

## WAYS TO IMPROVE THE MECHANISM FOR EVALUATING INNOVATIVE TRADE SERVICES

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**Annotation.** This study examines the importance of innovative trade services, the analysis of existing mechanisms for their evaluation, and the necessity for their improvement. It demonstrates scientific approaches, modern evaluation methods, and the role of digital technologies in achieving efficiency in the implementation and assessment of innovations in the trade sector. Furthermore, it analyzes international experience and develops proposals and recommendations that are suitable for local conditions. The results of this research contribute to the formation of an effective model for evaluating innovative services.

**Key words:** innovative services, trade sector, evaluation mechanism, digital technologies, efficiency, economic analysis, modeling, service quality assessment, market innovations, strategy.

In today's global economy, innovative development has become a priority direction for every sector. In the trade service sector, innovative approaches are considered a crucial factor in effectively managing business, meeting customer demands, and ensuring competitiveness. Additionally, there is a need to implement modern mechanisms for accurately assessing and monitoring service quality.

In Uzbekistan, the rapid development of the services sector, increasing the role and share of services in shaping the gross domestic product, and fundamentally changing the composition of the services provided, primarily due to their modern high-tech types, are tasks outlined in the "Priority directions for the development and liberalization of the economy" section of the Action Strategy approved by the Decree No. PF-4947 of the President of the Republic of Uzbekistan, Sh.M. Mirziyoyev, dated February 7, 2017. To implement the tasks set forth in these legal and regulatory documents, the study of existing problems in the services sector and their resolution is yielding positive results. In particular, the volume of services provided in 2017 amounted to 116,795.7 billion soums, which is an increase of 10.7 percent compared to 2016.

In the process of radical改革 of the national economy in Uzbekistan, one of the priority tasks of socio-economic policy is to increase the competitiveness of service enterprises, to deliver quality goods to consumers on time, to establish modern trade

services, and to effectively utilize these service opportunities is of great importance. The largest share in the composition of services is accounted for by trade services, which constitute 27.4% (following transport services at 30.3%). Currently, service facilities providing trade services to the population are becoming part of the landscape of our free and prosperous homeland, reflecting our peaceful and prosperous life. At the same time, we all know that we need to work significantly in this area. Improving the culture of services and trade is the most pressing issue. In this case, especially taking into account the experience of developed countries, we need to pay special attention to the development of a modern hypermarket system.<sup>1</sup>

Economy at the current stage of development of the national economy Much attention is paid to the development of innovative activities in the agricultural sector.

One of the main directions of innovation activity development is innovation is to offer products and services. This direction is based on a certain basic requires algorithmic development in directions. Innovation development here strategy, introduction of the concept, innovative is provided for the organization of processes. In turn, innovative products The direction of offering and services determines the outcome of innovation activity.

The effectiveness of innovative services offering, the development of the service market conducting in-depth research, analyzing economic and innovative activities, modeling will depend on the qualitative outcomes of the forecasting processes.

Innovative development of commercial enterprises: theoretical foundations. Innovative development of economy is an important factor for the effective functioning of commercial enterprises. Changing market demands, increased consumer demand, and intensifying competitive environment are pushing merchants to adopt new approaches. The Presidential Decree of May 7, 2019, No. UP-5719 (2020) "On approval of the strategy for innovative development in the country" created a legal framework for strengthening the introduction of innovation in the country and its impact on the economy.

For this reason, in today's world, it is extremely important to ensure the competitiveness of trade enterprises through improving the quality of trade services. The use of marketing principles, the development of advertising activities, as well as ensuring their financial sustainability are crucial issues in ensuring the competitiveness of trade enterprises. Literature analysis on the subject includes D. Fearn's work on enhancing service culture for customers by developing electronic commerce in retail trade enterprises, V. Snigereva's work on improving trade service through managing product assortments, and S. Sysova's detailed exposition of the

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<sup>1</sup> Abdukarimov B.A. va boshqalar. (2016) Savdo iqtisodiyoti muammolari. O'quv qo'llanma. -T.: Iqtisod-moliya, – 504 b.

main and additional trade services offered to customers during the selling process. In our republic, during the years of independence, B. Abdulkari mov, A. Soliev, E.S. Faiziev, F.B. Abdulkari mov, and O. M. Pardayev can be cited for their scientific research on the problems in the trade sector.<sup>2</sup>

B. Abdulkarimov emphasized that in a broad sense, the concept of "trade service" means that "trade is a specific type of service that serves producers on one side, consumers on the other side, serves the State as a third party, and additionally provides services to other sectors and areas of the economy, from which consumers benefit and maintain communication with them." A. Soliev defined it as "the increase in the quality of trade service requires helping buyers in choosing products by advising them, demonstrating product samples in action, and developing various forms of advertising and information." E. S. Faiziev noted that "trade service is the result of the interaction between the seller and the buyer, and the activities of the seller aimed at satisfying the needs of the buyers."

Innovative trade services refer to types of trade offered based on new technologies, digital platforms, automated processes, and social innovations. The following criteria may serve as a basis for evaluating such services:

1. Technological level of the service - automation, online platforms, solutions based on artificial intelligence.
2. Degree of customer proximity and convenience - consideration of customer opinions, interactive services.
3. Market efficiency - revenues, number of customers, and impact on market share.
4. Harmony of quality and innovation - ensuring a high level of service quality.

The following methods are proposed for improving the evaluation mechanisms: Widespread implementation of digital technologies – evaluation through big data, CRM systems, and online dashboards.

Analysis of customer opinions – sociological surveys, real-time feedback systems.

Application of innovative evaluation models – utilizing SWOT, PEST, and SMART centralized analysis tools.

Using international standards and certifications – evaluation in accordance with standards such as ISO 9001 and ISO 10002.

The experience of developed countries shows that trade enterprises that invest in innovative development achieve long-term sustainable growth. The main areas of innovative development of merchants are:

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<sup>2</sup> Do'stmirzayevich, J. R. F. (2023). A Model Approach To Long-Term Forecasting Of Electricity Supply. Journal of Integrated Education and Research, 2(10), 41-45.

1.Digital technologies and e-commerce – expansion of trading platforms via the Internet, mobile applications and automated payment systems.

2.Green innovations – increasing energy efficiency, reducing waste and promoting environmentally friendly products.

3.Innovations in customer service – smart stores, chatbots based on artificial intelligence and personalized services.

However, at the same time, introducing innovations requires large investments and risks. Therefore, commercial enterprises must take a cautious approach to successfully implement innovative processes. Innovative development in commercial enterprises is associated with the following aspects:

- Increasing competitiveness – the ability to quickly respond to market requirements through the introduction of new technologies and advanced management methods;

- Increasing the efficiency of production and service – widespread introduction of automated systems and e-commerce platforms;

- Creating consumer-friendly conditions – the use of modern service technologies. For example, large international retail chains such as Walmart and Amazon gain a competitive advantage by creating favorable conditions for customers through the use of innovative technologies.

In the conduct of international trade in services, different from trade in goods services are produced simultaneously in trade, and consumed, and taking into account the characteristics of the impossibility of its storage is required. Therefore, trade regulating trade in services The specificity of the provisions of the GATS agreement or bilateral Services in conducting international trade in services under the provisions of the agreement

The proposal is outlined in four different directions:

First, there is the cross-border trade form of services, i.e., the a situation where the pointer and the consumer do not cross their border. In this case, only The service provided only crosses the border (for example, Virtual via the Internet seek legal advice);

secondly, the consumer bought the service in the territory of another country, and (including study abroad, retraining, qualification increase);

third, a direct visit to the service foreign country itself establishes a service representative office or branch (for example, Investor's investment advisory work, legal and regulatory work of a lawyer visits, etc.);

Fourthly, only employees of the service organization are consumers presence in the country (for example, employees of a foreign bank, advertising, sending their staff abroad on business trips).<sup>3</sup>

In conclusion, effectively evaluating innovative trade services not only improves the internal operations of the organization but also positively impacts overall economic growth. There is an opportunity to further enhance the quality of trade services through the improvement of evaluation mechanisms, digitization, and alignment with international standards.

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<sup>3</sup> Maxmatqulov G'.X. (2022). Aholiga savdo xizmatlarini innovatsion rivojlantirish salohiyatini baholashda trend modellarini tanlash mezonlari (Qashqadaryo viloyati misolida). Iqtisodiyot va ta'lim, 23(4), 381–386.