the concept, historical development, and significance of transactions in electronic commerce, with a focus on Uzbekistan's evolving digital economy. The rapid advancement of information and communication technologies has transformed global trade, enabling seamless online interactions, information exchange, and service delivery. Electronic commerce, emerging in the 1990s with platforms like Amazon and eBay, has become a cornerstone of the digital economy, contributing significantly to global GDP. In Uzbekistan, platforms such as ZoodMall and Uzum mark the growth of e-commerce since the 2000s. The article defines electronic transactions as agreements facilitated through digital platforms, distinguishing them from traditional transactions by their virtual nature, speed, and global reach. It highlights their unique characteristics, including digital payment systems and cross-border logistics, while addressing challenges like cybersecurity and regulatory needs. The study underscores the importance of a robust legal framework to support e-commerce growth.

**Keywords:** electronic commerce, electronic transactions, digital economy, cybersecurity, cross-border trade, Uzbekistan, legal regulation.

#### Introduction

The rapid development of information and communication technologies has revolutionized global interactions, enabling online communication, information exchange, and service provision, particularly in Uzbekistan (Abdujalilov, 2018). This transformation has solidified electronic commerce as a pivotal component of the digital economy. The digital economy, encompassing electronic business and commerce, has become a defining trend, with leading nations attributing 4-5% of their GDP and over 15% of global trade to e-commerce (Jujoma, 2019). This article explores the concept, historical genesis, and significance of electronic transactions, emphasizing their role in Uzbekistan's digital economy and the legal frameworks supporting their implementation.

#### **Genesis of Electronic Commerce**

The origins of electronic commerce trace back to the 1990s, catalyzed by the widespread adoption of the Internet. The establishment of Amazon in 1994 and eBay in 1995 marked pivotal milestones in global e-commerce (Jujoma, 2019). In Uzbekistan, e-commerce began to take shape in the early 2000s with the introduction of bank cards and online payment systems. The 2010s saw significant growth with local platforms like ZoodMall, Olcha, and Uzum, which accelerated the development of e-commerce in the country (Abdujalilov, 2018).

The term "electronic commerce" emerged in the 1990s as the Internet facilitated the sale of goods, services, and works. Its simplicity in fostering interactions between businesses and customers attracted significant investment (Jujoma, 2019). Some scholars suggest that e-commerce concepts date back to the 1960s, when large organizations adopted electronic data interchange and banks implemented electronic funds transfers. However, the term "electronic

commerce" gained prominence in legal scholarship from the mid-1990s, when its use transitioned from an exception to a norm, necessitating a robust legal framework (Yakovenko, 2020).

#### **Conceptual Framework of Electronic Commerce**

The terms "electronic commerce," "electronic business," and "electronic trade" were initially used interchangeably by leading technology corporations in the late 20th century to describe digital enhancements in production and economic activities (Jujoma, 2019). Contemporary scholars distinguish these terms: electronic business is a broad concept encompassing electronic commerce, while electronic trade (e.g., cybertrade, e-tailing) is a narrower subset focused on specific transactions (Abdujalilov, 2018).

Abdujalilov (2018) defines an electronic contract as an agreement concluded by two or more parties in the virtual space of the Internet, recorded on digital media, and aimed at establishing, modifying, or terminating civil rights and obligations. Uzbek legal scholars describe electronic commerce as the activity of selling and distributing goods remotely through electronic operations using information and telecommunication systems (Abdujalilov, 2018). Yakovenko (2020) views electronic transactions as a distinct form of contract formation, executed via information technologies, yet governed by existing legal norms based on the nature of the transaction (e.g., sale, delivery, services).

In Uzbekistan's legal framework, while the term "electronic transaction" is not explicitly defined, the Cabinet of Ministers' Resolution No. 185 (2016) describes an electronic contract as an agreement between a seller and buyer for the sale of goods, works, or services using information systems (Uzbekistan Cabinet of Ministers, 2016).

#### **Characteristics of Electronic Transactions**

Electronic transactions differ from traditional transactions in several key ways:

- 1. **Virtual Execution**: Electronic transactions are conducted through digital platforms (e.g., Amazon, Uzum) without face-to-face interaction, unlike traditional transactions, which rely on physical presence and direct communication (Yakovenko, 2020). Users select goods or services via websites or applications and complete payments digitally (e.g., credit cards, e-wallets).
- 2. **Speed and Automation**: Electronic transactions feature rapid, automated payment processes. A buyer selects a product, makes a payment, and receives confirmation instantly, contrasting with traditional transactions that require physical visits to stores, product selection, and manual payments, which are time-consuming (Abdujalilov, 2018).
- 3. Global Reach and Regulation: The virtual marketplace transcends geographical boundaries, necessitating specific regulatory provisions. In Uzbekistan, participants can export goods, works, or services through online stores without formalizing export contracts, provided payments are received in local bank accounts and recorded in the Unified Electronic Information System for Foreign Trade Operations (Uzbekistan Cabinet of Ministers, 2016). Cross-border e-commerce is facilitated by digital logistics services, enabling seamless delivery to consumers worldwide.

#### Significance and Challenges

Electronic transactions distinguish themselves from traditional ones by their reliance on digital platforms, elimination of paper-based documentation, and provision of faster, more secure transactions with global accessibility

(Yakovenko, 2020). However, they require heightened attention to cybersecurity and legal regulation to address risks such as data breaches and jurisdictional complexities. The absence of a unified legal definition for electronic transactions in Uzbekistan underscores the need for comprehensive legislation to support the growing e-commerce sector (Abdujalilov, 2018).

#### **Conclusion**

Electronic commerce has transformed global and local economies, with Uzbekistan witnessing significant growth through platforms like ZoodMall and Uzum. Electronic transactions, characterized by their virtual execution, speed, and global reach, differ markedly from traditional transactions, offering efficiency and accessibility but posing challenges in cybersecurity and regulation. Legal frameworks, such as Uzbekistan's Cabinet of Ministers' Resolution No. 185 (2016), provide a foundation for e-commerce, but further legislative development is needed to define electronic transactions and address emerging issues. By fostering a robust legal environment, Uzbekistan can enhance its digital economy, aligning with global trends in e-commerce.

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