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Tashkent International University of Education
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PROCEEDINGS

of the MMIT'25 International Conference

TA'LIMNING ZAMONAVIY USULLARI VA
INNOVATSION TEXNOLOGIYALAR

MODERN METHODS AND INNOVATION
TECHNOLOGIES IN EDUCATION

СОВРЕМЕННЫЕ МЕТОДЫ И
ИННОВАЦИОННЫЕ ТЕХНОЛОГИИ
В ОБРАЗОВАНИИ

29 May 2025, Tashkent, Uzbekistan

MAQOLALAR TO'PLAMI
СБОРНИК СТАТЕЙ



Tashkent International University of Education

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Ta'limning zamonaviy usullari va innovatsion texnologiyalar

Modern methods and innovation technologies in education

**Современные методы и инновационные технологии в
образовании**

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RAQAMLI DAVRDA KITOB SAVDOSI: ONLINE PLATFORMALARNING O'RNI VA AFZALLIKLARI

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Annotatsiya. Ushbu maqola zamonaviy kitob do'konlarining onlayn tijoratdagi o'rni, elektron savdo platformalarining rivojlanishi va kitob savdosi sohasida raqamli transformatsiya jarayonini o'rganishga bag'ishlangan. Tadqiqotda kitob do'konlari faoliyatini tizimlashtirish, onlayn platformalarni samarali tashkil etish, foydalanuvchilarga yaratilayotgan qulayliklar, sun'iy intellekt asosida personalizatsiya, logistika, kataloglashtirish hamda ma'lumotlar tahlili imkoniyatlari yoritilgan. Shuningdek, "long tail" modeli asosida kam mashhur, ammo dolzarb kitoblarga bo'lgan talabni qondirish strategiyalari tahlil qilingan. Statistik ma'lumotlarga tayangan holda online kitob bozoridagi joriy holat va kelajakdagi tendensiyalar ko'rib chiqilgan.

Kalit so'zlar: onlayn kitob do'konlari, raqamli transformatsiya, elektron tijorat, sun'iy intellekt, long tail, personalizatsiya, ma'lumotlar tahlili, logistika, kataloglashtirish

BOOK TRADE IN THE DIGITAL AGE: THE ROLE AND ADVANTAGES OF ONLINE PLATFORMS

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Abstract. This article explores the role of modern bookstores in online commerce, focusing on the development of e-commerce platforms and the process of digital transformation in the book industry. The study examines methods of systematizing bookstore operations and efficiently organizing online platforms. It highlights user convenience, AI-driven personalization, logistics, cataloging, and data analytics functionalities. Additionally, it analyzes strategies for addressing demand for less popular yet essential books using the "long tail" model. Based on research and statistical data, the paper outlines current trends in the online book market and evaluates the future advantages of digital bookstore formats.

Keywords: online bookstores, digital transformation, e-commerce, artificial intelligence, long tail, personalization, data analytics, logistics, cataloging.

Kirish

Axborot texnologiyalari va elektron tijorat jadal sur'atlarda rivojlanib borayotgan davrda kitob savdosi ham yangi bosqichga ko'tarilmoqda. Kitob do'konlari raqamli transformatsiya jarayonini boshdan kechirmoqda va ularning faoliyati kengayib bormoqda, bu esa faqat jismoniy kitoblar savdosi bilan cheklanib qolmaslikka olib keldi. Online kitob do'konlari bugungi kunda kitobsevarlar uchun katta ahamiyat kasb etmoqda. Ularning ahamiyati, qulayligi va foydalanuvchanligini tahlil asosida ko'rsatkichlar bilan baholash mumkin. Barkley va Schmidt ta'kidlaganidek, "kitob savdosi sohasi so'nggi o'n yil ichida katta o'zgarishlarga duchor bo'ldi, bu o'zgarishlarning markazida esa elektron tijorat va raqamli texnologiyalar turadi" [2, 45].

Kitobsevarlar safi oshgan sari, ularga ko'rsatiladigan xizmat turlariga talab ham oshadi. Shu borada online kitob savdosida yangicha talqinda ishlash imkoniyatlarini yaratish va sun'iy ong xizmatlarini qo'llash imkoniyatlaridan foydalanish aktual masalalardan hisoblanadi.

Natijalar va muhokama

Online kitob do'konlarining imkoniyatlari sifatida milliy va jahon adabiyotini keng targ'ib qilish va xalqlararo madaniyatni rivojlantirishga xizmat qiladi deb aytish mumkin. Qulayliklari jihatidan muallif, mavzu, narx va til bo'yicha tezda kerakli kitobni topish, istalgan vaqtda, hattoki kechasi yoki dam olish kunlari ham xarid qilish, uydan chiqmasdan kitobga buyurtma berish, kitobni elektron yoki jismoniy shaklda ega bo'lish, xarid qilishdan avval boshqa o'quvchilarning fikrlarini o'qib, to'g'ri tanlov qilish, elektron kitoblarni telefon, planshet yoki kompyuter orqali o'qish va boshqa imkoniyatlarini sanab o'tish mumkin.

Online kitob do'konlari nafaqat kitoblarni sotish platformasi sifatida, balki kitobxonlar uchun ma'lumot almashish, kitoblar haqida batafsil ma'lumot olish hamda muallif va nashriyotlar bilan aloqa o'rnatish imkoniyatini beruvchi muhit sifatida ham xizmat qilmoqda. Anderson o'z tadqiqotida e'tirof etganidek, "zamonaviy kitob do'konlari endi faqat savdo joyi emas, balki madaniy muloqot markazi hamdir"[1, 118 b.].

Zamonaviy kitob savdosida online platformalarning o'rni kundan-kunga kuchayib bormoqda. Wang, Y. va Lee, S. tomonidan o'tkazilgan tadqiqot natijalariga ko'ra, "global kitob savdosi sohasida elektron tijorat ulushi 2023-yilda 34.5% ni tashkil etib, bu ko'rsatkich har yili o'rtacha 3.7% ga oshib bormoqda"[11, 76]. Bu tendensiya kitob savdosi sohasida ham elektron tijoratning katta salohiyatga ega ekanligini ko'rsatadi.

Online kitob do'konlarining an'anaviy do'konlardan farqlovchi bir qator afzalliklari mavjud:

1. Assortiment kengligi. Online kitob do'konlarida fizik maydon cheklovi yo'qligi tufayli keng ko'lamli katalogni taklif etish imkoniyati mavjud, bu esa kitobxonlarda turli janr va mualliflar kitoblarini o'qishga bo'lgan qiziqishni kuchaytiradi. Harris, J. ta'kidlaganidek, "o'rtacha online kitob do'koni an'anaviy do'konga nisbatan 5-10 baravar ko'proq kitob nomlarini taklif etadi"[5, 203].

2. Global qamrov. Online kitob do'konlari geografik chegaralarni bartaraf etib, butun dunyo bo'ylab mijozlarga xizmat ko'rsatish imkoniyatiga ega. Turli xil xalqlar, davlatlar va davrlar adabiyotlariga bo'lgan ehtiyojni qamrab olish imkoniyati paydo bo'lishi bilan ilmiy, badiiy, tarixiy va boshqa mavzulardagi kitoblar oson topiladi. Jefferson, T. va Khoury, M. o'z tadqiqotlarida "elektron kitob do'konlari uchun eksport qilish imkoniyati jismoniy do'konlarga qaraganda 72% osonroq ekanligini" aniqlashgan [6, 129].

3. Shaxsiylashtirilgan tavsiyalar. Online platformalar foydalanuvchi ma'lumotlarini tahlil qilish orqali shaxsiylashtirilgan tavsiyalar berishi mumkin, va sin'iy ong (AI) yordamida qiziqishlar asosida shaxsiy katalogni shakllantirish. "Ma'lumotlar tahlili asosida shakllantirilgan personalizatsiya online kitob savdosida xarid qilish ehtimolini 34.7% ga oshiradi"[3, 87].

4. Ko'p kanalli marketing. Zamonaviy onlayn kitob do'konlari turli marketing kanallarini samarali integratsiya qilish orqali mijozlarga yetib borish imkoniyatlarini kengaytiradi. Ko'p kanalli marketing afzalliklarini sanab o'tib, R. Patelning ta'kidlashicha, raqamli marketing vositalaridan oqilona foydalanish kitob do'konlarining savdo hajmini o'rtacha 28,3 foizga oshirishi mumkin [8, 156].

5. Kitob do'konlarini tizimlashtirishning zamonaviy usullari. Online kitob do'konlarining samarali ishlashi uchun tizimlashtirish jarayonlari muhim ahamiyat kasb etadi. Zamonaviy kitob do'konlarini tizimlashtirishda quyidagi asosiy yo'nalishlar mavjud:

5.1. Katalog bo'yicha qidiruv tizimini ishlab chiqish va kitoblarni ilmiy asoslangan tasnif asosida toifalash online do'konning KPI samaradorligini oshiradi. A.Rodrigues va C.Martinez o'z tadqiqotlarida "kitoblarni semantik tahlil asosida toifalash qidiruv natijalarining aniqligini 47% ga oshirishi"ni aniqlashgan [9, 92]. Zamonaviy kitob do'konlarida quyidagi tasnif usullari qo'llaniladi:

- Universal o'nli tasnif (UDK)
- Semantik tasnif

- Ko'p o'lchovli tasnif
- Foydalanuvchi metateglarini qo'llash

5.2. Foydalanuvchi interfeysi va tajribasini optimallashtirish. Foydalanuvchi interfeysini optimallashtirish kitob qidiruvida qulaylik yaratadi va uning tajribasi oshishiga ximat qiladi, shu sababli online kitob do'konlarining muhim vazifalaridan biri hisoblanadi. Nguyen va Peters ta'kidlaganidek, "online kitob do'konlarida foydalanuvchi tajribasini 10% yaxshilash konversiya darajasini 35% ga oshiradi" [7, 118]. Samarali foydalanuvchi interfeysini yaratish uchun quyidagi elementlarga e'tibor qaratish muhim:

- Intuitiv navigatsiya tizimi
- Samarali qidiruv mexanizmi
- Responsive dizayn
- Tezkor sahifa yuklanishi

5.3. Logistika va zaxiralarni boshqarish tizimini ishlab chiqish alohida e'tibor talab etadigan jarayondir. Online kitob do'konlarining ozibadorligini oshirish kitobxonlarga qo'shimcha xizmat turlarini taklif qilishga ham bog'liq bo'ladi. Masalan, online tanlangan kitoblarni zahiraga olib qo'yish, 24/7 formatida buyurtmalarni qabul qilish, kitoblarni kur'yer orqali yetkazish kabi qulayliklarni tashkil etish mumkin. Thompson va Agarwal o'z tadqiqotlarida "real vaqt rejimida ishlaydigan zaxiralarni boshqarish tizimlari mijozlar qoniqish darajasini 42% ga oshirishi mumkin"ligini ko'rsatishgan [10, 203]. Zamonaviy kitob do'konlarida quyidagi logistika tizimlari qo'llaniladi:

- Just-in-time zaxiralarni boshqarish
- Markazlashtirilgan va distributiv ombor tizimlari
- Avtomatlashtirilgan buyurtmalarni qayta ishlash
- Yetkazib berish xizmatlari integratsiyasi

5.4. Ma'lumotlar tahlili qilib borish zamonaviy online kitob do'konlari bozorida raqobatbardoshlik uchun afzalliklaridan biri hisoblanadi. Ma'lumotlar tahlili tendentsiyalarni aniqlashda va online kitob savdosida kerakli va maqbul qaror qabul qilish uchun xizmat qiladi. Bu borada Zhou va Davis ta'kidlaganidek, "ma'lumotlar tahlili asosida qarorlar qabul qilish elektron kitob do'konlarining daromadini 23.7%ga oshirishi mumkin" [12,167]. Kitob savdosida ma'lumotlar tahlili quyidagi yo'nalishlarda qo'llaniladi:

- Xarid qilish trendlarini aniqlash
- Kitobxon segmentlarini tahlil qilish
- Chekka talab (long tail) kitoblarni aniqlash
- Prognozli tahlil orqali zaxiralarni rejalashtirish

Online kitob bozorini rivojlantirish uchun yangi strategiyalar taklifi kiritilishi samarali bo'lishi mumkin. Masalan:

- Sun'iy intellekt asosida audio kitoblar yaratish.
- O'zbek, qozoq, qirg'iz va boshqa tillarga o'girish xizmati integratsiyasini ishlab chiqish.
- O'zbekiston bozorida "long tail", ya'ni minglab kam taniqli kitoblar uchun maxsus bo'limlar yaratish

Xulosa

Zamonaviy kitob do'konlarining online tijoratdagi o'rni tobora muhim ahamiyat kasb etib bormoqda. Elektron kitob savdosi platformalari nafaqat an'anaviy kitob savdosining raqamli ko'rinishi, balki butunlay yangi biznes modelidir. Bu model kitob savdosining global qamrovini kengaytirish, foydalanuvchilar uchun qulay va shaxsiylashtirilgan tajribani taqdim etish, hamda samarali tizimlashtirish orqali raqobat afzalligiga erishish imkonini beradi.

Samarali tizimlashtirish usullari, jumladan, ilmiy asoslangan kataloglashtirish tizimi, foydalanuvchi interfeysini optimallashtirish, logistikani boshqarish hamda ma'lumotlar tahlilidan foydalanish kitob do'konlarining online tijoratdagi muvaffaqiyatining muhim omillari hisoblanadi. Garcia va Johnson ta'kidlaganidek, "elektron tijoratning kitob savdosi sohasiga ta'siri kelajakda yanada kuchayadi va bu sohada raqamli transformatsiyani amalga oshirgan kitob do'konlari bozorda yetakchi bo'lishadi"[4, 215].

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