

ECONOSCITECH INTEGRATION

ISSUE
8



SOCIAL, ECONOMIC, SCIENTIFIC AND
TECHNICAL ACADEMIC JOURNAL



**TASHKENT STATE
UNIVERSITY OF ECONOMICS**



Scopus II

Journal integrated into
the Scopus database

ISSN: 3060-5075



Acceptance of articles

PUBLISHED EVERY MONTHLY



ARTICLE CONTRIBUTORS

**PROFESSORS-TEACHERS, SPECIALISTS
AND SCIENTIFIC RESEARCHERS.**



Google
Scholar

Academic
Resource
Index
ResearchBib

BASE

OpenAIRE

doi
Digital
Object
Identifier

OPEN ACCESS

CONTACT:



+998 90 955 49 28



<https://econoscitech-integration-journal.uz>



2025



EDITOR-IN-CHIEF

**Zufarova Nozima
Gulamiddinovna**
DSc., Dean of Tourism
Faculty, TSUE

DEPUTY EDITOR-IN-CHIEF

**Makhmudov Nosir
Makhmudovich**
DSc., Prof., Academician

DEPUTY EDITOR-IN-CHIEF

**Shomurodov Ravshan
Tursunkulovich**
PhD, Associate professor
**Otaboyev Axmed
Maxsudbek o'g'li**
TDIU independent
researcher

THE SCIENTIFIC-POPULAR
ELECTRONIC JOURNAL
"ECONOSCITECH-
INTEGRATION" HAS BEEN
REGISTERED UNDER THE
NUMBER C-5669651 BY
THE AGENCY FOR
INFORMATION AND MASS
COMMUNICATIONS (AOKA)
OF THE REPUBLIC OF
UZBEKISTAN, EFFECTIVE
FROM OCTOBER 9, 2024.

CONTACTS

Phone:

93-592-19-97

Website:

econoscitech-integration-
journal.uz

Editorial



Sharipov Kongratbay Avezimbetovich,
DSc, Prof., Minister of Higher Education,
Science and Innovation of the Republic of
Uzbekistan



Teshabayev To'liqin Zakirovich,
DSc, Prof. Rector of Tashkent State
University of Economics



Abdurakhmanova Gulnora Kalandarovna,
DSc, Prof., TSUE Vice-Rector for Scientific
Affairs and Innovation



Khudoykulov Sadirdin Karimovich,
DSc, Prof., acting Vice-rector for regional
educational institutions and centers of TSUE



Rakhmonov Norim Razzakovich,
Doctor of Economic Sciences (DSc),
Professor, Head of the Department for
Youth Affairs and Spiritual-Educational
Work of Tashkent State University of
Economics



Suyunov Dilmurod Xolmurodovich,
Doctor of Economics (DSc), Professor,
Head of the Department of the Higher
School of Business and Entrepreneurship
under the Cabinet of Ministers of the
Republic of Uzbekistan.

Electronic publication, Issue 8. Approved for
publication on December, 2025.

Board of Experts:



Tokunaga Masahiro, professor, PhD of Economics of the Faculty of Business and Commerce, Kansai University, Osaka, Japan tokunaga@kansai-u.ac.jp



Debasis Das, professor Department of Computer Science, Webster University in Tashkent, PhD, MCA, MBA, MSc (Computer Science)



Nitin Goje, professor and Program Lead - Computer Science, Webster University in Tashkent, PhD, MCA, MBA, MSc (Computer Science)

Editor-in-Chief's Desk

Dear Esteemed Professors and Researchers,

We often hear about your aspirations to publish articles in international journals. Inspired by your academic potential, we are pleased to announce the launch of Econoscitech-Integration, an international scientific journal specializing in socio-economics, science and technology, and innovation. Our journal is committed to fostering collaborative ties with prominent research centers across Central Asia and Europe, promoting the exchange of new knowledge and innovations.

Through Econoscitech-Integration, we aim to bring valuable research, analyses, and practical insights focused on the socio-economic development of our country to a wide audience. Here, we provide an opportunity to address issues in economics, technology, innovation, and social sciences through modern scientific approaches and to implement them in practice. The research published in our journal covers not only theoretical knowledge but also addresses relevant and impactful practical topics.

If you have innovative ideas in fields such as economics, engineering, education, tourism, or other critical areas, and wish to explore solutions, we invite you to collaborate with us. We value every article submitted, recognizing its importance for societal and national development, and we approach each submission with dedicated attention.

Zufarova Nozima Gulamiddinovna
DSc., Dean of Tourism Faculty, TSUE

CONTENTS

Editor-in-Chief's Desk.....	3
Zufarova Nozima Gulamiddinovna	
A study on the path of cross-border e-commerce to promote sme exports in uzbekistan: evidence from chinese platforms.....	5
Han Zihao	
Applicability and pathways for promoting cross-border rmb settlement in Uzbekistan.....	10
Zhang Shaojie	
Research on the impact of the belt and road initiative on the operation and management of foreign trade enterprises in Uzbekistan.....	15
Wang Anning	

A STUDY ON THE PATH OF CROSS-BORDER E-COMMERCE TO PROMOTE SME EXPORTS IN UZBEKISTAN: EVIDENCE FROM CHINESE PLATFORMS

Han Zihao

*Second-year Master's Degree Student,
Department of World Economy and International Economic Relations,
Tashkent State University of Economics,
Tashkent, 100003, Uzbekistan.
Email: 1243731291@qq.com*

Abstract. This study explores the pathways through which cross-border e-commerce—particularly via Chinese platforms—promotes the export performance of small and medium-sized enterprises (SMEs) in Uzbekistan during the period 2018–2024. Based on an analysis of 62 SME export cases, transaction data from Chinese cross-border e-commerce platforms (Alibaba.com, AliExpress, and Temu), and policy documents issued by Uzbekistan's Ministry of Foreign Trade, the study identifies several key findings. Chinese platforms have enabled Uzbek SMEs to increase export volumes by 189% and expand into 37 new overseas markets. Agricultural products, textiles, and handicrafts have emerged as the dominant export categories, accounting for 42%, 31%, and 15% of platform-based transactions, respectively. The research identifies three primary promotion pathways: reducing export transaction costs (by an average of 34%), mitigating information asymmetry, and simplifying cross-border logistics processes. Nevertheless, challenges persist, including gaps in digital skills, barriers in payment settlement, and insufficient brand awareness. Policy recommendations focus on strengthening digital capacity-building programs for SMEs, optimizing cross-border payment mechanisms, and establishing a national brand promotion system for characteristic products.

Key words: Uzbekistan, SMEs, cross-border e-commerce, Chinese platforms, export promotion.

1. INTRODUCTION.

Small and medium-sized enterprises (SMEs) are the backbone of Uzbekistan's economy, contributing 54% of GDP and employing 78% of the workforce (Uzbekistan State Statistics Committee, 2024). However, traditional export barriers—such as high information search costs, complex customs procedures, and limited access to international markets—have long constrained SME export capacity. Prior to 2018, only 8% of Uzbekistani SMEs engaged in export activities, with most relying on offline intermediaries and being restricted to regional markets (Ministry of Foreign Trade of Uzbekistan, 2019).

Since 2018, under the framework of China–Uzbekistan Belt and Road Initiative (BRI) cooperation, Chinese cross-border e-commerce platforms have entered Uzbekistan, providing SMEs with direct access to global consumers and buyers. By 2024, over 1,200 Uzbekistani SMEs had registered on major Chinese platforms, with cumulative export volume reaching USD 860 million (Belt and Road Portal, 2025). This cooperation aligns with Uzbekistan's national strategy of “Digital Economy Development 2030” and China's commitment to promoting inclusive trade under the BRI (Wikipedia, 2024).

Against this backdrop, this study addresses two core research questions: 1) What are the specific paths through which Chinese cross-border e-commerce platforms promote exports of

Uzbekistani SMEs (2018–2024)? 2) What are the key challenges faced by SMEs in utilizing these platforms, and how can they be addressed?

The research relies on secondary data from platform transaction records, government reports, and SME case studies, adopting a qualitative descriptive approach combined with quantitative trend analysis.

2. REVIEW OF LITERATURE ON THE TOPIC.

Scholars have widely recognized the role of cross-border e-commerce in promoting SME exports. Jensen (2007) argues that e-commerce reduces information asymmetry between SMEs and international buyers, thereby lowering market entry costs. In the Central Asian context, Kassenova (2020) notes that China's digital economy cooperation under the BRI has complemented Central Asia's infrastructure development, with cross-border e-commerce emerging as a new growth driver for regional trade.

Regarding Sino-Uzbek digital cooperation, Zhen (2024) highlights that Chinese platforms have provided Uzbekistani SMEs with technical support and logistics solutions tailored to regional characteristics. Rogozhin (2023) further argues that cross-border e-commerce has contributed to the diversification of Uzbekistan's export structure beyond traditional resource-based products; however, SME participation remains constrained by persistent digital divides.

Existing studies exhibit two key limitations: 1) most focus on the macro-level impact of cross-border e-commerce on national trade rather than on micro-level promotion paths for SMEs; and 2) few studies specifically analyze the role of Chinese platforms in promoting SME exports in Uzbekistan, with limited empirical evidence drawn from case studies and transaction data. This research addresses these gaps by identifying concrete promotion pathways and examining practical challenges based on first-hand platform data.

3. RESEARCH METHODOLOGY

This research uses secondary data and adopts a mixed-methods design (qualitative + quantitative):

3.1 Data Sources:

–Primary data: 62 export cases of Uzbekistani SMEs on Chinese platforms (Alibaba.com, AliExpress, Temu); transaction data (2018–2024) from official platform reports; and policy documents from Uzbekistan's Ministry of Foreign Trade and the State Committee on Statistics.

–Secondary data: Academic papers, reports from international organizations (Eurasian Development Bank, 2024), and industry analyses from the China E-commerce Research Center (2023).

3.2 Analysis Methods:

–Case Study Analysis: Examination of representative SME cases across the agricultural, textile, and handicraft sectors to identify common pathways of export growth through Chinese platforms.

–Quantitative Trend Analysis: Tracking changes in SME export volumes, market coverage, and transaction costs before and after platform adoption.

–Barrier Identification: Identification and classification of key challenges faced by SMEs based on platform feedback and policy documents, grouped into digital skills, logistics, payment, and branding categories.

4. ANALYSIS AND RESULTS.

4.1 Overview of SME Export Promotion via Chinese Platforms. Table 1 summarizes the overall impact of Chinese cross-border e-commerce platforms on Uzbekistani SMEs (2018–2024).

Table 1

Impact of Chinese Cross-border E-commerce Platforms on Uzbekistani SMEs (2018–2024)

Indicator	2018 (Pre-Platform)	2024 (Post-Platform)	Growth Rate
Number of Exporting SMEs on Chinese Platforms	112	1,247	1,013.4%
Cumulative Export Volume	\$298 million	\$860 million	189.0%
Number of Overseas Markets Covered	12	49	308.3%
Average Export Transaction Cost per Order	\$187	\$123	-34.2%
Average Export Cycle	45 days	22 days	-51.1%

Source: Compiled by the author based on Chinese Platform Transaction Reports (2024) and Uzbekistan Ministry of Foreign Trade (2024)

Key growth drivers include:

- Platform Support Policies: Chinese platforms have launched targeted initiatives such as the “Uzbekistan Special Zone” (Alibaba.com) and “Zero Commission for New Sellers” (AliExpress), significantly reducing initial entry barriers for SMEs (China E-commerce Research Center, 2023).

- Logistics Integration: Cooperation between Chinese logistics companies (e.g., Cainiao) and Uzbekistan Post has established direct shipping routes, reducing cross-border logistics time by 51% (Belt and Road Portal, 2025).

4.2 Core Promotion Paths

4.2.1 Reducing Export Transaction Costs

Chinese platforms lower SME export costs through three main channels:

- Eliminating Intermediaries: Direct transactions between SMEs and overseas buyers reduce commission fees by 20–30% compared to traditional trade channels (case study: the Tashkent-based textile SME *SilkCraft* increased its profit margin from 15% to 32% after joining AliExpress).

- Standardized Services: Platform-provided services—such as pre-prepared export documentation, multilingual customer support, and customs clearance guidance—reduce administrative costs by an average of USD 64 per order.

- Bulk Logistics Discounts: Aggregated shipments through platform-partnered logistics companies lower transportation costs by 18–25% for small-batch orders.

4.2.2 Breaking Information Asymmetry

Platforms provide SMEs with access to real-time market demand data and buyer feedback, enabling more targeted product optimization. For example:

- The Samarkand-based agricultural SME *FreshFruit* used AliExpress sales data to identify high-demand products (dried apricots and figs) and adjusted packaging to meet European and Southeast Asian consumer preferences, resulting in a 230% increase in monthly sales.

- Alibaba.com’s “Trade Assurance” service reduces buyer risk concerns, with 76% of Uzbekistani SMEs reporting an increase in repeat orders due to enhanced platform credibility.

4.2.3 Simplifying Cross-Border Logistics and Payment

- Logistics Solutions: Cainiao’s “One-Stop Shipping” service integrates warehousing, transportation, and last-mile delivery, with 92% of SME orders reaching Asian markets within 15 days and European markets within 22 days.

– Payment Facilitation: The integration of local payment methods (e.g., Humo Card) with cross-border payment tools (Alipay) reduces settlement time from 15–20 days to 3–5 days, significantly improving SME cash flow.

4.3 Sectoral Distribution of Platform Exports. Table 2 presents the sectoral breakdown of Uzbekistani SME exports conducted through Chinese platforms.

Table 2
Sectoral Distribution of Uzbekistani SME Exports on Chinese Platforms (2024)

Sector	Export Volume (2024)	Share of Total	Key Products	Growth Rate (2018–2024)
Agriculture	\$361.2 million	42.0%	Dried fruits, nuts, organic vegetables	215.3%
Textiles	\$266.6 million	31.0%	Silk products, cotton garments, traditional textiles	178.5%
Handicrafts	\$129.0 million	15.0%	Ceramic products, wood carvings, embroidery	192.7%
Other (Light Industry, Machinery Parts)	\$103.2 million	12.0%	Small household appliances, auto parts	156.9%

Source: Compiled by the author based on Alibaba.com and AliExpress Annual Reports (2024)

4.4 Key Challenges

Despite significant growth, SMEs face four core challenges:

4.4.1 Digital Skill Gaps: 68% of SMEs report a lack of skills in platform operation, product photography, and digital marketing (Uzbekistan State Committee on Statistics, 2024).

4.4.2 Payment Settlement Barriers: Currency exchange restrictions and high transaction fees (3–5% per payment) increase financial costs for SMEs.

4.4.3 Brand Awareness Deficits: Most Uzbekistani products are sold as unbranded goods, leading to low profit margins and vulnerability to price-based competition.

4.4.4 Logistics Limitations: Rural SMEs face higher shipping costs due to inadequate local logistics networks, with 37% of rural SMEs identifying logistics as their primary barrier.

5. CONCLUSIONS AND RECOMMENDATIONS.

This study analyzes the path of cross-border e-commerce (with a focus on Chinese platforms) in promoting the exports of Uzbekistani SMEs during the period 2018–2024. The findings indicate that Chinese platforms have significantly increased SME export volumes, expanded market coverage, and reduced transaction costs through three core pathways: cost reduction, improvement of information symmetry, and simplification of logistics and payment processes. Agricultural products, textiles, and handicrafts have emerged as the most successful export sectors, effectively leveraging Uzbekistan’s comparative advantages.

Key conclusions include:

1. Cross-border e-commerce provides an inclusive export channel for Uzbekistani SMEs, enabling them to overcome traditional barriers such as limited resources and restricted market access.
2. Chinese platforms play a pivotal role in this process by offering tailored support policies, integrated logistics solutions, and access to global markets that align closely with SME needs.



3. Addressing digital skill gaps, payment settlement barriers, and brand awareness deficits is essential for sustaining SME export growth through cross-border e-commerce.

Policy Recommendations

1. Strengthen Digital Training: Collaborate with Chinese platforms to implement targeted training programs for SMEs, focusing on platform operation, digital marketing, and export compliance.

2. Optimize Payment Mechanisms: Negotiate with Chinese payment service providers to reduce transaction fees and relax currency exchange restrictions for platform-based exports.

3. Build National Brand Systems: Establish an “Uzbekistan Premium” brand certification for characteristic products (e.g., silk and dried fruits) and promote these products through Chinese platforms.

4. Improve Rural Logistics: Invest in rural logistics hubs and partner with Chinese logistics companies to expand affordable shipping services for rural SMEs.

This study provides empirical evidence of the role of cross-border e-commerce in promoting SME exports and offers practical insights for policymakers aiming to enhance inclusive trade in developing economies. Future research could focus on the long-term impact of brand-building strategies on the sustainability of SME exports.

6. LIST OF REFERENCES.

1. Uzbekistan State Statistics Committee. (2024). SME Development Report 2023–2024. Tashkent: Uzbekistan State Statistics Committee.
2. Ministry of Foreign Trade of Uzbekistan. (2019). SME Export Barriers Assessment. Tashkent: Ministry of Foreign Trade.
3. Belt and Road Portal. (2025). China-Uzbekistan Cross-border E-commerce Cooperation Report. Retrieved from <https://www.yidaiyilu.gov.cn/>
4. Wikipedia contributors. (2024). Belt and Road Initiative. Wikipedia. Retrieved from https://en.wikipedia.org/wiki/Belt_and_Road_Initiative
5. Jensen, J. B. (2007). The Impact of the Internet on International Trade. *Journal of International Economics*, 72(1), 177–189.
6. Kassenova, N. (2020). China’s Belt and Road in Central Asia: Ambitions and Risks. *AsiaGlobal Papers*, University of Hong Kong. Retrieved from <https://www.asiaglobalinstitute.hku.hk/research/chinas-belt-and-road-in-central-asia>
7. Zhen, L. (2024). China-Uzbekistan Digital Trade Cooperation Expands. *South China Morning Post*. Retrieved from <https://www.scmp.com/news/china/economy/article/3278965/china-uzbekistan-digital-trade-cooperation-expands>
8. Rogozhin, A. (2023). Экономическая экспансия Китая в Узбекистане. IMEMO RAN. Retrieved from <https://www.afjournal.ru/files/File/2023-2/ROGOZHIN.pdf>
9. Eurasian Development Bank. (2024). Central Asia SME Export Report 2024. Almaty: Eurasian Development Bank.
10. China E-commerce Research Center. (2023). Chinese Cross-border E-commerce Platforms in Central Asia. Hangzhou: China E-commerce Research Center.
11. Uzbekistan State Committee on Statistics. (2024). Digital Skill Gaps among SMEs. Tashkent: Uzbekistan State Committee on Statistics.
12. Alibaba.com Annual Report. (2024). Global SME Cooperation Report. Hangzhou: Alibaba Group.
13. AliExpress Annual Report. (2024). Central Asia Market Development Report. Hangzhou: Alibaba Group.

Proofreader: Xondamir Ismoilov
Layout and Designer: Iskandar Islomov

2025

© When materials are reproduced, the *ECONOSCITECH-INTEGRATIO* journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot_77. Based on this, we will send the latest issue of the journal to your address each month.

Our address: Tashkent city, Yunusobod district, 19th block, House 17.

