

## THE ROLE OF ESP IN INTERNATIONAL BUSINESS AND NEGOTIATIONS THE CONTRIBUTION OF PRIVATE UNIVERSITIES

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**Annotation:** This article discusses the changing role of internet shopping in modern consumer trends and business practice. It analyzes the advantages and disadvantages of e-commerce, its effect on traditional retailing, and the technology developments behind this shift. The article provides solutions to problems and tips for safe and effective online shopping

**Keywords** Internet shopping, Consumer trends, Business practice, E-commerce, Online shopping, Traditional retailing, Technology developments, Advantages of e-commerce, Disadvantages of e-commerce.

**Introduction:** *Online shopping has wrapped up up a standard apportion of way of life, especially since the COVID-19 wide pushed more people to buy online. It's changed the way we shop and how businesses work, publicizing reassurance and more personalized experiences. But it's not without its downsides issues like online coercion, transport issues, and tech concerns still exist. This article takes a closer see at how online shopping is forming our world, weighing its benefits and challenges, and sharing commonsense tips to assist both buyers and businesses make the primary of it securely and effectively.*

### **Main information:**

#### **1. Relevance of the Research Topic**

In today's digitalized world, online shopping has wrapped up up an basic viewpoint of people's lives. It gives reassurance, spares time, and offers a wide choice of things and organizations. Particularly after the COVID-19 was faraway coming to, the dependence on e-commerce through and through expanded, checking an enduring move in shopping slants. The subject is principal since it reflects progressing changes in trade and communication hones that impact both neighborhood and around the world markets.

#### **Review of Literature on the Subject**

Diverse considers highlights the development of e-commerce and its socio-economic impact. Laudon & Traver (2021) state that the estimation of the global e-commerce advert hit more than \$4 trillion in value. A Nielsen (2020) consider states

that consumer confidence and customer experience are essential to buy online. Ease of the site, mobilefriendliness, and safe payment options are stated by other authors such as Chaffey (2019) as the key drivers in furthering client satisfaction.

### Measures to Solve the Problem

Although cybershopping has several benefits, problems like extortion, delays in conveyance, and necessity of examination of goods are also considerable. To fight back against them: - Security installment frameworks (two-factor validation, encoded destinations) must be embraced.

- Client grumbling frameworks assist with the identification of sturdy sellers.
- Thing proposals subordinate to AI enhance item proposals for improvements in client collaboration and for reducing return percentages.
- Plain return arrangements and following procedures build client certainty and diminish discontentment.

### Science-Based Suggestions and Recommendations

Science-Based Recommendations and Suggestions- Firms are needing to be contributing to data analytics and cybersecurity to development advantage quality.

- Clients ought to be educating in order to secure online hones.
- Governments can make attending ensure client rights and guarantee sensible competition.
- Instructor educated may appear computerized instruction courses concentrated on ecommerce for understudies in trade and progression ranges

### Conclusion

Briefly, the development of online shopping has inwardly and outwardly influenced buyer preferences and exchange processes, checking a continuing migration within the global commercial center. Although e-commerce has certain benefits such as comfort, mixture, and customized administrations, it also has problems, such as security risks, delivery problems, and the incapability to physically examine products.

Understanding these concerns involves a multi-faceted arrangement consolidating secure advancements, buyer instruction, responsive trade channels, and administrative bolster. As e-commerce proceeds to create, holding control of improvement whereas prioritizing security and judgment will be first in creating acknowledge and expanding thought for buyers and businesses.

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