

**SCIENTIFIC COUNCIL DSc.11/25.08.2022.I.24.03 ON AWARD OF
SCIENTIFIC DEGREES AT THE UNIVERSITY OF WORLD ECONOMY
AND DIPLOMACY**

UNIVERSITY OF WORLD ECONOMY AND DIPLOMACY

MD ZAHANGIR ALAM

**FACTORS AFFECTING THE ADOPTION OF TECHNOLOGY-DRIVEN
INTERNATIONAL TRADE: ASIA CONTEXT**

08.00.09 – World economy

DISSERTATION ABSTRACT

For the Doctor of Philosophy (PhD) degree in economic sciences

Tashkent – 2023

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INTRODUCTION (Abstract of PhD thesis)

This research investigates the factors that influence the adoption of technology-driven international trade and the finally the study will find out the novel result from all findings. This section, followed by the background of the analysis, introduces the discussion on the issue. In addition, it reveals the root problems that unravel the root of the study and the data discrepancy. Besides, it discusses the shortcomings and contexts of the research. Research questions are also provided in this section and construct the findings. Moreover, this chapter includes the scopes and the importance of the study. Finally, it has been completed with an outline of the remaining aspects of this thesis.

The 21st century has greater possibilities for benefits, such as quicker sales, less expensive service fees, and fewer costs for merchants and businesses¹. Any human-made or natural aspects of the planet can no longer stand in the way of global trade, for example, mountain ranges and deserts, because modern transport has become capable of flying across them and transporting around bodies of the globe². While these services are in high demand, they are still not widely used. A vital market trading of securities such as stocks and stock-trading activities are connected to the IT industry³. The technologies behind these trading operations have only improved the firms' trading activities; however, it has failed to increase use⁴.

This research that historically sought to quantify e-commerce has largely remained analytical since relatively little work has been performed on the actual implementation⁵.

Actuality and the relevance of the research theme.

The topic of factors affecting the adoption of technology-driven international trade in the context of Asia is highly relevant in today's globalized and rapidly evolving digital economy. With the growing importance of technology in facilitating international trade, businesses and governments around the world are increasingly adopting new technological solutions to improve their competitiveness in the global market.

Asia, in particular, has emerged as a hub of technological innovation and international trade, with many countries in the region experiencing significant economic growth in recent years. However, the adoption of technology-driven international trade in Asia is not without its challenges, as businesses and governments grapple with issues such as infrastructure development, digital

¹ Contractor, F. J. (2007). Is international business good for companies? The evolutionary or multi-stage theory of internationalization vs. the transaction cost perspective. *Management International Review*, 47(3), 453-475.

² Deurenberg-Yap, M., Chew, S., Lin, V., Tan, B., Van Staveren, W., & Deurenberg, P. (2001). Relationships between indices of obesity and its co-morbidities in multi-ethnic Singapore. *International Journal of Obesity*, 25(10), 1554-1562.

³ Dasgupta, S., Laplante, B., Wang, H., & Wheeler, D. (2002). Confronting the environmental Kuznets curve. *Journal of Economic Perspectives*, 16(1), 147-168.

⁴ Shankar, V., Urban, G. L., & Sultan, F. (2002). Online trust: a stakeholder perspective, concepts, implications, and future directions. *The Journal of strategic information systems*, 11(3-4), 325-344.

⁵ Sarwar, B., Karypis, G., Konstan, J., & Riedl, J. (2000). Analysis of recommendation algorithms for e-commerce. Paper presented at the Proceedings of the 2nd ACM Conference on Electronic Commerce.

literacy, and regulatory frameworks.

This research theme is critical in shedding light on the factors that impact the adoption of technology-driven international trade in Asia, and the strategies that businesses and governments can use to overcome these barriers. The findings of this research will be valuable to policymakers, industry practitioners, and academics, as they seek to understand the dynamics of technology-driven international trade in the Asia context and develop effective strategies for leveraging technology to improve international trade.

International trade needs to increase online trading facilities for trading⁶ because couple of issues were found by the researchers in international trades⁷. In international trade, tradition, credibility, exposure, trust, consciousness, expectancy, visibility, and belief have brought significant changes to the global market⁸. Though, Asia is currently facing the most critical challenges concerning trading because of a general lack of technology adoption and a poor understanding of its practicalities⁹. Another obstacle in the industry is that people do not grasp online technology principles¹⁰. Hence, Asian digital gateway buyers and sellers need more attention to online base trading¹¹.

One of the governments' strategies in putting conventional trading has long suffered economic devastation because of previous paper-based trading¹². An aspect of the Asian master plan includes equal trade treatment because the latter have long had difficulty adapting to globalization and the domination of excessive chargebacks¹³. Although battling against corruption and eliminating bureaucracy are two different goals, trading needs to bring down the government to reach mainstream acceptance effectively¹⁴. The various limits of attitude, subjective norm, trust, facilitating condition, risk, price value, behavioral intention, and trade have made this aim challenging¹⁵. The most significant hurdle is getting approval for technology-based trade in international trading.

⁶ Roca, J. C., García, J. J., & De La Vega, J. J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Information Management & Computer Security*.

⁷ Pinker, E. J., Seidmann, A., & Vakrat, Y. (2003). Managing online auctions: Current business and research issues. *Management science*, 49(11), 1457-1484.

⁸ Olekar, R. O., & Talawar, C. Y. (2013). Online Trading and DEMAT Account in India-Some Issues. *International Journal of Management and Social Sciences Research*, 2(4), 83-88.

⁹ Lee, M.-C. (2009). Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, 47(2), 133-142.

¹⁰ Halder, T. (2020). Cross Border Electricity Trading Policy of Power India for Humanity & Amity. Paper presented at the 2020 IEEE 17th India Council International Conference (INDICON).

¹¹ Welford, R. (2007). Corporate governance and corporate social responsibility: Issues for Asia. *Corporate Social Responsibility and Environmental Management*, 14(1), 42-51.

¹² Axmedjanov, K. (2020). AKHMEDJANOV KB INTERNATIONAL EXPERIENCE: ISSUES AND PROSPECTS FOR THE DEVELOPMENT OF INTERNAL AUDIT IN UZBEKISTAN. *Архив научных исследований*, 1(4).

¹³ Hasanat, M. W., Hoque, A., Shikha, F. A., Anwar, M., Hamid, A. B. A., & Tat, H. H. (2020). The impact of coronavirus (COVID-19) on e-business in Malaysia. *Asian Journal of Multidisciplinary Studies*, 3(1), 85-90.

¹⁴ Tushar, W., Saha, T. K., Yuen, C., Smith, D., Ashworth, P., Poor, H. V., & Basnet, S. (2020). Challenges and prospects for negawatt trading in light of recent technological developments. *Nature Energy*, 5(11), 834-841.

¹⁵ Tanwar, S., Kaneriya, S., Kumar, N., & Zeadally, S. (2020). ElectroBlocks: A blockchain-based energy trading scheme for smart grid systems. *International Journal of Communication Systems*, 33(15), e4547.

Connection of the research with priority directions of the republican science-technology development.

The research topic of factors affecting the adoption of technology-driven international trade in the Asia context is closely aligned with the priority directions of the Uzbekistan Republican science-technology development.

Uzbekistan has been making significant efforts to modernize its economy and increase its competitiveness in the global market through the use of technology and innovation. The country has identified science and technology development as one of its key priorities, with a focus on developing new technologies, improving digital infrastructure, and promoting technology-driven entrepreneurship.

The research on factors affecting the adoption of technology-driven international trade in the Asia context directly contributes to the science and technology development priorities of Uzbekistan by providing valuable insights into the strategies that businesses and governments can use to leverage technology in international trade. The findings of this research can help Uzbekistan to develop effective policies and programs for promoting technology adoption in international trade, which can in turn lead to increased competitiveness, economic growth, and job creation.

Overall, this research topic is highly relevant to the priorities of Uzbekistan's science and technology development, and can contribute significantly to the country's efforts to modernize its economy and increase its global competitiveness through technology-driven innovation.

The degree of scientific elaboration of the problem.

The topic of factors influencing the adoption of technology-driven international trade in the Asia context has received significant attention from scholars and researchers, indicating a high degree of scientific elaboration. Teo, T. S., Ranganathan, C.¹⁶, Marteau, T. M., & Bekker, H.¹⁷ and Egbue, O., & Long, S.¹⁸ studied the adoption of technology-driven international trade

The literature has explored various factors that may impact the adoption of technology in international trade, such as attitude, subjective norm, trust, facilitating condition, risk, Pandemic, behavioral intention. Lee, M.¹⁹, Hargittai, E.²⁰, Renn, O., Burns, W. J., Kasperson, J. X., Kasperson, R. E., & Slovic, P.²¹,

¹⁶ Teo, T. S., & Ranganathan, C. (2004). Adopters and non-adopters of business-to-business electronic commerce in Singapore. *Information & management*, 42(1), 89-102.

¹⁷ Marteau, T. M., & Bekker, H. (1992). The development of a six-item short-form of the state scale of the Spielberger State-Trait Anxiety Inventory (STAI). *British journal of clinical Psychology*, 31(3), 301-306.

¹⁸ Egbue, O., & Long, S. (2012). Barriers to widespread adoption of electric vehicles: An analysis of consumer attitudes and perceptions. *Energy policy*, 48, 717-729.

¹⁹ Lee, M.-C. (2009). Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, 47(2), 133-142.

²⁰ Hargittai, E. (2010). Digital natives? Variation in internet skills and uses among members of the "net generation". *Sociological inquiry*, 80(1), 92-113.

²¹ Renn, O., Burns, W. J., Kasperson, J. X., Kasperson, R. E., & Slovic, P. (1992). The social amplification of risk: Theoretical foundations and empirical applications. *Journal of social issues*, 48(4), 137-160.

Featherman, M. S., & Pavlou, P. A.²², Doney, P. M., & Cannon, J. P.²³, Luo, X.²⁴, Kanyabikali, O.²⁵ analysed factors affecting the adoption of technology in international trade. When it comes to assessing these factors on the adoption of technology in international trade Jodoin, M. G., & Gierl, M. J.²⁶, Hair, J. F., Ringle, C. M., & Sarstedt, M.²⁷, Muhammad, I., Shamsudin, M. F., & Hadi, N. U.²⁸, Subiyakto, A. a., Ahlan, A. R., Kartiwi, M., & Putra, S. J.²⁹ and others contribute greatly to the current literature review.

In the context of Asia, researchers have conducted a growing body of work exploring the unique challenges and opportunities associated with technology-driven international trade. Specifically, scholars have analyzed the digital divide between developed and developing countries in the region, as well as the impact of regional trade agreements on technology adoption. Additionally, researchers have examined the role of technology in promoting economic growth and social development in Asia.

Although the existing literature on the topic of factors influencing the adoption of technology-driven international trade in the Asia context indicates a high degree of scientific elaboration, further research is necessary to better understand the complexities of technology adoption in the ever-evolving digital economy. By advancing knowledge on this topic, researchers can contribute to the development of effective policies and strategies for promoting technology adoption in international trade, thereby enhancing economic growth and development in the region.

The connection of the research with scientific-research plans of higher education organization, where the dissertation was accomplished.

The research on factors affecting the adoption of technology-driven international trade in the Asia context conducted by the Institute for Advanced International Studies under the University of World Economy and Diplomacy is closely aligned with the scientific-research plans of the organization.

The Institute for Advanced International Studies is dedicated to conducting research on issues related to international relations, global governance, and regional development, with a focus on providing policy recommendations to

²² Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451-474.

²³ Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer–seller relationships. *Journal of marketing*, 61(2), 35-51.

²⁴ Luo, X. (2002). Trust production and privacy concerns on the Internet: A framework based on relationship marketing and social exchange theory. *Industrial Marketing Management*, 31(2), 111-118.

²⁵ Kanyabikali, O. (2014). Perceived benefits and barriers to the use of world wide web marketing among Rwandan hotels. Cape Peninsula University of Technology.

²⁶ Jodoin, M. G., & Gierl, M. J. (2001). Evaluating type I error and power rates using an effect size measure with the logistic regression procedure for DIF detection. *Applied measurement in education*, 14(4), 329-349.

²⁷ Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long range planning*, 46(1-2), 1-12.

²⁸ Muhammad, I., Shamsudin, M. F., & Hadi, N. U. (2016). How important is customer satisfaction? Quantitative evidence from mobile Telecommunication market. *International Journal of Business and Management*, 11(6), 57.

²⁹ Subiyakto, A. a., Ahlan, A. R., Kartiwi, M., & Putra, S. J. (2016). Measurement of the information system project success of the higher education institutions in Indonesia: a pilot study. *International Journal of Business Information Systems*, 23(2), 229-247.

governments, international organizations, and civil society. The research on factors affecting the adoption of technology-driven international trade in the Asia context directly contributes to this mission by examining a critical issue that impacts international relations and economic development in the region.

Furthermore, the research aligns with the scientific-research plans of the organization, which aim to advance knowledge in the fields of international trade and technology-driven innovation. By exploring the factors that impact the adoption of technology in international trade, the research contributes to a deeper understanding of the intersection between these two fields, and can help to inform policy and practice in both areas.

Overall, the research on factors affecting the adoption of technology-driven international trade in the Asia context conducted by the Institute for Advanced International Studies under the University of World Economy and Diplomacy is well-aligned with the scientific-research plans of the organization and can contribute significantly to the organization's mission of advancing knowledge and providing policy recommendations on issues related to international relations and regional development.

The purpose of the research. This empirical analysis aims to study where behavior behavioral motive mediates attitude, subjective norm, trust, facilitating condition, pandemic, risk and adoption of international trade. International trade is insufficient knowledge on the use of technologies which is included in a quantitative study. The compartmental aim to affect digital international trade acceptance is included as a factor correlated with attitude, subjective norm, trust, facilitating condition, pandemic, risk, behavioral intention, and adoption of international trade. This thesis can be regarded as a descriptive and correlation analysis since several variables are involved.

Research questions:

- (i) Do attitude, subjective norm, trust, facilitating condition, risk, Pandemic, behavioral intention, and adoption of international trade?
- (ii) Does behavioral intention influence the merchant to adopt technology in international trade?
- (iii) Does behavioral intention mediate the relationship among attitude, subjective norm, trust, facilitating condition, risk, Pandemic, and adoption of international trade?

Futhermore, **the research concretized in the following tasks:**

- to define the research question and hypothesis clearly and specifically;
- to develop and implement a rigorous survey methodology, including identifying the target population, selecting a representative sample size, obtaining informed consent, and administering the survey instrument in a standardized and consistent manner to achieve a high response rate;
- to conduct a comprehensive and current literature review to provide context and inform the research question and hypothesis;
- to develop a clear and justified conceptual framework that links the research question and hypothesis to a relevant theoretical perspective;
- to analyze data using appropriate statistical methods to identify relationships

between the variables of interest;

to examine the relationship between attitude, subjective norm, trust, facilitating condition, risk, pandemic, behavioral intention, and international adoption of international trade.

to examine the relationship between behavioral intention and the adoption of international trade.

to examine behavioral intention's mediating effects on attitude, subjective norm, trust, facilitating condition, risk, pandemic, and adoption of international trade.

to write up the findings in a clear and concise manner, organizing them according to the research question and hypothesis, and reporting any significant relationships between the variables;

to interpret the findings in the context of the conceptual framework, drawing conclusions about the relationships between the variables and discussing their implications for policy and practice.

The object of the research is the businesses that operate in international trade activities in the Asia context, and the complex factors that influence their decision to adopt technology in this process. The research aims to provide insights into effective strategies and policies for promoting technology adoption in international trade, and thereby contributing to economic growth and development in the region.

The subject of the research is to study and assess how various factors, including attitude, risk, subjective norm, facilitating condition, pandemic awareness, and behavioral intention, influence the adoption of technology in international trade.

The research seeks to explore the complex interplay between these factors and their impact on technology adoption in international trade. Specifically, the research aims to identify how these factors influence the decision-making processes of businesses and governments in Asia when it comes to adopting technology in their international trade activities.

Research methods. In the research context, the researcher describes the approach that will be used in the research framework. Incorporate independent variables: attitude, subjective norm, intention, and facilitating condition, as well as pandemic to begin with risk hypothesis on the data that actual actions would follow, and will provide more insight into the theoretical grounds of the hypothesized theoretical association between behavioral intentions. One thing that hinders the broader use of online adoption is that addressed in this chapter. Measuring behavioral intention impact the use of quantitative attitude, subjective norm, trust, facilitating condition, Pandemic, risk, behavioral intention, and adoption of international trade and thus, would use this method. In this part, we shall discuss extending the study of the population and sampling by using the measuring instrument. This research will include research architecture, population, sampling, and a pilot study, all of which will be described in great detail. In short, this study's goals are to explore the role of purpose on the association between attitude, subjective norm, trust, facilitating condition, pandemic, risk, behavioral intention, and adoption of international trade. Thus, this chapter will extend this

investigation framework and advance the proposed theory by bringing it to the test of other variables.

Scientific novelty of the research.

➤ The author identified, described, and categorized the factors that affected technology-based international trade, based on modern, scientific, and practical theories of foreign trade.

➤ The concept of Unified Technology Acceptance and Use of Technology (UTAUT), originally developed by Venkatesh, was refined by the author.

➤ A methodologically improved approach to the identification, statistical and analytical evaluation of the main determinants affecting technology-based international trade was proposed.

➤ An empirical analysis was conducted based on econometric modeling to examine the relationship between the main factors influencing technology-based international trade, namely behavioral intention, attitude, subjective norm, pandemic, risk, and facilitating conditions, as well as the adoption of technology-based international trade.

➤ Scientific and practical recommendations were developed for further development and expansion of technology-based international trade in Bangladesh and Asian countries.

Practical results of the research:

The study evaluated the relationship between six independent variables and the adoption of technology-based international trade, using the model proposed by the author. The models, which incorporate the four factors suggested by prominent researchers, have been enhanced, leading to the creation of a comprehensive model for international trade acceptance specifically tailored to Asian countries.

While previous studies on international trade adoption relied on AMOS and SPSS models, this study employed PLS-SEM analysis, known for its high predictability and reliability.

Appropriate statistical methods, including regression and cluster analysis, were employed to analyze the data and establish the relationship between the adoption of technology-based international trade and its influencing factors in Asian countries, namely Bangladesh, India, and Pakistan.

The practical significance of the research findings lies in their potential application in the decision-making processes of companies engaged in international trade, as well as their distributors and suppliers, along with the governments of Asian countries and other developing nations.

The reliability of the research results will be ensured through the implementation of a systematic and rigorous research methodology. This study will employ a mixed-methods approach that combines qualitative and quantitative data collection and analysis techniques.

The study will begin by formulating a research framework that describes the approach that will be used in the research. The study will incorporate independent variables such as attitude, subjective norm, intention, and facilitating condition, as well as pandemic and risk hypothesis to provide more insight into the theoretical grounds of the hypothesized theoretical association between behavioral intentions.

To measure the impact of behavioral intention on the adoption of international trade, the study will use a quantitative method that employs measurement instruments to collect data on attitude, subjective norm, trust, facilitating condition, pandemic, risk, behavioral intention, and adoption of international trade.

To ensure the reliability of the research results, the study will include a detailed description of the research architecture, population, sampling, and a pilot study. The study will use a stratified random sampling technique to ensure that the sample of businesses surveyed is representative of the population of businesses engaged in international trade in the Asia context.

Moreover, the study will adhere to ethical principles and standards throughout the data collection and analysis process. Data confidentiality, anonymity, and informed consent will be ensured to protect the rights and interests of the research participants.

The data collected will be analyzed using advanced statistical techniques, including multivariate analysis, structural equation modeling, and regression analysis. The findings will be cross-checked and validated using different analytical methods to ensure their robustness and consistency.

Overall, the reliability of the research results will be ensured through the implementation of a systematic and rigorous research methodology that combines qualitative and quantitative data collection and analysis techniques, adheres to ethical principles and standards, employs established measurement instruments and statistical techniques, and includes a pilot study and a representative sample.

Scientific and practical importance of the dissertation research. This study holds both theoretical and methodological implications, as discussed below:

Theoretically, the author has refined the concept of Unified Technology Acceptance and Use of Technology (UTAUT), originally developed by Venkatesh, establishing it as a fundamental theory.

Methodologically, the study examined the relationship between six independent variables and the adoption of technology-based international trade, using the model proposed by the author. The models, which incorporate four factors proposed by leading scientists, have been enhanced, resulting in the creation of a comprehensive model for international trade adoption specifically tailored to Asian countries. This marks the first time such a model has been developed.

From a practical standpoint, the findings of this study hold significant importance. They can be utilized in the decision-making processes of companies engaged in international trade, as well as their distributors and suppliers. Additionally, governments of countries in the Asian region and other developing nations can also benefit from the practical implications derived from this research.

Implementation of research results. The following conclusions were taken proving the implementation of the scientific results into the practice of this dissertation:

The proposals mentioned in the dissertation were used in the preparation of information and analytical documents of the Ministry of Foreign Affairs of the Republic of Uzbekistan (The Act of the Ministry of Foreign Affairs of the Republic

of Uzbekistan № 18-126/12845 dated 05.04.2023).

The dissertation's proposals were implemented in the production of informative and analytical documents for the Institute for Strategic and Regional Studies under the President of the Republic of Uzbekistan (The Act of the Institute for Strategic and Regional Studies under the President of the Republic of Uzbekistan № 04-2/277 dated 07.04.2023).

Approbation of research results. The main results of the research have been discussed at 1 international and 1 national scientific conference.

Publication of research results. The provisions of the work are reflected in 7 scientific published works, in particular, 6 in national journals recommended by the Supreme Attestation Commission under The Cabinet of Ministers of the Republic of Uzbekistan and 1 in foreign journals.

The structure of the dissertation consists of an introduction, three chapters, a conclusion, and a bibliography. The content of the dissertation 131 pages.

MAIN CONTENT OF THE DISSERTATION

In the **introduction** part of the dissertation, the relevance of the research topic is substantiated, the purpose, research questions, object and subject of research are determined, the relevance of the research topic to the priority areas of development of science and technology of the republic is revealed, and the scientific novelty and practical results of the research are described. The scientific and practical significance of the obtained results is explained, and presented information about the implementation of the research results into practice, published works and the structure of the dissertation.

The first chapter of the dissertation is entitled “**Theoretical framework of technology-driven international trade and methodology**” and it discusses the theoretical underpinnings of technology-driven international trade and outlines the research methodology used in this study. It provides an overview of the existing literature on this topic and discusses the main theories and models that have been used to explain the role of technology in international trade. The chapter also explains the data collection methods, sampling technique, and data analysis techniques employed to investigate the impact of factors on technology-driven international trade.

The 21st century has greater possibilities for benefits, such as quicker sales, less expensive service fees, and fewer costs for merchants and businesses³⁰. Any human-made or natural aspects of the planet can no longer stand in the way of global trade, for example, mountain ranges and deserts, because modern transport has become capable of flying across them and transporting around bodies of the globe³¹. While these services are in high demand, they are still not widely used. A vital market trading of securities such as stocks and stock-trading activities are connected to the IT industry³². The technologies behind these trading operations have only improved the firms’ trading activities; however, it has failed to increase use³³.

This research that historically sought to quantify e-commerce has largely remained analytical since relatively little work has been performed on the actual implementation³⁴.

A detailed literature review is discussed in this chapter that deals with dependent, independent, and mediating variables. It is necessary to create a solid theoretical base for this study, which was achieved using trade-related research, reports, and books and then used for detailed analysis. An in-depth analysis of the

³⁰ Contractor, F. J. (2007). Is international business good for companies? The evolutionary or multi-stage theory of internationalization vs. the transaction cost perspective. *Management International Review*, 47(3), 453-475.

³¹ Deurenberg-Yap, M., Chew, S., Lin, V., Tan, B., Van Staveren, W., & Deurenberg, P. (2001). Relationships between indices of obesity and its co-morbidities in multi-ethnic Singapore. *International Journal of Obesity*, 25(10), 1554-1562.

³² Dasgupta, S., Laplante, B., Wang, H., & Wheeler, D. (2002). Confronting the environmental Kuznets curve. *Journal of Economic Perspectives*, 16(1), 147-168.

³³ Shankar, V., Urban, G. L., & Sultan, F. (2002). Online trust: a stakeholder perspective, concepts, implications, and future directions. *The Journal of strategic information systems*, 11(3-4), 325-344.

³⁴ Sarwar, B., Karypis, G., Konstan, J., & Riedl, J. (2000). Analysis of recommendation algorithms for e-commerce. Paper presented at the Proceedings of the 2nd ACM Conference on Electronic Commerce.

existing problems and disadvantages of the investigation would make the study more successful. The frontier research it does would have a broader insight and an additional capacity for future discovery. To start the literature review, we must present Central Asia's basic understanding of online trading acceptance in international trading. Next, the writer will assess trading variables, abilities, and limitations if the literature review is finished. The analysis would then shift to attitude, subjective norm, trust, facilitating condition, risk, Price Value, behavioral intention, and E-trade. Then the literature analysis will concentrate on the principle of behavioral purpose (or intent), independence, and impact. Then it continues to apply to the definition of behavioral intention.

Bangladesh is one of the most distinguished development countries around the globe. Besides, Bangladesh is taking many steps to grow its economy. One of the most significant ways is the trade-in national and international base. Also, the Bangladesh government is on the verge of initiating a new ideology for international trade. According to the global trade plan, Bangladesh built new international trade relations with Uzbekistan. International bilateral trade is a new door to open international trade relations between Bangladesh and Uzbekistan. Therefore, bilateral, multilateral, and international trade needs more digitization to obtain an optimum benefit in the pandemic situation. Many factors influence the trade relationships relationship between this country among the countries. Things, specific conditions, such as confidence, finances, and security, all affect digital services. Therefore, there is a need to enhance the digital base of international trade.

Moreover, a researcher tries to expand on international online trade by discovering many online international trade facets as booming trade. It can access deploying, administering, disbursing, and financing methods online. India is a favorable market for online international trade expansion, offering valuable and orderly classifications. More research also considers online trade matters to better international trade in India's digital sector. It also helped the whole banking schemes, market, and industry learn about them and closely watch the experiments to see how they unfold in practice. The gains occur as all networks' participants transform online trading into a reality at everyone's notice. The report moreover stresses the significance of India in regulating online international trade. With that in mind, it will also examine the global trade industry and the country of India's position in it. Such variables discovered in this study served as important influences on India's online international trade adoption and affected each other.

Additionally, international trade's price value has an economic policy implication, which suggests that it will also affect online trade valuation. These investigations are based on statistical evidence and theory to identify whether or not each country's domestic equity-related price movements have changed over time and whether this can be observed with asymmetry in the currency markets. The U.S. government and the banking community have the most impact on online international trade. Simultaneously, Singapore just played an outer part in online trading. While economic volatility seemed to link with international trade price and value fluctuation, the results revealed a more complex partnership, with financial

conditions that included variables beyond a simple pattern. Global trade companies find Singapore a comfortable regulatory environment and a compelling incentive to boost the impact of all these offerings on online trade and the country. A considerable deviation was below the previously estimated values for such variables as price deflators, exchange rates, liquidity, interest, and general inflation. So, it might reasonably assume that trade companies' emotional reactions may have a worldwide effect on trade activity.

In this research, various factors that are affecting international trading are identified. Those factors are Attitude (A), subjective norm (SN), trust (T), facilitating condition (FC), pandemic (P) and risk (R), and Adoption of international trade (AIT).

The theory of reasoned action (TRA) hypothesis suggests that action plans are typically based on personal goals and intentions that lead to results quickly, which helps explain why behavior happens instantly³⁵. Behavioral intention also relies on two different considerations: attitudes and subjective norms³⁶.

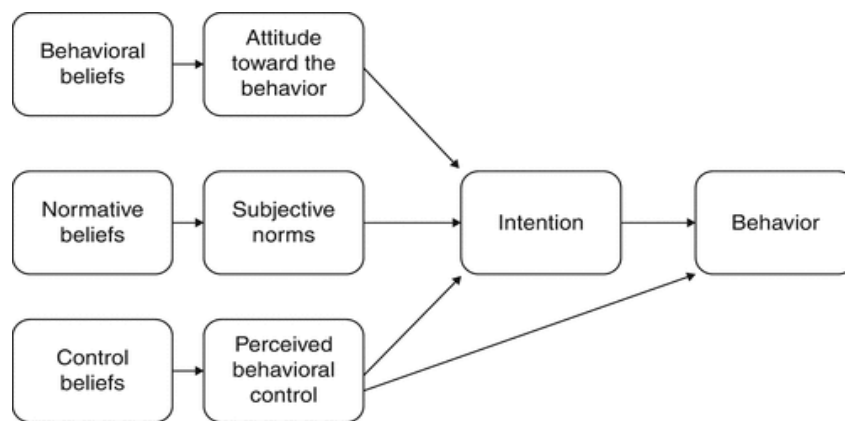


Figure 1. Theory of Reasoned Action

Source: Fishbein, M. (1979). A theory of reasoned action: some applications and implications.

Technology Acceptance Model builds on the logic behind policy and theory³⁷. According to a common-sense theory supported by research, perceived utility and ease of use are two-in-use factors for attitudes and intentions in technology adoption.

³⁵ LaCaille, L. (2020). Theory of reasoned action. *Encyclopedia of behavioral medicine*, 2231-2234.

³⁶ Otieno, O. C., Liyala, S., Odongo, B. C., & Abeka, S. O. (2016). Theory of reasoned action as an underpinning to technological innovation adoption studies.

³⁷ Nugroho, A. H., Bakar, A., & Ali, A. (2017). Analysis of technology acceptance model: Case study of Traveloka. *Arthatama*, 1(1), 27-34.

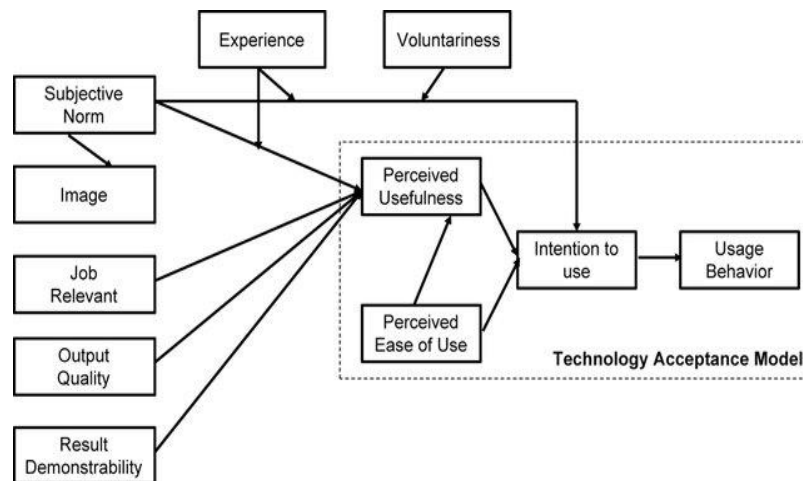


Figure 2. Technology Acceptance Model

Source: Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.

Unified Theory of Acceptance and Use (UTAUT) theory unifies purpose and use by saying that up to four critical relationships govern technology in four different arenas: use, inclination, power, user perception, governance, empowerment, and user attitude³⁸.

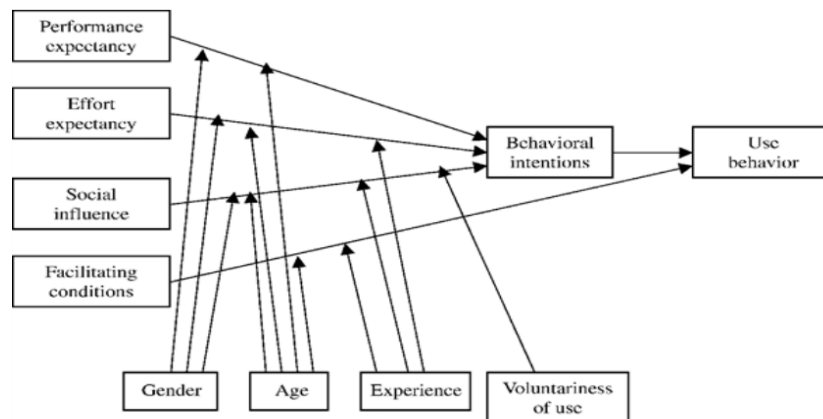


Figure 3. Unified Theory of Acceptance and Use (UTAUT)

Source: Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

In the Research Context, the researcher describes the approach that will be used in the research framework. Incorporate independent variables: attitude, subjective norm, intention, and facilitating condition, as well as pandemic to begin with risk hypothesis on the data that actual actions would follow, and will provide more insight into the theoretical grounds of the hypothesized theoretical association between behavioral intentions. One thing that hinders the broader use

³⁸ Patil, P., Tamilmani, K., Rana, N. P., & Raghavan, V. (2020). Understanding consumer adoption of mobile payment in India: Extending Meta-UTAUT model with personal innovativeness, anxiety, trust, and grievance redressal. *International Journal of Information Management*, 54, 102144.

of online adoption is that addressed in this chapter. Measuring behavioral intention impact the use of quantitative attitude, subjective norm, trust, facilitating condition, Pandemic, risk, behavioral intention, and adoption of international trade and thus, would use this method. In this part, we shall discuss extending the study of the population and sampling by using the measuring instrument. This research will include research architecture, population, sampling, and a pilot study, all of which will be described in great detail. In short, this study's goals are to explore the role of purpose on the association between attitude, subjective norm, trust, facilitating condition, pandemic, risk, behavioral intention, and adoption of international trade. Thus, this chapter will extend this investigation framework and advance the proposed theory by bringing it to the test of other variables.

Figure 4 shows the independent variables are attitude, subjective norm, trust, facilitating condition, Pandemic, and risk. On the other hand, the adoption of international trade represents the dependent variable. The mediator of this study is behavioral intention.

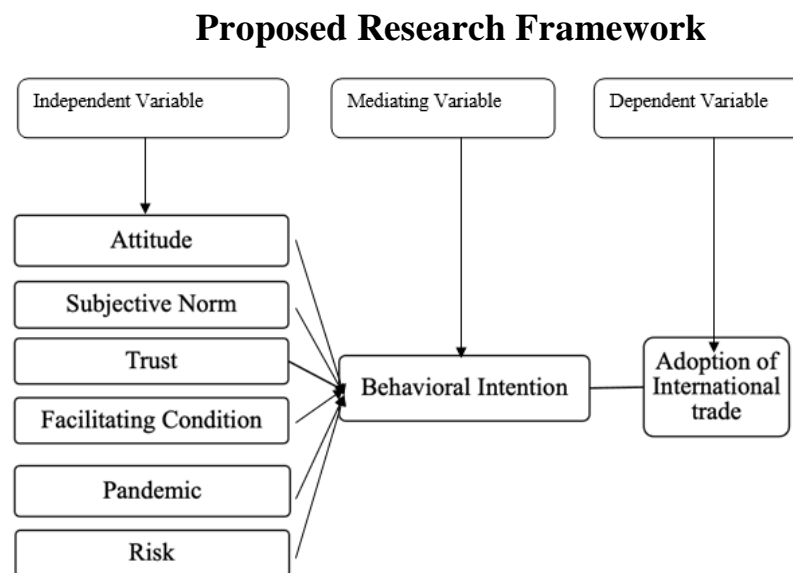


Figure 4. Proposed Research Framework

Source: Created by the author

The study's goals are discussed in this chapter based on the research methodology established in the preceding section. The following conclusions are thereby reached in sub-sections.

H1: Attitude positively affects the behavioral intention in international trade.

H2: Subjective norm positively affects the behavioral intention in international trade

H3. Trust affects behavioral intention to adopt international trade

H4. Facilitating conditions positively affect the behavioral intention to adopt technology in international trade

H5. Pandemic positively affect the behavioral intention to adopt technology in international trade

H6. Risk positively affect the behavioral intention to adopt international trade

H7: The behavioral intention will positively influence the adoption of international trade. Behavioral intention as a mediator is well established in technology adoption³⁹.

Study architecture is a crucial explanation for logical decision-making alternatives⁴⁰. This thesis is a testing method. The decision-making process by data collection and interpretation produces results⁴¹. The current analysis is interconnected as researchers gather variables and analyze the theoretical context relationships⁴². The scientist follows deductive reasoning that is consistent with the positivist approach. In addition, quantitative analysis after the thesis was used for this research. The scientist aims to establish theories based on the philosophy and literature of the past. For this analysis, cross-sectional data were collected⁴³. This study also organizes the views of individual customers from various international trade ecosystems, including a connection between attitude, subjective norm, trust, facilitating condition, pandemic, risk, behavioral intention, and adoption of international trade.

The scientist employed the quantitative analysis approach in this thesis. In addition, a structured questionnaire was used to perform the survey⁴⁴. The standardized questionnaire was used to examine variables such as knowledge, priorities, and the survey to introduce international trade in Asia. The likelihood relationship between the variables was empirically supported⁴⁵. Creswell (2009), who has an accounting theory, the development of bias protection and the potential to reproduce the findings of the investigation process generally, reports that the investigation system can be viewed as a inquire⁴⁶.

The variables were described and determined as a theoretical construct of the existing problems. In order to achieve the research goals, a thriving research design must be developed to capture and process the necessary data.

In this study, the researcher is interested in learning about the influence of strategic factors on adoption of international trade in international trading through

³⁹ Nugroho, Y. A. (2016). The effect of perceived ease of use, perceive of usefulness, perceive risk and trust towards behavior intention in transaction by internet. *Business and Entrepreneurial Review*, 9(1), 79-90.

⁴⁰ Sekaran, U., & Bougie, R. (2010). Theoretical framework in theoretical framework and hypothesis development. *Research methods for business: A skill building approach*, 80.

⁴¹ Creswell John, W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Lincoln: Sage Publications.

⁴² Cooper, D. R., & Schindler, P. S. (2006). Business research methods: Empirical investigation. *Journal of service research*, 1(2), 108-128.

⁴³ Sekaran, U., & Bougie, R. (2010). Theoretical framework in theoretical framework and hypothesis development. *Research methods for business: A skill building approach*, 80.

⁴⁴ Cooper, D. R., & Schindler, P. S. (2006). Business research methods: Empirical investigation. *Journal of service research*, 1(2), 108-128.

⁴⁵ Kurilovas, E., & Kubilinskiene, S. (2020). Lithuanian case study on evaluating suitability, acceptance and use of IT tools by students—An example of applying Technology Enhanced Learning Research methods in Higher Education. *Computers in Human Behavior*, 107, 106274.

⁴⁶ Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of Mixed Methods Research*, 3(2), 95-108.

behavioral intention mediation⁴⁷. The variable from the previous experiments was conceptualized in the current investigation. The variables were measured by adapting items of earlier studies that were the most appropriate for their scope, which drove the study's goals and objectives. The items for each construct were chosen based on their validity and reliability, which have been demonstrated in prior studies. The objects were tested in a variety of settings and with a variety of digital backgrounds. Furthermore, the validity and correctness of the questionnaires are confirmed by this study. The surveys were therefore given to the general population. The operational definition of each variable and the measurement scales for each variable are described in the following sections.

According to the Theory of Reasoned Action, a person's attitude is not the fundamental predictor of his or her action; rather, it is his or her purpose to do something⁴⁸.

Table 1

Construct of attitude

Construct	No of Items	Items	Author
Attitude	3	I think it is very convenient to use technology-driven trade	(Alaeddin & Altounjy, 2018)
		I think it is straightforward to use technology-driven trade anywhere	
		I think using technology-driven trade is a good idea	

Source: Created by the author

Subjective norm (SN) describes someone as having pre-formed intents to engage in specific future behaviors or refrain refrains from doing so⁴⁹. Subjective norm refers to the employee's ability to operate in a way that damages technology-based trade.

Table 2

Construct of subjective norm

Construct	No of Items	Items	Author
Subjective Norm	3	People who are important to me would approve technology-driven trade for international trading.	(Alaeddin & Altounjy, 2018) (Singh <i>et al.</i> , 2014)
		I feel obliged to apply technology-driven trade anywhere	
		I am expected to apply the technology-driven trade to my international trading	

Source: Created by the author

⁴⁷ Grant-Muller, S. M., Gal-Tzur, A., Minkov, E., Nocera, S., Kuflik, T., & Shoor, I. (2014). Enhancing transport data collection through social media sources: methods, challenges and opportunities for textual data. *IET Intelligent Transport Systems*, 9(4), 407-417.

⁴⁸ Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, 82(2), 261.

⁴⁹ Pender, N. J., & Pender, A. R. (1986). Attitudes, subjective norms, and intentions to engage in health behaviors. *Nursing research*, 35(1), 15-18

Trust is elaborated in the study on the adoption by industrial engineers of Fintech in Taiwan⁵⁰. It was found that if the technology-driven trading company provides a safe and secure transaction system, the company's trust develops, boosting the cheerful customer's attitude toward using the service.

Table 3

Construct of trust

Construct	No of Items	Items	Author
Trust	4	I have trust in the technology-driven trading	(Alaeddin & Altounjy, 2018)
		I believe the transaction process of technology-driven trading is correct	
		I choose technology-driven trading from a proper agreement	
		I prefer the most secure median for technology-driven trading transaction	

Source: Created by the author

The person who believes that an organizational and technical infrastructure is in place to facilitate the use of digital functions is referred to as a facilitating condition (FC)⁵¹. Employees in our study expressed interest in learning about the resources available to them to support the adoption of technology-driven trade.

Table 4

Construct of facilitating condition

Construct	No. of Items	Items	Author
Facilitating Condition	4	I have the necessary resources to use technology-driven trade-in Asia	(Novendra & Gunawan, 2017; Venkatesh, Thong, & Xu, 2012)
		I know necessary to use technology-driven trade-in Asia	
		Technology-driven trade-in Asia is compatible with other digital technology I use	
		Technology-driven trade-in market is available to assist the consumer with trading related difficulties	

Source: Created by the author

Pandemic give gives a new paradigm for international trade. In the midst of an unprecedented global health catastrophe, trade is critical to saving lives and

⁵⁰ Chen, L.-C. (2018). Developing technologies or learning institutions? Exploring the role of hackathons for developing innovation capability in emerging economies: the case of Taiwan. *Asian Journal of Technology Innovation*, 26(2), 202-221.

⁵¹ Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

sustaining livelihoods; and international cooperation must keep trade moving.

Table 5

Construct of Pandemic

Construct	No. of Items	Items	Author
Pandemic	4	Technology-driven trade is a new paradigm of doing trade in pandemic	(Alsoufi <i>et al.</i> , 2020)
		It is really a time demand and necessary tools during the pandemic	
		Technology-driven trade give a solution to doing trading from home	
		Technology-driven trade is an ultimate solution in pandemic period	

Source: Created by the author

Risk refers to the possibility of losing some or all of your initial investment amount in trading or investing. An instance of pandemic risk is one in which the risk is associated with the pandemic state.

Table 6

Construct of risk

Construct	No. of Items	Items	Author
Risk	5	I fell no risk to use technology-driven trade	(Henschel, 2010)
		I well know the consequence of technology-driven trade	
		Technology-driven trade is less risky than traditional trading	
		Technology-driven trade reduce my risk in physical trade	
		Technology-driven trade complete no pressure of making international trade	

Source: Created by the author

Behavioral Intention (BI) is described as a person forming preset intentions to engage in specified future behavioral activities or refrain from engaging in such activities⁵². In this study, behavioural intention refers to the ability of the employee to act in a way that is detrimental to the use of technology-based trading.

⁵² Davis, F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results*. Massachusetts Institute of Technology,

Table 7**Construct of behavioral intention**

Construct	No. of Items	Items	Author
Behavioral Intention	3	I intend to use technology-driven trade-in Central Asia periodically	(Queiroz & Wamba, 2018)
		I want to use the services where I can pay by technology-driven trade-in Central Asia	
		I want to use technology-driven trade-in Central Asia for trading	

Source: Created by the author

Adoption of technology is a word that refers to the acceptance, adoption, and use of new technology by the general public⁵³.

Table 8**Construct of adoption of international trade**

Construct	No of Items	Items	Author
Adoption of International Trade	4	I believe I can adapt the technology-driven trade-in, Central Asia	(Alalwan, Dwivedi, & Rana, 2017; Morkunas, Paschen, & Boon, 2019)
		I can accept technology-driven trade-in Central Asia for the efficient international trade	
		I can adopt technology-driven trade-in Central Asia to survive in the international trade	
		I believe I can accept technology-driven trade-in Central Asia to getting a better price from international trade	

Source: Created by the author

This research has explored the reasoning for the chosen study technique. Besides that, the methodology includes study plan, population selection and sampling, tool creation, and statistical approach for data analysis. This research was designed to collect data from international traders from Asia. To guarantee that the final questionnaire is completed correctly, the research analysis unit conducted a pilot study to prevent waste of time and money. In-depth on a Web-based system: the survey was done with a three-month time limit. SPSS gathers respondents' information, while SmartPLS 3.0 analyze analyzes the enter responses data.

The second chapter of the dissertation thesis is entitled “**Interrelationships between factors affecting technology-driven international trade and international trade adoption: analysis and results**” and provides an overview of

⁵³ Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.

the factors affecting technology-driven international trade and presents the results of the analysis conducted in this study.

In this research, various factors that are affecting international trading are identified. Those factors are Attitude (A), subjective norm (SN), trust (T), facilitating condition (FC), pandemic (P) and risk (R), and Adoption of international trade (AIT).

The PLS-SEM test results indicate that the fixed effect model is appropriate for testing the hypothesis. In this model, BI, FC, PA and SN are all impactful in the AIT (dependent variable) through the mediation of behavior intention in international trade in Asia. This result is in line with the hypothesis. On the other hand, AT, RI, and TR negatively impact Asia's international trade market. The association is also embedded with behavioral intention as the mediator variable. This study is referred to as the mediating effects of behavioral intention towards attitude, subjective norm, trust, facilitating condition, pandemic, risk, adoption of international trade. Next, the discussion followed on the relationship between behavioral intention on the adoption of international trade. In addition, the questionnaire items were adapted to ensure that the study was included with the research objective by carrying out content validities after an extensive review of the literature.

Table 9

Assessments of the Model and Findings

Hypothesis	Relationship	Beta Value	SD	P-Value	Findings
H1	Attitude->Behavioral Intention	0.141	0.097	0.147	Not Supported
H2	Behavioral Intention->Adoption of international Trade	0.872	0.023	0.000	Supported
H3	Facilitating Condition->Behavioral Intention	0.331	0.088	0.000	Supported
H4	Pandemic->Behavioral Intention	0.126	0.049	0.010	Supported
H5	Risk>Behavioral Intention	0.109	0.082	0.183	Not Supported
H6	Subjective Norm->Behavioral Intention	0.314	0.099	0.002	Supported
H7	Trust->Behavioral Intention	-0.056	0.093	0.548	Not Supported
H8A	Attitude->Behavioral Intention->Adoption of international Trade	0.123	0.085	0.150	Not Supported
H8B	Facilitating Condition->Behavioral Intention ->Adoption of international Trade	0.289	0.077	0.000	Supported
H8C	Pandemic->Behavioral Intention ->Adoption of international Trade	0.110	0.042	0.008	Supported
H8D	Risk>Behavioral Intention->Adoption of international Trade	0.095	0.071	0.185	Not Supported
H8E	Subjective Norm->Behavioral Intention ->Adoption of international Trade	0.274	0.086	0.002	Supported
H7F H8F	Trust->Behavioral Intention->Adoption of international Trade	-0.049	0.081	0.548	Not Supported

Source: Created by the author according to the model results

All of the respondents are from Asia. Based on reliability coefficients, the scale was validated. The content validity, significance of factor loadings, and convergent validity of the measuring model were estimated using PLS-SEM. The structural model, also known as the internal model, was analyzed for hypothesis

testing. Discussions on the influence of the predictor variables on the and criterion variable variables, both directly and indirectly, have resumed.

Convergent validity was supported by the loading and cross-loading, which confirmed this study’s discriminant validity. A normality test was also run, and the results showed that the data was not distributed regularly, so further analysis is possible. The PLS-SEM measurement has already supported four hypotheses and three rejected hypotheses rejected. PLS-SEM and structural models have endorsed three hypotheses, and three haven’t been approved yet.

One of the right reasons for using PLS-SEM is that it estimates the R2 value⁵⁴, which maximizes the amount of explained variance in the endogenous variable by the exogenous variable^{55 56 57}.

Table 10 shows the R2 values of two endogenous constructs (AIT and BI) of this research. According to the result, it is seen that 76.0 percent of the total variance in adoption of international trade and 72.0 percent variance of behavioral intention was explained in this study. It means seven exogenous variables, namely AT, FC, PA, RI, SN, TR, and AIT, and a mediator variable (BI) jointly predicted a 76.0 percent variance of the exogenous variable adoption of international trade. At the same time, the three exogenous variables explained 72.0 percent of the variance of behavioral intention. Therefore, it can be said that the model of this study produced an acceptable level of R2 values since it is considered as substantial according to the threshold level proposed by the researcher⁵⁸.

Table 10

Coefficient of determination (R2 values)

Variables	R Square
AIT	0.760
BI	0.725

Source: Created by the author according to the model results

Another measure of assessing the structural model in PLS-SEM analysis is the effect size (f2). According to the result presented in Table 11, a large effect was found between the seven-exogenous constructs, such as AT, BI, FC, PA, RI, SN, TR, and AIT on the adoption of international trade relationship as their values were 0.016, 3.175, 0.088, 0.044, 0.011, and 0.052, and 0.002 respectively.

⁵⁴ Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). Editor’s Comments: A Critical Look at the Use of PLS-SEM in "MIS Quarterly". *MIS quarterly*, iii-xiv.

⁵⁵ Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152.

⁵⁶ Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.

⁵⁷ Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. *Long range planning*, 45(5-6), 320-340.

⁵⁸ Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*: University of Akron Press.

Table 11**Effect Size of predictive variables**

Relationship	F² values	Magnitude
AT -> BI	0.016	Small
BI-> AIT	3.175	Large
FC -> BI	0.088	Small
PA -> BI	0.044	Small
RI -> BI	0.011	Small
SN-> BI	0.052	Small
TR-> BI	0.002	Small

Source: Created by the author according to the model results

This chapter identified the surveys' findings from the interviewees and was subjected to several analytical steps. Therefore, the loading and cross-loading justified the convergent validity required and verified this research's discriminant validity. On the other hand, a normality test was also performed, and non-normal data distribution resulted in this, and further analysis is possible. Evaluation of the PLS-SEM measurement and structural model indicates that six hypotheses have already been supported and three other hypotheses have not been endorsed.

Subjective norm (SN), behaviour intention (BI), enabling condition (FC EC), and pandemic (PA) are all found to have an impact on the AIT (dependent variable) in Asia through the mediation of behaviour intention. On the other hand, Attitude (AT), risk (RI), and trust (TR) on the other hand, have a detrimental impact on Asia's international commerce market.

Three of the six mediating hypotheses, facilitating condition (FC), pandemic (PA), and subjective norm, are supported (SN). Attitude (AT), trust (TR), and risk (RI), on the other hand, are not encouraged. The relationship between attitude (AT), subjective norm (SN), behaviour intention (BI), trust (TR), facilitating condition (FC), pandemic (PA), risk (RI) (independent variable), and adoption of international trade (AIT) has have been justified (dependent variable). The analyzed results are outlined and followed by Chapter Five discussion.

The research performed in this study contributed to an understanding of the primary determinants of the adoption of international trade by addressing the following question:

I. Do attitude, subjective norm, trust, facilitating condition, risk, Pandemic, behavioral intention, and adoption of impact international trade?

II. Does behavioral intention influence the merchant to adopt technology in international trade?

III. Does behavioral intention mediate the relationship between attitude, subjective norm, trust, facilitating condition, risk, Pandemic and adoption of international trade?

In regard to the topics addressed in the problem statement, research goals as set out in chapter one, and the literature on the variables presented in chapter two to ensure the following aims have been achieved:

I. To examine the relationship between attitude, subjective norm, trust, facilitating condition, risk, pandemic, behavioral intention, and international adoption of international trade.

II. To examine the relationship between behavioral intention and adoption of international trade.

III. To examine behavioral intention's mediating effects towards the attitude, subjective norm, trust, facilitating condition, risk, pandemic, and adoption of international trade.

This study's findings have been discussed in line with the research questions, research objectives, and hypothesis. In this study, it is referred to as the mediating effects of behavioral intention towards Subjective norm (SN), behaviour Behavioral intention (BI), Facilitating Condition (FC), and pandemic Pandemic (PA), Attitude (AT), risk Risk (RI), and trust Trust (TR), adoption Adoption of International Trade (AIT). Next, the discussion followed on the relationship of behavioral intention on adoption of international trade. The research framework developed in chapter two portrays the relationship between among the factors (AT, BI, FC, PA, RI, SN, and TR) and AIT. The relationship is also embedded with behavioral intention (BI) as the mediator variable. In addition, the questionnaire items were adapted to ensure that the study was included in relation to the research objective by carrying out content validities after an extensive review of the literature. The next pilot study questionnaire was done to test the instrument; 50 respondents participated in the pilot study, and the participants are from international traders in Asia. Moreover, all the respondents are collected from Asia, including the entire international traders in Asia. The pilot study questionnaire was based on a seven-point Likert Lickert scale ranging from 1= strongly disagree agree to 7= strongly disagree. The validation of scale was based on reliability coefficients. In addition, PLS-SEM was used to estimate the measuring model, including content validity, the significance of factor loadings, and convergent validities. The structural model is, also called the internal model, was evaluated for hypothesis testing. Discussions resume with the direct and indirect effect of the predictor variables on the criterion variable.

This paragraph explains the direct effect of an independent variable through the mediator. The subsection is presented broadly.

An inverse association was found regarding attitude and BI's relationship compared to the relationship between attitude (ATT) and behavioral intention (BI). This indicates that attitude cannot play a significant role in forming a relationship with the behavioral intention of technology-driven international trade in Asia. Therefore, this finding of the present research can generalize the different attitude results resulting from an Asian country perspective.

Subjective norm (SN) is considered an antecedent of behavioral intention (BI), and relationship development starts with the subjective norm. The relationship between subjective norm and behavioral intention was positive and significant, confirming hypothesis H2. This means that subjective norm (SN) is a good predictor of behavioral intention and plays a significant role in behavioral intention. This means that subjective norm (SN) is a good predictor of behavioral

intention and plays a significant role in behavioral intention⁵⁹.

An insignificant relationship was found between trust and behavioral intention (BI). The result also indicates that trust (TR) is a non-significant contributor to the consumers' behavioral intention of traders in Asia⁶⁰. The trust stimulates consumers' beliefs and enhances the intention to use technology-driven trade in Asia. This confidence improves the behavioral intention of the technology-driven trade in Asia.

The hypothesized relationship between facilitating condition (FC) and behavioral intention (BI) was supported in this study. The facilitating condition had a predictive capacity for behavioral intention. It expresses that the higher the facilitating condition level, the higher the behavioral intention for technology-driven trade in Asia. This study's finding is consistent with previous research⁶¹.

The study confirmed the significant effect of the pandemic effect (PA) on behavioral intention (BI), as was hypothesized earlier. It means that the pandemic has a predictive capacity on the Asian trading market and behavioral intention. This outcome is constant with studying the previous result^{62 63}.

The interaction term's findings between risk and behavioral intention (BI) indicate negatively. Some studies show that it is a positive relationship, whereas the result of the present study shows a negative relation in this respect⁶⁴. The opposite outcome might be due to the technology-driven trade on behavioral intention. These risk directors may not be motivated to make effective and efficient behavioral intentions⁶⁵.

The result has confirmed the support for hypothesis H8 (*the direct relationship between the mediator (behaviour intention) and the dependent variable (adoption of international trade)*). The hypothesis has a significant positive relationship between behavioral intention (BI) and adopting international trade (AIT). In other words, behavioral intention is an essential predictor of adopting international trade in Malaysia. It indicates that behavioral intention has played a meaningful role in predicting the adoption of international trade in Asia. This outcome is steady with the previous research on technology adoption of international trade. This study was also conducted on the consumer's intention to adopt international trade. It implies that behavioral intention is essential for strengthening the adoption of international trade for both developed and developing countries. The most recent study conducted on behavioral intention also supported this finding.

A summary of results from the hierarchical, moderated by the multiple

⁵⁹ Yeong, Y.-C. (2019). What drives cryptocurrency acceptance in Malaysia? *Science Proceedings Series*, 1(2), 47-50.

⁶⁰ Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395-1404.

⁶¹ Arias, M., Pelegrin, J., & Matias-Clavero, G. (2019). Variables Influencing Cryptocurrency Use: A Technology Acceptance Model in Spain. *Front Psychol*, 10, 475. doi:10.3389/fpsyg.2019.00475

⁶² Alaeddin, O., & Altounjy, R. (2018). Trust, technology awareness and satisfaction effect into the intention to use cryptocurrency among generation Z in Malaysia. *International Journal of Engineering & Technology*, 7(4.27), 8-10.

⁶³ Bagozzi, R. P. (2007). The legacy of the technology acceptance model and a proposal for a paradigm shift. *Journal of the association for information systems*, 8(4), 3.

⁶⁴ Calderón, C. A., López, M., & Peña, J. (2017). The conditional indirect effect of performance expectancy in the use of Facebook, Google+, Instagram and Twitter by youngsters. *Revista Latina de Comunicación Social*(72), 590.

⁶⁵ Lee, J.-H., & Song, C.-H. (2013). Effects of trust and perceived risk on user acceptance of a new technology service. *Social Behavior and Personality: an international journal*, 41(4), 587-597.

regression model shows a positive and significant relationship between the behavioural intention and adoption of international trade. Thus, behavioral intention can make strategic changes in adopting international trade⁶⁶, enhancing the stakeholders' adaptability to international trade.

The third chapter of the dissertation work is entitled “**Implications and recommendations of the study: methodological and practical implications**” and in this chapter are presented the implications and recommendations of the study. It discusses the significance of the findings and provides recommendations for policymakers and businesses involved in international trade.

This research includes direct relations in its theoretical context, which explores its effects on the adoption of international trade (AIT). A direct relationship means that it is important to strengthen AIT related to trading in Asia. The direct connection between AIT and behavioral intention (BI) indicates BI as a mediator in this study for international trade in Asia. In that regard, Hallinger stated that the conceptual framework conveys theoretical, practical, and methodological implications⁶⁷. Also, there are seven research gap gaps. These are Evidence Gap (Contradictory Evidence Gap), Knowledge Gap (Knowledge Void Gap), Practical-Knowledge Gap (Action-Knowledge Conflict Gap), Methodological Gap (Method and Research Design Gap), Empirical Gap (Theory Application Void Gap), Theoretical Gap (Theory Application Void Gap)^{68 69} and Population Gap⁷⁰. This research constructed four implications that are discussed below:

Theoretical Implication. This empirical research has a significant impact in a few ways from a theoretical viewpoint. Firstly, Venkatesh et al. (2012) have developed a Unified Technology Acceptance and Use of Technology (UTAUT) as a founding theory⁷¹. The research is planned to impact UTAUT from a theoretical standpoint significantly. This theory was used in relationship analysis, as Venkatesh et al. (2012) took the service adoption model channel.

The use of this principle is fitted from the adoption of the international trade viewpoint of view. This theory was initially used to find Asia's technology acceptance, but they did not correctly use predictor and mediator variables. This research is also one of the few attempts to propagate the idea of the adoption of international trade by UTAUT.

⁶⁶ Saleh, A.-H. A. I., Ibrahim, A. A., Noordin, M. F., & Mohadis, H. M. (2020). Factors Influencing Adoption of Cryptocurrency-Based Transaction from an Islamic Perspective. *Global Journal of Computer Science and Technology*, 20(4), 1-13.

⁶⁷ Hallinger, P. (2010). Developing instructional leadership. In *Developing successful leadership* (pp. 61-76): Springer.

⁶⁸ Miles, D. A. (2017). A Taxonomy of Research Gaps: Identifying and Defining the Seven Research Gaps. Paper presented at the Doctoral Student Workshop: Finding Research Gaps-Research Methods and Strategies, Dallas, Texas.

⁶⁹ Müller-Bloch, C., & Kranz, J. (2015). A framework for rigorously identifying research gaps in qualitative literature reviews.

⁷⁰ Robinson, K. A., Saldanha, I. J., & Mckoy, N. A. (2011). Development of a framework to identify research gaps from systematic reviews. *Journal of clinical epidemiology*, 64(12), 1325-1330.

⁷¹ Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.

Methodological Implication. Besides functional and theoretical contributions, several methodological contributions have been established.

The investigator evaluated six independent variables, one mediator, and one latent dependent adoption of the international trade construct. For the first time, a complex adoption of the international trade model was created, as Hair et al. (2017) proposed that more than four variables were seen as a complex model. Thus, this work provided the effect of eight independent variables and one mediator simultaneously on the independent construct in adopting international trade in an Asian study⁷².

Secondly, this research has conceptualized the adoption of international trade from the perspective of integrating different dimensions. Still, they have not placed this idea into the real scope and no clear research idea or findings. However, few empirical researchers tried to study adoption of international trade among ordinary civilians and university students.

This study used eight constructs (ATT, FC, PA, RI, SN, and TR) as higher-order constructs. It is also rare to adopt international trade studies that used six higher-order constructs in a single study.

Fourthly, this study's component measures have been adapted from specific research carried out in various environments. The validity and reliability of the measurements have been checked with multiple statistical criteria for this analysis. Therefore, from the development point of view, particularly in Asia, this study validated the variables (ATT, FC, PA, RI, SN, TR, BI, AT, BI, and AIT).

Fifthly, the previous adoption of international trade studies was observational using AMOS and SPSS. However, this study used PLS-SEM as a reference in this analysis. PLS-SEM has the highest predictability for a configuration^{73 74}.

Practical Implication. This analysis's findings provide useful insights into the real world. In addition to making academic contributions, this study is important for international trade companies, their distributors and suppliers, Asian governments, and governments of other developing nations. This analysis is affected by a number of aspects in addition to the practical implications. Asian traders also benefit from the adoption of international trade. Consequently, it gets a huge comprehension of this study with respect to connections among exchanging and worldwide business.

Secondly, the adoption of international trade studies was mainly carried out from the perspective of developed countries. This study was conducted in developing countries, particularly Bangladesh, India, and Pakistan, with crucial practical importance. This study offers the Asian markets key insights and findings.

Population-Based Implication. This is unique research where the traders from Asia are a population. It includes the traders' users in the international traders in

⁷² Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632

⁷³ Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632

⁷⁴ Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.

Asia. Besides, this research went to the international traders in Asian countries. This consists of the traders who are involved in international trading in Asia.

CONCLUSION

The objective of this study was to investigate the factors that influence the link between behavioral intention and Asia's acceptance of international commerce. Asian multinational corporations engaged in global trade must alter their conduct to better their relationships with technology adopters. As a result, the loading and cross-loading supported the need for convergent validity and this study's discriminant validity. On the other hand, a normality test was also carried out; this revealed a non-normal data distribution and allowed for additional research. Four hypotheses have been supported, while three additional hypotheses have not, according to the evaluation of the PLS-SEM measurement and structural model. Through the mediation of behavior behavioral intention in international commerce in Asia, it is discovered that subjective norm (SN), behavior intention (BI), facilitating condition (FC), and pandemic (PA) all affect the AIT (dependent variable). On the other side, the international commerce market in Asia is negatively impacted by attitude (AT), risk (RI), and trust (TR).

Three of the six mediating hypotheses—facilitating condition (FC), pandemic (PA), and subjective norm—are supported (SN) in this research. The opposite is true for attitude (AT), trust (TR), and risk (RI). All of these have supported the behavioral intention, which links attitudes (AT), subjective norms (SN), behavior intention (BI), trust (TR), enabling conditions (FC), pandemics (PA), risks (RI) (independent variable), and the adoption of international trade (AIT) (dependent variable).

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MD ZAHANGIR ALAM

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QILISHGA TA'SIR ETUVCHI OMILLAR: OSIYO MISOLIDA

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Ushbu tadqiqot xalqaro savdoga ta'sir qiluvchi omillarni o'rganadi va tadqiqot nihoyasida barcha topilmalardan yangi natijani olishga qaratilgan. Ushbu bo'lim so'ngida tahlil fonida ushbu masala bo'yicha muhokamalar olib boriladi. Bundan tashqari, u tadqiqotning ildizini va ma'lumotlarning nomuvofiqligini ochadigan asosiy muammolarni ochib beradi. Bundan tashqari, u tadqiqotning kamchiliklari va kontekstlarini muhokama qiladi. Ushbu bo'limda tadqiqot savollari ham berilgan bo'lib, topilmalar ham tuziladi. Bundan tashqari, ushbu bob tadqiqotning ko'lami va ahamiyatini o'z ichiga oladi. Nihoyat, ushbu tezisning qolgan jihatlari konspekti bilan yakunlandi.

XXI asr tezroq sotish, arzonroq xizmat to'lovlari va savdogarlar va korxonalar uchun kamroq xarajatlar kabi imtiyozlar uchun katta imkoniyatlarga ega⁷⁵. Sayyoramizning inson tomonidan yaratilgan yoki tabiiy tomonlari endi global savdo yo'lida to'sqinlik qila olmaydi, masalan, tog' tizmalari va cho'llar, chunki zamonaviy transport ular bo'ylab uchib o'tish va yer shari jismlarini tashish imkoniyatiga ega bo'ldi. Ushbu xizmatlar talab katta bo'lsa-da, ular hali ham keng qo'llanilmaydi⁷⁶. Qimmatli qog'ozlar bozorida qimmatli qog'ozlar va qimmatli qog'ozlar savdosi faoliyati IT sanoati bilan bog'liq⁷⁷. Ushbu savdo operatsiyalari ortidagi texnologiyalar faqat firmalarning savdo faoliyatini yaxshilagan; ammo, u foydalanishni oshira olmadi⁷⁸.

Tarixan elektron tijorat miqdorini aniqlashga intilgan ushbu tadqiqot asosan analitik bo'lib qoldi, chunki amalda amalga oshirish bo'yicha nisbatan kam ish bajarilgan⁷⁹.

Tadqiqot mavzusining dolzarbligi va zarurati. Osiyo misolida texnologiyaga asoslangan xalqaro savdoni qo'llashga ta'sir qiluvchi omillar mavzusi bugungi globallashtirish va tez rivojlanayotgan raqamli iqtisodiyotda juda dolzarbdir. Xalqaro savdoni osonlashtirishda texnologiyaning ahamiyati ortib borayotganligi sababli, butun dunyo bo'ylab biznes va hukumatlar jahon bozorida raqobatbardoshligini oshirish uchun tobora ko'proq yangi texnologik yechimlarni qabul qilmoqda.

Ayniqsa, Osiyo texnologik innovatsiyalar va xalqaro savdo markazi sifatida paydo bo'ldi, mintaqaning ko'plab mamlakatlari so'nggi yillarda sezilarli iqtisodiy

⁷⁵ Contractor, F. J. (2007). Is international business good for companies? The evolutionary or multi-stage theory of internationalization vs. the transaction cost perspective. *Management International Review*, 47(3), 453-475.

⁷⁶ Deurenberg-Yap, M., Chew, S., Lin, V., Tan, B., Van Staveren, W., & Deurenberg, P. (2001). Relationships between indices of obesity and its co-morbidities in multi-ethnic Singapore. *International Journal of Obesity*, 25(10), 1554-1562.

⁷⁷ Dasgupta, S., Laplante, B., Wang, H., & Wheeler, D. (2002). Confronting the environmental Kuznets curve. *Journal of Economic Perspectives*, 16(1), 147-168

⁷⁸ Shankar, V., Urban, G. L., & Sultan, F. (2002). Online trust: a stakeholder perspective, concepts, implications, and future directions. *The Journal of Strategic Information Systems*, 11(3-4), 325-344.

⁷⁹ Sarwar, B., Karypis, G., Konstan, J., & Riedl, J. (2000). Analysis of recommendation algorithms for e-commerce. Paper presented at the Proceedings of the 2nd ACM Conference on Electronic Commerce.

o'sishni boshdan kechirmoqda. Biroq, Osiyoda texnologiyaga asoslangan xalqaro savdoni qabul qilish o'z muammolaridan holi emas, chunki biznes va hukumatlar infratuzilmani rivojlantirish, raqamli savodxonlik va me'yoriy-huquqiy bazalar kabi muammolar bilan kurashmoqda.

Ushbu tadqiqot mavzusi Osiyoda texnologiyaga asoslangan xalqaro savdoni⁸⁰ qo'llashga ta'sir etuvchi omillar va biznes va hukumatlar ushbu to'siqlarni bartaraf etish uchun foydalanishi mumkin bo'lgan strategiyalarni yoritishda muhim ahamiyatga ega⁸¹. Ushbu tadqiqot natijalari siyosatchilar, sanoat amaliyotchilari va akademiklar uchun qimmatli bo'ladi, chunki ular Osiyo misolida texnologiyaga asoslangan xalqaro savdo dinamikasini tushunishga va xalqaro savdoni yaxshilash uchun texnologiyadan foydalanish bo'yicha samarali strategiyalarni ishlab chiqishga intiladi.

Xalqaro savdo uchun onlayn savdo obyektlarini ko'paytirishi kerak, chunki xalqaro savdo bo'yicha tadqiqotchilar tomonidan bir nechta muammo topilgan. Xalqaro savdoda an'analar, ishonchlilik, ta'sir qilish, ishonch, ong, kutish, ko'rish va e'tiqod global bozorga sezilarli o'zgarishlar olib keldi⁸². Biroq, Osiyo hozirda texnologiyani o'zlashtirishning umumiy yetishmasligi va uning amaliy jihatlarini yaxshi tushunmaganligi sababli savdo bilan bog'liq eng jiddiy muammolarga duch kelmoqda⁸³. Sanoatdagi yana bir to'siq, odamlar onlayn texnologiya tamoyillarini tushunmaydilar⁸⁴. Shunday qilib, Osiyo raqamli shlyuzi xaridorlari va sotuvchilari onlayn bazaviy savdoga ko'proq e'tibor berishlari kerak⁸⁵.

An'anaviy savdoni qo'yish bo'yicha hukumatlarning strategiyalaridan biri qog'ozga asoslangan oldingi savdo tufayli uzoq vaqt davomida iqtisodiy halokatga uchradi⁸⁶. Osiyo bosh rejasining bir jihati teng savdo rejimini o'z ichiga oladi, chunki ikkinchisi uzoq vaqt davomida globallashuv va haddan tashqari to'lovlarning hukmronligiga moslashishda qiyinchiliklarga duch kelgan⁸⁷. Korrupsiyaga qarshi kurash va byurokratiyaga barham berish ikki xil maqsad bo'lsa-da, savdo asosiy oqimga samarali erishish uchun hukumatni ag'darishi kerak⁸⁸. Turli xil munosabatlar chegaralari, subyektiv me'yorlar, ishonch, osonlashtiruvchi shartlar,

⁸⁰ Roca, J. C., García, J. J., & De La Vega, J. J. (2009). The importance of perceived trust, security and privacy in online trading systems. *Information Management & Computer Security*.

⁸¹ Pinker, E. J., Seidmann, A., & Vakrat, Y. (2003). Managing online auctions: Current business and research issues. *Management science*, 49(11), 1457-1484.

⁸² Olekar, R. O., & Talawar, C. Y. (2013). Online Trading and DEMAT Account in India-Some Issues. *International Journal of Management and Social Sciences Research*, 2(4), 83-88.

⁸³ Lee, M.-C. (2009). Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, 47(2), 133-142.

⁸⁴ Halder, T. (2020). Cross Border Electricity Trading Policy of Power India for Humanity & Amity. Paper presented at the 2020 IEEE 17th India Council International Conference (INDICON).

⁸⁵ Welford, R. (2007). Corporate governance and corporate social responsibility: Issues for Asia. *Corporate Social Responsibility and Environmental Management*, 14(1), 42-51.

⁸⁶ Axmedjanov, K. (2020). AKHMEDJANOV KB INTERNATIONAL EXPERIENCE: ISSUES AND PROSPECTS FOR THE DEVELOPMENT OF INTERNAL AUDIT IN UZBEKISTAN. *Архив научных исследований*, 1(4).

⁸⁷ Hasanat, M. W., Hoque, A., Shikha, F. A., Anwar, M., Hamid, A. B. A., & Tat, H. H. (2020). The impact of coronavirus (COVID-19) on e-business in Malaysia. *Asian Journal of Multidisciplinary Studies*, 3(1), 85-90

⁸⁸ Tushar, W., Saha, T. K., Yuen, C., Smith, D., Ashworth, P., Poor, H. V., & Basnet, S. (2020). Challenges and prospects for negawatt trading in light of recent technological developments. *Nature Energy*, 5(11), 834-841.

xavf, narx qiymati, xulq-atvor niyati va savdo bu maqsadni qiyinlashtirdi⁸⁹. Eng muhim to'siq xalqaro savdoda texnologiyaga asoslangan savdo uchun ruxsat olishdir.

Mavzuning respublika fan va texnologiyalari rivojlanishining ustuvor yo'nalishlariga bog'liqligi. "Texnologiyaga asoslangan xalqaro savdoni qabul qilishga ta'sir etuvchi omillar: Osiyo misolida" mavzusi O'zbekiston Respublikasi fan-texnikasini rivojlantirishning ustuvor yo'nalishlari bilan chambarchas bog'liq.

O'zbekiston texnologiya va innovatsiyalarni qo'llash orqali iqtisodiyotini modernizatsiya qilish, jahon bozorida raqobatbardoshligini oshirish borasida salmoqli sa'y-harakatlarni amalga oshirmoqda. Mamlakat ilm-fan va texnologiyalarni rivojlantirishni o'zining asosiy ustuvor yo'nalishlaridan biri sifatida belgilab, asosiy e'tiborni yangi texnologiyalarni rivojlantirish, raqamli infratuzilmani takomillashtirish va texnologiyaga asoslangan tadbirkorlikni rag'batlantirishga qaratgan.

Osiyo kontekstida texnologiyaga asoslangan xalqaro savdoni qo'llashga ta'sir etuvchi omillar bo'yicha olib borilgan tadqiqotlar xalqaro savdoda texnologiyani qo'llashda biznes va hukumatlar qo'llashi mumkin bo'lgan strategiyalar haqida qimmatli tushunchalar berib, O'zbekistonning ilm-fan va texnologiya rivojlanishining ustuvor yo'nalishlariga bevosita hissa qo'shadi. Ushbu tadqiqot natijalari O'zbekistonga xalqaro savdoda texnologiyalarni joriy etishni rag'batlantirish bo'yicha samarali siyosat va dasturlarni ishlab chiqishda yordam berishi mumkin, bu esa o'z navbatida raqobatbardoshlikni oshirish, iqtisodiy o'sish va yangi ish o'rinlari yaratishga olib kelishi mumkin.

Umuman olganda, ushbu tadqiqot mavzusi O'zbekiston ilm-fan va texnologiyalarini rivojlantirishning ustuvor yo'nalishlari bilan juda dolzarb bo'lib, mamlakat iqtisodiyotini modernizatsiya qilish va texnologiyaga asoslangan innovatsiyalar orqali global raqobatbardoshligini oshirishga katta hissa qo'shishi mumkin.

Muammoning o'rganilganlik darajasi. Texnologiyaga asoslangan xalqaro savdoni qabul qilishga ta'sir etuvchi omillar bo'yicha tadqiqotlar bir qancha olimlar va tadqiqotchilar tomonidan katta e'tiborga sazovor bo'lib, ilmiy ishlanmaning yuqori darajasini ko'rsatadi. Teo, T. S., Ranganathan, C.⁹⁰, Marteau, T. M., & Bekker, H.⁹¹. va Egbue, O. va Long, S.⁹². texnologiyaga asoslangan xalqaro savdoni qabul qilishni o'rgandilar.

⁸⁹ Tanwar, S., Kaneriy, S., Kumar, N., & Zeedally, S. (2020). ElectroBlocks: A blockchain-based energy trading scheme for smart grid systems. *International Journal of Communication Systems*, 33(15), e4547

⁹⁰ Teo, T. S., & Ranganathan, C. (2004). Adopters and non-adopters of business-to-business electronic commerce in Singapore. *Information & management*, 42(1), 89-102.

⁹¹ Marteau, T. M., & Bekker, H. (1992). The development of a six-item short-form of the state scale of the Spielberger State-Trait Anxiety Inventory (STAI). *British journal of clinical Psychology*, 31(3), 301-306.

⁹² Egbue, O., & Long, S. (2012). Barriers to widespread adoption of electric vehicles: An analysis of consumer attitudes and perceptions. *Energy policy*, 48, 717-729.

Adabiyotda xalqaro savdoda texnologiyani qo'llashga ta'sir ko'rsatishi mumkin bo'lgan turli omillar, masalan, munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya, xulq-atvor niyati o'rganilgan. Li, M.⁹³, Hargittai, E.⁹⁴, Renn, O., Berns, W. J., Kasperson, J. X., Kasperson, R. E., & Slovic, P.⁹⁵, Featherman, M. S., & Pavlou, P. A.⁹⁶, Doney P. M. va Kannon J. P.⁹⁷, Luo, X.⁹⁸, Kanyabikali, O.⁹⁹. xalqaro savdoda texnologiyani qo'llashga ta'sir qiluvchi omillarni tahlil qildilar. Xalqaro savdoda texnologiyani qo'llash bo'yicha ushbu omillarni baholashga kelganda, Jodoin, M. G., & Gierl, M. J.¹⁰⁰, Hair, J. F., Ringle, C. M., & Sarstedt, M.¹⁰¹, Muhammad, I., Shamsudin, M. F., & Hadi, N. U.¹⁰², Subiyakto, A. a., Ahlan, A. R., Kartivi, M., & Putra, S. J.¹⁰³. va boshqalar hozirgi adabiyotlarni tekshirishga katta hissa qo'shmoqda.

Osiyo minqatasida konteksida tadqiqotchilar texnologiyaga asoslangan xalqaro savdo bilan bog'liq noyob muammolar va imkoniyatlarni o'rganish bo'yicha ko'plab ishlarni olib borishdi. Xususan, olimlar mintaqadagi rivojlangan va rivojlanayotgan mamlakatlar o'rtasidagi raqamli tafovut, shuningdek, mintaqaviy savdo kelishuvlarining texnologiyani o'zlashtirishga ta'sirini tahlil qildilar. Bundan tashqari, tadqiqotchilar Osiyoda iqtisodiy o'sish va ijtimoiy rivojlanishni rag'batlantirishda texnologiya rolini o'rganib chiqdilar.

Osiyo kontekstida texnologiyaga asoslangan xalqaro savdoni o'zlashtirishga ta'sir etuvchi omillar mavzusiga oid mavjud adabiyotlar ilmiy ishlanmaning yuqori darajasini ko'rsatsa-da, doimiy rivojlanayotgan raqamli iqtisodiyotda texnologiyani qo'llashning murakkabliklarini yaxshiroq tushunish uchun keyingi tadqiqotlar zarur. Ushbu mavzu bo'yicha bilimlarni oshirish orqali tadqiqotchilar xalqaro savdoda texnologiyani o'zlashtirishni rag'batlantirish bo'yicha samarali siyosat va

⁹³ Lee, M.-C. (2009). Predicting and explaining the adoption of online trading: An empirical study in Taiwan. *Decision Support Systems*, 47(2), 133-142.

⁹⁴ Hargittai, E. (2010). Digital natives? Variation in internet skills and uses among members of the "net generation". *Sociological inquiry*, 80(1), 92-113.

⁹⁵ Renn, O., Burns, W. J., Kasperson, J. X., Kasperson, R. E., & Slovic, P. (1992). The social amplification of risk: Theoretical foundations and empirical applications. *Journal of social issues*, 48(4), 137-160

⁹⁶ Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451-474.

⁹⁷ Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer-seller relationships. *Journal of marketing*, 61(2), 35-51.

⁹⁸ Luo, X. (2002). Trust production and privacy concerns on the Internet: A framework based on relationship marketing and social exchange theory. *Industrial Marketing Management*, 31(2), 111-118.

⁹⁹ Kanyabikali, O. (2014). Perceived benefits and barriers to the use of world wide web marketing among Rwandan hotels. Cape Peninsula University of Technology.

¹⁰⁰ Jodoin, M. G., & Gierl, M. J. (2001). Evaluating type I error and power rates using an effect size measure with the logistic regression procedure for DIF detection. *Applied measurement in education*, 14(4), 329-349.

¹⁰¹ Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long range planning*, 46(1-2), 1-12.

¹⁰² Muhammad, I., Shamsudin, M. F., & Hadi, N. U. (2016). How important is customer satisfaction? Quantitative evidence from mobile Telecommunication market. *International Journal of Business and Management*, 11(6), 57

¹⁰³ Subiyakto, A. a., Ahlan, A. R., Kartivi, M., & Putra, S. J. (2016). Measurement of the information system project success of the higher education institutions in Indonesia: a pilot study. *International Journal of Business Information Systems*, 23(2), 229-247.

strategiyalarni ishlab chiqishga hissa qo'shishlari va shu bilan mintaqada iqtisodiy o'sish va rivojlanishni kuchaytirishlari mumkin.

Dissertatsiya mavzusining dissertatsiya bajarilgan oliy ta'lim muassasasining ilmiy tadqiqot ishlari rejalari bilan bog'liqligi. Jahon iqtisodiyoti va diplomatiya universiteti huzuridagi Istiqbolli xalqaro tadqiqotlar instituti tomonidan Osiyo mintaqasi kontekstida texnologiyaga asoslangan xalqaro savdoning joriy etilishiga ta'sir etuvchi omillar bo'yicha olib borilgan tadqiqotlar tashkilotning ilmiy-tadqiqot rejalari bilan chambarchas bog'liq.

Istiqbolli xalqaro tadqiqotlar instituti hukumatlar, xalqaro tashkilotlar va fuqarolik jamiyatiga siyosat bo'yicha tavsiyalar berishga e'tibor qaratgan holda xalqaro munosabatlar, global boshqaruv va mintaqaviy rivojlanish bilan bog'liq muammolar bo'yicha tadqiqotlar olib borishga bag'ishlangan. Osiyo mintaqasi kontekstida texnologiyaga asoslangan xalqaro savdoni qo'llashga ta'sir qiluvchi omillar bo'yicha tadqiqotlar mintaqadagi xalqaro munosabatlar va iqtisodiy rivojlanishga ta'sir qiluvchi muhim masalani o'rganish orqali ushbu missiyaga bevosita hissa qo'shadi.

Bundan tashqari, tadqiqot xalqaro savdo va texnologiyaga asoslangan innovatsiyalar sohasidagi bilimlarni rivojlantirishga qaratilgan tashkilotning ilmiy-tadqiqot rejalari mos keladi. Xalqaro savdoda texnologiyani qo'llashga ta'sir qiluvchi omillarni o'rganish orqali tadqiqot ushbu ikki soha o'rtasidagi kesishuvni chuqurroq tushunishga yordam beradi va ikkala sohada siyosat va amaliyotni xabardor qilishga yordam beradi.

Umuman olganda, Jahon iqtisodiyoti va diplomatiya universiteti qoshidagi Istiqbolli xalqaro tadqiqotlar instituti tomonidan Osiyo mintaqasi kontekstida texnologiyaga asoslangan xalqaro savdoni o'zlashtirishga ta'sir qiluvchi omillar bo'yicha olib borilgan tadqiqotlar tashkilotning ilmiy-tadqiqot rejalari bilan juda mos keladi va tashkilotning xalqaro munosabatlar va mintaqaviy rivojlanish bilan bog'liq masalalar bo'yicha bilimlarni oshirish va siyosiy tavsiyalar berish missiyasiga katta hissa qo'shish.

Tadqiqot maqsadi. Ushbu empirik tahlil xulq-atvor motivi munosabat, subyektiv me'yor, ishonch, yengillashtiruvchi holat, pandemiya, xavf va xalqaro savdoni qabul qilishda vositachilik qilishini o'rganishga qaratilgan. Xalqaro savdo bu miqdoriy tadqiqotga kiritilgan texnologiyalardan foydalanish bo'yicha yetarli ma'lumot raqamli xalqaro savdoni qabul qilishga ta'sir qilishning kompartmentli maqsadi munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, pandemiya, xavf, xulq-atvor niyati va xalqaro savdoni qabul qilish bilan bog'liq bo'lgan omil sifatida kiritilgan. Ushbu tezisni tavsiflovchi va korrelyatsion tahlil sifatida ko'rish mumkin, chunki bir nechta o'zgaruvchilar ishtirok etadi.

Tadqiqot savollari:

(i) munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya, xulq-atvor niyati va xalqaro savdoni qabul qilishmi?

(ii) Savdogarning xalqaro savdoda texnologiyani qo'llashiga xulq-atvor niyati ta'sir qiladimi?

(iii) Xulq-atvor niyati munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya va xalqaro savdoni qabul qilish o'rtasidagi munosabatlarga vositachilik qiladimi?

Bundan tashqari, tadqiqot quyidagi **vazifalarni** aniqladi:

Tadqiqot ishi savoli va gipotezasini aniq belgilab olish;

so'rovnomaning aniq metodologiyasini ishlab chiqish va amalga oshirish, jumladan so'rovnomaning maqsadli auditoriyasini aniqlash, namunaviy tanlanma hajmini tanlash va sifatli natijaga erishish uchun so'rov jarayonini standartlashtirilgan holda izchil boshqarish;

kontekstni batafsil yoritish va tadqiqot savoli va gipotezasini batafsil yoritish uchun keng qamrovli adabiyotlar tahlilini o'tkazish;

tadqiqot savoli va gipotezasini tegishli nazariy tomon bilan bog'laydigan aniq va asosli kontseptual asosni ishlab chiqish;

o'zgarmas va o'zgaruvchi ko'rsatkichlar o'rtasidagi munosabatlarni aniqlash uchun regressiya, omil tahlili yoki klaster tahlili kabi tegishli statistik usullardan foydalangan holda ma'lumotlarni tahlil qilish;

munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya, xulq-atvor niyati va xalqaro savdoning xalqaro qabul qilinishi o'rtasidagi munosabatni o'rganish;

xulq-atvor niyati va xalqaro savdoni qabul qilish o'rtasidagi munosabatni o'rganish;

xulq-atvor niyatining munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya va xalqaro savdoni qabul qilishga vositachilik ta'sirini o'rganish.

tadqiqot natijalarini aniq va qisqacha yozish, ularni tadqiqot savoli va gipotezasiga muvofiq tartibga solish va o'zgaruvchilar o'rtasidagi har qanday muhim munosabatlar haqida xabar berish;

tadqiqot natijalarini kontseptual asos kontekstida sharhlash, o'zgaruvchilar o'rtasidagi munosabatlar haqida xulosalar chiqarish va ularning siyosat va amaliyotga ta'sirini muhokama qilish.

Tadqiqotning obyekti xalqaro savdo faoliyatida faoliyat yurituvchi korxonalar va ularning ushbu jarayonda texnologiyani joriy etish qaroriga ta'sir etuvchi murakkab omillardir. Tadqiqot xalqaro savdoda texnologiyani qo'llashni rag'batlantirish va shu orqali mintaqadagi iqtisodiy o'sish va rivojlanishga hissa qo'shish uchun samarali strategiyalar va siyosatlar haqida tushuncha berishga qaratilgan.

Tadqiqot predmeti xalqaro savdoda texnologiyani qo'llashga turli omillar, jumladan munosabat, xavf, subyektiv me'yor, yengillashtiruvchi holat, pandemiyadan xabardorlik va xulq-atvor niyati qanday ta'sir qilishini o'rganish va baholashdir.

Tadqiqot ushbu omillar o'rtasidagi murakkab o'zaro bog'liqlikni va ularning xalqaro savdoda texnologiyani qo'llashga ta'sirini o'rganishga intiladi. Xususan, tadqiqot ushbu omillar Osiyodagi biznes va hukumatlarning xalqaro savdo faoliyatida texnologiyani qabul qilishda qaror qabul qilish jarayonlariga qanday ta'sir qilishini aniqlashga qaratilgan.

Tadqiqotning usullari. Tadqiqotchi tadqiqot doirasida foydalaniladigan yondashuvni tavsiflaydi. Mustaqil o'zgaruvchilarni o'z ichiga olgan munosabat, subyektiv me'yor, niyat va osonlashtiruvchi holat, shuningdek, haqiqiy harakatlar sodir bo'lishi mumkin bo'lgan ma'lumotlarga xavf gipotezasi bilan boshlanadigan pandemiya va xatti-harakat niyatlari o'rtasidagi faraz qilingan nazariy bog'lanishning nazariy asoslari haqida ko'proq ma'lumot beradi. Xulq-atvorni belgilaydigan o'lchash miqdoriy munosabatdan foydalanishga, subyektiv me'yorga, ishonchga, osonlashtiruvchi holatga, pandemiyaga, xavfga, xulq-atvor niyatiga va xalqaro savdoni qabul qilishga ta'sir qiladi va shuning uchun bu usuldan foydalanadi. Ushbu bo'limda biz populyatsiyani o'rganishni kengaytirish va o'lchov vositasi yordamida namuna olishni muhokama qilamiz. Ushbu tadqiqot arxitekturasi, aholi soni, namunalar olish va tajriba tadqiqotini o'z ichiga oladi, ularning barchasi batafsil tavsiflanadi. Muxtasar qilib aytganda, ushbu tadqiqotning maqsadlari maqsadning munosabat, subyektiv me'yor, ishonch, yengillashtiruvchi holat, pandemiya, xavf, xulq-atvor niyati va xalqaro savdoni qabul qilish o'rtasidagi bog'liqlikdagi rolini o'rganishdir.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

Texnologiyaga asoslangan xalqaro savdoga ta'sir etuvchi omillar tashqi savdoning zamonaviy, ilmiy va amaliy nazariyalariga asoslangan holda muallif tomonidan aniqlangan, tavsiflangan hamda turkumlangan;

Venkatesh tomonidan fundamental nazariya sifatida ishlab chiqilgan Unified Technology Acceptance and Use of Technology (UTAUT) konsepsiya muallif tomonidan takomillashtirilgan;

Texnologiyaga asoslangan xalqaro savdoga ta'sir etuvchi asosiy determinantlarni aniqlash, statistik va analitik baholashning uslubiy takomillashtirilgan metodologiyasi taklif etilgan;

Texnologiyaga asoslangan xalqaro savdoga ta'sir etuvchi asosiy omillarining, ya'ni xulq-atvor niyat, munosabat, subyektiv norma, pandemiya, xavf-xatar va osonlashtiruvchi sharoit va texnologiyaga asoslangan xalqaro savdoni qabul qilish o'rtasidagi bog'liqlikni ekonometrik modellashtirish asosida empirik tahlil qilingan;

Bangladesh va Osiyo mamlakatlari uchun texnologiya asoslangan xalqaro savdoni yanada tamokillashtirish va kengaytirish bo'yicha ilmiy-amaliy tavsiyalar ishlab chiqilgan.

Tadqiqotning amaliy natijalari quyidagilardan iboratdir:

Tadqiqotda oltita mustaqil o'zgaruvchi va texnologiyaga asoslangan xalqaro savdoni qabul qilish konstruktsiyasining bog'liqligi muallif tomonidan taklif etilgan model asosida baholangan. Yetakchi olimlar tomonidan taklif etilgan to'rt omilni

o'z ichiga olgan modellari takomillashtirilib, Osiyo mamlakatlari uchun birinchi marta xalqaro savdoni qabul qilishning kompleks modeli yaratilgan;

Xalqaro savdoni qabul qilish bo'yicha oldingi tadqiqotlar AMOS va SPSS modellari asosida o'rganilgan bo'lsa, mazkur tadqiqotda yuqori prognozlilik va ishonchlilikga ega bo'lgan PLS-SEM tahlil olib borilgan;

Osiyo mamlakatlari, ya'ni Bangladesh, Hindiston va Pokiston mamlakatlari uchun texnologiyaga asoslangan xalqaro savdoni qabul qilish va unga ta'sir etuvchi omillar o'rtasidagi munosabatlarni aniqlash uchun regressiya hamda klaster tahlili kabi tegishli statistik usullardan foydalangan holda ma'lumotlarni tahlili olib borilgan.

Ushbu tadqiqot natijalarining amaliy ahamiati shundan iboratki, ushbu tadqiqot natijalaridan xalqaro savdoda qatnashuvchi kompaniyalari, ularning distribyutorlari va ta'minotchilari, Osiyo mintaqasi mamlakatlarining hukumatlari va boshqa rivojlanayotgan davlatlar hukumatlari uchun qaror qabul qilish jaroyonida foydalanish mumkin.

Tadqiqot natijalarining ishonchliligi tizimli va qat'iy tadqiqot metodologiyasini joriy etish orqali ta'minlanadi. Ushbu tadqiqotda sifat va miqdoriy ma'lumotlarni yig'ish va tahlil qilish usullarini birlashtirgan aralash usullardan foydalaniladi.

Tadqiqot tadqiqotda foydalaniladigan yondashuvni tavsiflovchi tadqiqot asosini shakllantirishdan boshlanadi. Tadqiqot xulq-atvor niyatlari o'rtasidagi faraz qilingan nazariy bog'lanishning nazariy asoslari haqida ko'proq ma'lumot berish uchun munosabat, subyektiv me'yor, niyat va osonlashtiruvchi holat, shuningdek, pandemiya va xavf gipotezasi kabi mustaqil o'zgaruvchilarni o'z ichiga oladi.

Xulq-atvor niyatining xalqaro savdoni qabul qilishga ta'sirini o'lchash uchun tadqiqot munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, pandemiya, xavf, xulq-atvor niyati va xalqaro savdoni qabul qilish to'g'risidagi ma'lumotlarni to'plash uchun o'lchov vositalaridan foydalanadigan miqdoriy usuldan foydalanadi. savdo.

Tadqiqot natijalarining ishonchliligini ta'minlash uchun tadqiqot arxitekturasi batafsil tavsifini, populyatsiyani, namunalarni va tajriba tadqiqotini o'z ichiga oladi. Tadqiqotda so'ralgan korxonalar tanlovi Osiyo misolida xalqaro savdo bilan shug'ullanuvchi korxonalar aholisining vakili ekanligini ta'minlash uchun tabaqalashtirilgan tasodifiy tanlab olish usuli qo'llaniladi.

Bundan tashqari, tadqiqot ma'lumotlarni yig'ish va tahlil qilish jarayonida axloqiy tamoyillar va standartlarga amal qiladi. Tadqiqot ishtirokchilarining huquq va manfaatlarini himoya qilish uchun ma'lumotlarning maxfiyligi, anonimligi va xabardor roziligi ta'minlanadi.

Yig'ilgan ma'lumotlar ilg'or statistik usullar, jumladan, ko'p o'lchovli tahlil, tizimli tenglamalarni modellashtirish va regressiya tahlili yordamida tahlil qilinadi. Topilmalar ularning mustahkamligi va izchilligini ta'minlash uchun turli tahliliy usullar yordamida o'zaro tekshiriladi va tasdiqlanadi.

Umuman olganda, tadqiqot natijalarining ishonchliligi sifatli va miqdoriy ma'lumotlarni to'plash va tahlil qilish usullarini birlashtirgan, axloqiy tamoyillar va standartlarga rioya qiladigan, o'rnatilgan o'lchov vositalari va statistik usullarni qo'llaydigan tizimli va qat'iy tadqiqot metodologiyasini joriy etish orqali ta'minlanadi, uchuvchi tadqiqot va vakillik namunasi.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati.

Ushbu tadqiqot nazariy va uslubiy jihatdan quyida muhokama qilinadigan nazariy hamda amaliy tomondan ahamiyatga ega:

Nazariy jihatdan. Venkatesh tomonidan fundamental nazariya sifatida ishlab chiqilgan Unified Technology Acceptance and Use of Technology (UTAUT) konsepsiya muallif tomonidan takomillashtirilgan

Metodologik jihatdan. Tadqiqotda oltita mustaqil o'zgaruvchi va texnologiyaga asoslangan xalqaro savdoni qabul qilish konstruksiyasining bog'liqligi muallif tomonidan taklif etilgan model asosida baholangan. Yetakchi olimlar tomonidan taklif etilgan to'rt omilni o'z ichiga olgan modellari takomillashtirilib, Osiyo mamlakatlari uchun birinchi marta xalqaro savdoni qabul qilishning kompleks modeli yaratilgan;

Amaliy jihatdan. Ushbu tadqiqot natijalarining amaliy ahamiyati shundan iboratki, ushbu tadqiqot natijalaridan xalqaro savdoda qatnashuvchi kompaniyalari, ularning distribyutorlari va ta'minotchilari, Osiyo mintaqasi mamlakatlarning hukumatlari va boshqa rivojlanayotgan davlatlar hukumatlari uchun qaror qabul qilish jaroyonida foydalanish mumkin.

Tadqiqot natijalarining joriy qilinishi. Ilmiy natijalarning ushbu dissertatsiya amaliyotiga tatbiq etilishini tasdiqlovchi quyidagi xulosalar olindi:

Dissertatsiyada ko'rsatilgan takliflar O'zbekiston Respublikasi Tashqi ishlar vazirligining axborot-tahliliy hujjatlarini tayyorlashda qo'llanilgan (O'zbekiston Respublikasi Tashqi ishlar vazirligining 2023-yil 5-apreldagi 18-126/12845-sonli xati).

Dissertatsiya takliflari O'zbekiston Respublikasi Prezidenti huzuridagi Strategik va mintaqalararo tadqiqotlar instituti uchun axborot-tahliliy hujjatlar tayyorlashda foydalanilgan (O'zbekiston Respublikasi Prezidenti huzuridagi Strategik va mintaqalararo tadqiqotlar institutining 2023-yil 7-apreldagi 04-2/277-sonli xati).

Tadqiqot natijalarining aprobatsiyasi. Mazkur tadqiqot natijalari 2 ta, shu jumladan 1 ta xalqaro va 1 ta respublika ilmiy-amaliy anjumanlarida muhokamadan o'tgan.

Tadqiqot natijalarining e'lon qilinganligi. Dissertatsiya mavzusi bo'yicha jami 7 ta ilmiy ish, jumladan, O'zbekiston Respublikasi OAK e'tirof etgan mahalliy jurnallarda 1 ta, nufuzli xorijiy jurnallarda 6 ta, ilmiy-amaliy anjumanlarda 2 ta ma'ruza tezislari e'lon qilingan.

Dissertatsiyaning tuzilishi va hajmi. Dissertatsiya tarkibi kirish, uchta bob, xulosa va foydalanilgan adabiyotlar ro'yxatidan iborat. Dissertatsiyaning hajmi 131 betni tashkil etadi.

DISSERTATSIYANING ASOSIY MAZMUNI

Dissertatsiya ishining **kirish** qismida tadqiqot mavzusining dolzarbligi asoslanadi, maqsad, tadqiqot masalalari, tadqiqot obyekti va predmeti aniqlanadi, tadqiqot mavzusining respublika fan va texnikasi rivojlanishining ustuvor yo'nalishlariga mosligi aniqlangan, tadqiqotning ilmiy yangiligi va amaliy natijalari bayon etilgan. Olingan natijalarning ilmiy-amaliy ahamiyati tushuntirilib, tadqiqot natijalarini amaliyotga tatbiq etish, chop etilgan ishlar va dissertatsiya tuzilishi haqida ma'lumotlar taqdim etiladi.

Dissertatsiyaning birinchi bobi **“Texnologiyaga asoslangan xalqaro savdoning nazariy asoslari va metodologiya”** deb nomlanadi va unda texnologiyaga asoslangan xalqaro savdoning nazariy asoslari muhokama qilinadi va ushbu tadqiqotda foydalanilgan tadqiqot metodologiyasi tavsiflanadi. U ushbu mavzu bo'yicha mavjud adabiyotlar haqida umumiy ma'lumot beradi va texnologiyaning xalqaro savdodagi rolini tushuntirish uchun foydalanilgan asosiy nazariyalar va modellarni muhokama qiladi. Bobda, shuningdek, texnologiyaga asoslangan xalqaro savdoga omillarning ta'sirini o'rganish uchun foydalaniladigan ma'lumotlarni yig'ish usullari, namuna olish texnikasi va ma'lumotlarni tahlil qilish usullari tushuntiriladi.

XXI asrda tezroq sotish, arzonroq xizmat to'lovlari va savdogarlar va bizneslar uchun kamroq xarajatlar kabi imtiyozlar uchun keng imkoniyatlar mavjud¹⁰⁴. Sayyoramizning inson tomonidan yaratilgan yoki tabiiy tomonlari endi global savdo yo'lida to'sqinlik qila olmaydi, masalan, tog' tizmalari va cho'llar, chunki zamonaviy transport ular bo'ylab uchib o'tish va dunyo jismlarini tashish imkoniyatiga ega bo'ldi¹⁰⁵. Ushbu xizmatlarga talab katta bo'lsa-da, ular hali ham keng qo'llanilmaydi. Qimmatli qog'ozlar bozorida qimmatli qog'ozlar va qimmatli qog'ozlar savdosi faoliyati IT sanoati bilan bog'liq¹⁰⁶. Ushbu savdo operatsiyalari ortidagi texnologiyalar faqat firmalarning savdo faoliyatini yaxshilagan, biroq u foydalanishni oshira olmadi¹⁰⁷.

¹⁰⁴ Contractor, F. J. (2007). Is international business good for companies? The evolutionary or multi-stage theory of internationalization vs. the transaction cost perspective. *Management International Review*, 47(3), 453-475.

¹⁰⁵ Deurenberg-Yap, M., Chew, S., Lin, V., Tan, B., Van Staveren, W., & Deurenberg, P. (2001). Relationships between indices of obesity and its co-morbidities in multi-ethnic Singapore. *International Journal of Obesity*, 25(10), 1554-1562.

¹⁰⁶ Dasgupta, S., Laplante, B., Wang, H., & Wheeler, D. (2002). Confronting the environmental Kuznets curve. *Journal of Economic Perspectives*, 16(1), 147-168.

¹⁰⁷ Shankar, V., Urban, G. L., & Sultan, F. (2002). Online trust: a stakeholder perspective, concepts, implications, and future directions. *The Journal of Strategic Information Systems*, 11(3-4), 325-344.

Tarixan elektron tijorat miqdorini aniqlashga intilgan ushbu tadqiqot asosan analitik bo‘lib qoldi, chunki amalda amalga oshirish bo‘yicha nisbatan kam ish bajarilgan¹⁰⁸.

Ushbu bobda bog‘liq, mustaqil va vositachi o‘zgaruvchilar bilan bog‘liq bo‘lgan batafsil adabiyot sharhi muhokama qilinadi. Savdo bilan bog‘liq tadqiqotlar, hisobotlar va kitoblar yordamida erishilgan va keyinchalik batafsil tahlil qilish uchun foydalanilgan ushbu tadqiqot uchun mustahkam nazariy bazani yaratish kerak. Tekshiruvning mavjud muammolari va kamchiliklarini chuqur tahlil qilish tadqiqotni yanada muvaffaqiyatli qiladi. U olib boradigan chegara tadqiqotlari yanada kengroq tushunchaga va kelajakdagi kashfiyotlar uchun qo‘shimcha imkoniyatlarga ega bo‘ladi. Adabiyotlarni ko‘rib chiqishni boshlash uchun biz Markaziy Osiyoning xalqaro savdoda onlayn savdoni qabul qilish haqidagi asosiy tushunchasini taqdim etishimiz kerak. Keyinchalik, agar adabiyotni ko‘rib chiqish tugallangan bo‘lsa, yozuvchi savdo o‘zgaruvchilari, qobiliyatlari va cheklovlarini baholaydi. Keyinchalik tahlil munosabat, subyektiv me‘yor, ishonch, qulaylashtiruvchi holat, xavf, narx qiymati, xulq-atvor niyati va elektron savdoga o‘tadi. Keyin adabiyot tahlili xulq-atvor maqsadi (yoki niyat), mustaqillik va ta’sir tamoyiliga qaratiladi. Keyin u xulq-atvor niyatining ta’rifiga nisbatan qo‘llanilishini davom ettiradi.

Bangladesh dunyodagi eng taniqli rivojlangan mamlakatlardan biridir. Bundan tashqari, Bangladesh o‘z iqtisodiyotini rivojlantirish uchun ko‘plab choralarni ko‘rmoqda. Eng muhim usullardan biri bu milliy va xalqaro savdo bazasi. Shuningdek, Bangladesh hukumati xalqaro savdo uchun yangi mafkurani boshlash arafasida. Global savdo rejasiga muvofiq Bangladesh O‘zbekiston bilan yangi xalqaro savdo aloqalarini o‘rnatdi. Xalqaro ikki tomonlama savdo Bangladesh va O‘zbekiston o‘rtasidagi xalqaro savdo aloqalarini ochish uchun yangi eshikdir. Shu sababli, pandemiya sharoitida optimal foyda olish uchun ikki tomonlama, ko‘p tomonlama va xalqaro savdo ko‘proq raqamlashtirishga muhtoj. Mamlakatlar o‘rtasidagi savdo munosabatlariga ko‘plab omillar ta’sir qiladi. Ishonch, moliya va xavfsizlik kabi narsalar, o‘ziga xos shartlar raqamli xizmatlarga ta’sir qiladi. Shuning uchun xalqaro savdoning raqamli bazasini mustahkamlash zarurati mavjud.

Bundan tashqari, tadqiqotchi ko‘plab onlayn xalqaro savdo jabhalarini kashf qilib, xalqaro onlayn savdoni kengaytirishga harakat qilmoqda. U onlayn tarzda joylashtirish, boshqarish, to‘lash va moliyalashtirish usullariga kirishi mumkin. Hindiston qimmatli va tartibli tasniflarni taklif qiluvchi onlayn xalqaro savdoni kengaytirish uchun qulay bozordir. Ko‘proq tadqiqotlar Hindistonning raqamli sektorida xalqaro savdoni yaxshilash uchun onlayn savdo masalalarini ham ko‘rib chiqadi. Bu, shuningdek, butun bank sxemalari, bozor va sanoatga ular haqida ma’lumot olishga yordam berdi va ularning amalda qanday rivojlanishini ko‘rish

¹⁰⁸ Sarwar, B., Karypis, G., Konstan, J., & Riedl, J. (2000). Analysis of recommendation algorithms for e-commerce. Paper presented at the Proceedings of the 2nd ACM Conference on Electronic Commerce.

uchun tajribalarni diqqat bilan kuzatib bordi. Yutuqlar barcha tarmoqlarning ishtirokchilari onlayn savdoni hammaning e'tiboriga havola qilganda sodir bo'ladi. Hisobotda Hindistonning onlayn xalqaro savdoni tartibga solishdagi ahamiyati ham ta'kidlangan. Shuni inobatga olgan holda, u global savdo sanoati va Hindiston mamlakatining undagi mavqeini ham o'rganadi. Ushbu tadqiqotda topilgan bunday o'zgaruvchilar Hindistonning onlayn xalqaro savdosini qabul qilishda muhim ta'sir ko'rsatdi va bir-biriga ta'sir qildi.

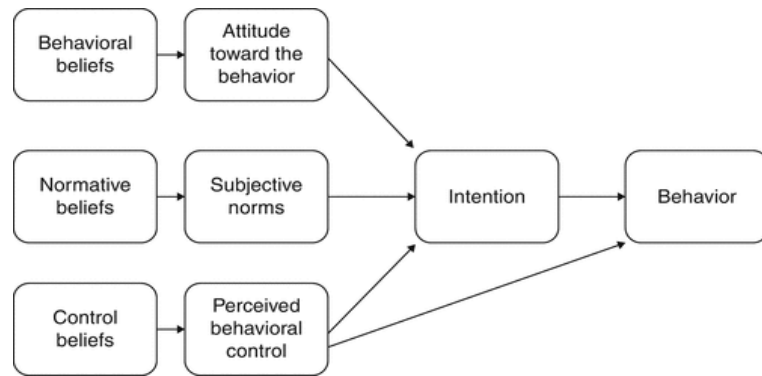
Bundan tashqari, xalqaro savdoning narx qiymati iqtisodiy siyosatga ta'sir qiladi, bu esa u onlayn savdo bahosiga ham ta'sir qilishini ko'rsatadi. Ushbu tekshiruvlar har bir mamlakatning ichki qimmatli qog'ozlar bilan bog'liq narxlari o'zgarishi vaqt o'tishi bilan o'zgarganmi yoki yo'qmi va buni valyuta bozorlarida assimetriya bilan kuzatish mumkinmi yoki yo'qligini aniqlash uchun statistik dalillar va nazariyaga asoslanadi. AQSh hukumati va bank hamjamiyati onlayn xalqaro savdoga eng ko'p ta'sir ko'rsatadi. Shu bilan birga, Singapur onlayn savdoda tashqi rol o'ynadi. Iqtisodiy o'zgaruvchanlik xalqaro savdo narxlari va qiymat o'zgarishi bilan bog'langandek tuyulsa-da, natijalar oddiy naqshdan tashqari o'zgaruvchilarni o'z ichiga olgan moliyaviy sharoitlar bilan yanada murakkab hamkorlikni ko'rsatdi. Global savdo kompaniyalari Singapurni qulay tartibga solish muhiti va ushbu takliflarning onlayn savdo va mamlakatga ta'sirini kuchaytirish uchun jozibali rag'bat deb bilishadi. Narxlar deflyatorlari, ayirboshlash kurslari, likvidlik, foizlar va umumiy inflyatsiya kabi o'zgaruvchilar bo'yicha ilgari taxmin qilingan qiymatlardan sezilarli og'ish past bo'ldi. Shunday qilib, savdo kompaniyalarining hissiy reaksiyalari butun dunyo bo'ylab savdo faoliyatiga ta'sir qilishi mumkin deb taxmin qilish mumkin.

Ushbu tadqiqotda xalqaro savdoga ta'sir etuvchi turli omillar aniqlangan. Bu omillar munosabat (A), subyektiv me'yor (SN), ishonch (T), osonlashtiruvchi holat (FC), pandemiya (P) va xavf (R) va xalqaro savdoni qabul qilish (AIT).

Asoslangan harakatlar nazariyasi (TRA) gipotezasi, harakat rejalari odatda shaxsiy maqsadlar va niyatlarga asoslanganligini ko'rsatadi, bu esa tezda natijalarga olib keladi va bu xatti-harakatlarning bir zumda sodir bo'lishini tushuntirishga yordam beradi¹⁰⁹. Xulq-atvor niyati ham ikki xil fikrga tayanadi: munosabat va subyektiv me'yorlar¹¹⁰.

¹⁰⁹ LaCaille, L. (2020). Theory of reasoned action. *Encyclopedia of behavioral medicine*, 2231-2234.

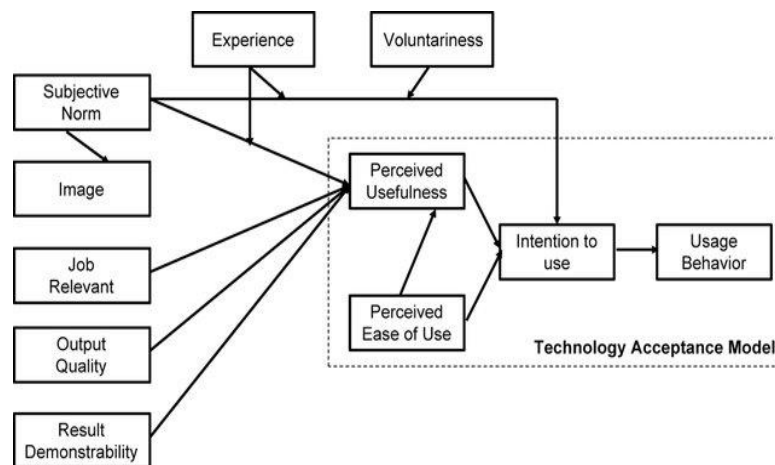
¹¹⁰ Otieno, O. C., Liyala, S., Odongo, B. C., & Abeka, S. O. (2016). Theory of reasoned action as an underpinning to technological innovation adoption studies.



1-rasm. Mantiqiy harakat nazariyasi

Manba: Fishbein, M. (1979). A theory of reasoned action: some applications and implications.

Texnologiyani qabul qilish modeli siyosat va nazariya ortidagi mantiqqa asoslanadi¹¹¹. Tadqiqotlar tomonidan qo‘llab-quvvatlangan umumiy ma’no nazariyasiga ko‘ra, idrok etilgan foydalilik va foydalanish qulayligi texnologiyani qabul qilishda munosabat va niyatlar uchun ikkita qo‘llaniladigan omil hisoblanadi.



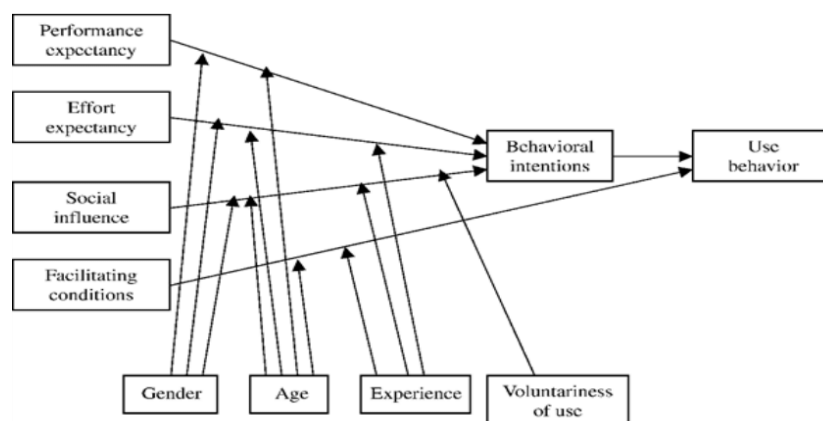
2-rasm. Texnologiyani qabul qilish modeli

Manba: Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly, 319-340.

Qabul qilish va foydalanishning yagona nazariyasi (UTAUT) nazariyasi maqsad va foydalanishni birlashtiradi va shuni ta’kidlaydiki, to‘rttagacha muhim munosabatlar to‘rt xil sohada texnologiyani boshqaradi: foydalanish, moyillik, kuch, foydalanuvchi idroki, boshqaruv, vakolat va foydalanuvchi munosabati¹¹².

¹¹¹ Nugroho, A. H., Bakar, A., & Ali, A. (2017). Analysis of technology acceptance model: Case study of Traveloka. Arthatama, 1(1), 27-34.

¹¹² Patil, P., Tamilmani, K., Rana, N. P., & Raghavan, V. (2020). Understanding consumer adoption of mobile payment in India: Extending Meta-UTAUT model with personal innovativeness, anxiety, trust, and grievance redressal. International Journal of Information Management, 54, 102144.



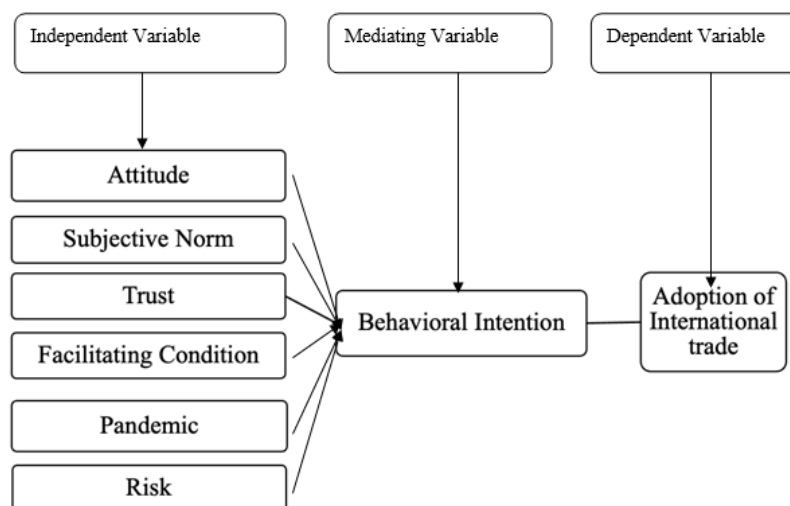
3-rasm. Qabul qilish va foydalanishning yagona nazariyasi

Manba: Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003).

User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

Tadqiqot davomida tadqiqotchi tadqiqot doirasida foydalaniladigan yondashuvni tavsiflaydi. Mustaqil o'zgaruvchilarni o'z ichiga olish: munosabat, subyektiv me'yor, niyat va osonlashtiruvchi holat, shuningdek, haqiqiy harakatlar sodir bo'lishi mumkin bo'lgan ma'lumotlarga xavf gipotezasi bilan boshlanadigan pandemiya va xatti-harakat niyatlari o'rtasidagi faraz qilingan nazariy bog'lanishning nazariy asoslari haqida ko'proq ma'lumot beradi. Xulq-atvor niyatini o'lchash miqdoriy munosabatdan foydalanishga, subyektiv me'yorga, ishonchga, osonlashtiruvchi holatga, pandemiyaga, xavfga, xulq-atvor niyatiga va xalqaro savdoni qabul qilishga ta'sir qiladi va shuning uchun bu usuldan foydalanadi. Ushbu bo'limda biz populyatsiyani o'rganishni kengaytirish va o'lchov vositasi yordamida namuna olishni muhokama qilamiz. Ushbu tadqiqot arxitekturasi, aholi soni, namunalar olish va tajriba tadqiqotini o'z ichiga oladi, ularning barchasi batafsil tavsiflanadi.

4-rasmda mustaqil o'zgaruvchilarga munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, pandemiya va xavf ko'rsatilgan. Boshqa tomondan, xalqaro savdoning qabul qilinishi qaram o'zgaruvchini ifodalaydi. Ushbu tadqiqotning vositachisi xulq-atvor niyatidir.



4-rasm. Taklif etilayotgan tadqiqot asosi

Manba: Muallif tomonidan tayyorlangan.

Tadqiqotning maqsadlari ushbu bobda oldingi bo‘limda o‘rnatilgan tadqiqot metodologiyasi asosida muhokama qilinadi. Shunday qilib, kichik bo‘limlarda quyidagi xulosalar chiqariladi.

H1: munosabat xalqaro savdodagi xulq-atvor niyatiga ijobiy ta’sir qiladi.

H2: Subyektiv me’yor xalqaro savdodagi xatti-harakat niyatiga ijobiy ta’sir qiladi

H3. Ishonch xalqaro savdoni qabul qilish xulq-atvoriga ta’sir qiladi

H4. Osonlashtirish shartlari xalqaro savdoda texnologiyani qo‘llash xulq-atvor niyatiga ijobiy ta’sir qiladi

H5. Pandemiya xalqaro savdoda texnologiyani qabul qilish xulq-atvoriga ijobiy ta’sir ko‘rsatadi

H6. Xavf xalqaro savdoni qabul qilish xulq-atvoriga ijobiy ta’sir qiladi

H7: Xulq-atvor niyati xalqaro savdoni qabul qilishga ijobiy ta’sir qiladi. Vositachi sifatida xulq-atvor niyati texnologiyani qabul qilishda yaxshi o‘rnatilgan¹¹³.

O‘rganish arxitekturasi mantiqiy qaror qabul qilishning muqobil variantlari uchun hal qiluvchi tushuntirishdir¹¹⁴. Ushbu dissertatsiya sinov usuli hisoblanadi. Ma’lumotlarni yig‘ish va talqin qilish orqali qaror qabul qilish jarayoni natijalar beradi¹¹⁵. Hozirgi tahlil tadqiqotchilar o‘zgaruvchilarni to‘plash va nazariy kontekst munosabatlarini tahlil qilishda bir-biriga bog‘langan¹¹⁶. Olim pozitivistik

¹¹³ Nugroho, Y. A. (2016). The effect of perceived ease of use, perceive of usefulness, perceive risk and trust towards behavior intention in transaction by internet. *Business and Entrepreneurial Review*, 9(1), 79-90.

¹¹⁴ Sekaran, U., & Bougie, R. (2010). Theoretical framework in theoretical framework and hypothesis development. *Research methods for business: A skill building approach*, 80.

¹¹⁵ Creswell John, W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Lincoln: Sage Publications.

¹¹⁶ Cooper, D. R., & Schindler, P. S. (2006). Business research methods: Empirical investigation. *Journal of service research*, 1(2), 108-128.

yondashuvga mos keladigan deduktiv fikrlashga amal qiladi. Bundan tashqari, ushbu tadqiqot uchun tezisdan keyin miqdoriy tahlil ishlatilgan. Tadqiqotchi o'tmish falsafasi va adabiyoti asosida nazariyalar yaratishni maqsad qilgan. Ushbu tahlil uchun kros ma'lumotlar to'plangan¹¹⁷. Ushbu tadqiqot, shuningdek, turli xil xalqaro savdo ekotizimlaridan individual mijozlarning qarashlarini, jumladan munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, pandemiya, xavf, xulq-atvor niyati va xalqaro savdoni qabul qilish o'rtasidagi bog'liqlikni tartibga soladi.

Tadqiqotchi ushbu tezisdan miqdoriy tahlil usulidan foydalangan¹¹⁸. Bundan tashqari, so'rovni o'tkazish uchun tuzilgan so'rovnoma foydalanildi¹¹⁹. Standartlashtirilgan so'rovnoma Osiyoda xalqaro savdoni joriy etish uchun bilim, ustuvorliklar va so'rov kabi o'zgaruvchilarni tekshirish uchun ishlatilgan. O'zgaruvchilar orasidagi ehtimollik munosabatlari empirik tarzda qo'llab-quvvatlandi¹²⁰. Kressvell (2009), buxgalteriya nazariyasi, tarafkashlikdan himoyalashning rivojlanishi va umuman tergov jarayonining natijalarini takrorlash potentsialiga ega bo'lgan, tergov tizimini so'rov sifatida ko'rish mumkinligini xabar qiladi.

O'zgaruvchilar mavjud muammolarning nazariy tuzilishi sifatida tavsiflangan va aniqlangan. Tadqiqot maqsadlariga erishish uchun kerakli ma'lumotlarni to'plash va qayta ishlash uchun muvaffaqiyatli tadqiqot loyihasi ishlab chiqilishi kerak.

Ushbu tadqiqotda tadqiqotchi xulq-atvor niyati vositachiligi orqali xalqaro savdoda strategik omillarning xalqaro savdoni qabul qilishga ta'sirini o'rganishdan manfaatdor¹²¹. Oldingi tajribalardagi o'zgaruvchi joriy tekshiruvda kontseptuallashtirilgan. O'zgaruvchilar o'zlarining ko'lamiga eng mos keladigan oldingi tadqiqotlarning elementlarini moslashtirish orqali o'lchandi, bu tadqiqotning maqsad va vazifalarini belgilab berdi. Har bir konstruktsiya uchun obyektlar oldingi tadqiqotlarda ko'rsatilgan haqiqiylik va ishonchliligi asosida tanlangan. Obyektlar turli xil sozlamalar va turli xil raqamli fonlarda sinovdan o'tkazildi. Bundan tashqari, anketalarning to'g'riligi ushbu tadqiqot tomonidan tasdiqlangan. Shuning uchun so'rovlar aholining umumiy qatlamiga o'tkazildi. Har bir o'zgaruvchining operatsion ta'rifi va har bir o'zgaruvchi uchun o'lchov shkalasi keyingi bo'limlarda tasvirlangan.

¹¹⁷ Sekaran, U., & Bougie, R. (2010). Theoretical framework in theoretical framework and hypothesis development. *Research methods for business: A skill building approach*, 80.

¹¹⁸ Cooper, D. R., & Schindler, P. S. (2006). Business research methods: Empirical investigation. *Journal of service research*, 1(2), 108-128.

¹¹⁹ Kurilovas, E., & Kubilinskiene, S. (2020). Lithuanian case study on evaluating suitability, acceptance and use of IT tools by students—An example of applying Technology Enhanced Learning Research methods in Higher Education. *Computers in Human Behavior*, 107, 106274.

¹²⁰ Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of Mixed Methods Research*, 3(2), 95-108.

¹²¹ Grant-Muller, S. M., Gal-Tzur, A., Minkov, E., Nocera, S., Kuflik, T., & Shoor, I. (2014). Enhancing transport data collection through social media sources: methods, challenges and opportunities for textual data. *IET Intelligent Transport Systems*, 9(4), 407-417.

Mantiqiy harakat nazariyasiga ko‘ra, insonning munosabati uning harakatining asosiy bashoratchisi emas; balki biror narsa qilish uning maqsadidir¹²².

1-jadval

Munosabatning tuzilishi

Tuzilish	Elementlar soni	Elementlar	Muallif
Munosabat	3	Menimcha, texnologiyaga asoslangan savdodan foydalanish juda qulay	(Alaeddin & Altounjy, 2018)
		Menimcha, texnologiyaga asoslangan savdoni istalgan joyda ishlatish oson	
		Menimcha, texnologiyaga asoslangan savdodan foydalanish yaxshi fikr	

Manba: Muallif tomonidan tayyorlangan.

Subyektiv me‘yor (SN) kimnidir kelajakda muayyan xatti-harakatlar bilan shug‘ullanish yoki undan voz kechish uchun oldindan tuzilgan niyatlari borligini tavsiflaydi. Subyektiv norma ishchining texnologiyaga asoslangan savdoga zarar yetkazadigan tarzda ishlash qobiliyatini anglatadi.

2-jadval

Subyektiv me‘yorning tuzilishi

Tuzilishi	Elementlar soni	Elementlar	Muallif
Subyektiv me‘yor	3	Men uchun muhim bo‘lgan odamlar xalqaro savdo uchun texnologiyaga asoslangan savdoni ma‘qullaydilar.	(Alaeddin & Altounjy, 2018) (Singh <i>et al.</i> , 2014)
		Men texnologiyaga asoslangan savdoni istalgan joyda qo‘llashga majburman	
		Men texnologiyaga asoslangan savdoni xalqaro savdomda qo‘llashim kutilmoqda	

Manba: Muallif tomonidan tayyorlangan.

Ishonch Tayvanda Fintech sanoat muhandislari tomonidan qabul qilinishi bo‘yicha tadqiqotda ishlab chiqilgan¹²³. Ma‘lum bo‘lishicha, agar texnologiyaga asoslangan savdo kompaniyasi xavfsiz va xavfsiz tranzaksiya tizimini ta‘minlasa, kompaniyaning ishonchi rivojlanib, quvnoq mijozning xizmatdan foydalanishga bo‘lgan munosabatini oshiradi.

3-jadval

Ishonchning tuzilishi

Tuzilishi	Elementlar soni	Elementlar	Muallif
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¹²² Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, 82(2), 261.

¹²³ Chen, L.-C. (2018). Developing technologies or learning institutions? Exploring the role of hackathons for developing innovation capability in emerging economies: the case of Taiwan. *Asian Journal of Technology Innovation*, 26(2), 202-221.

Ishonch	4	Men texnologiyaga asoslangan savdoga ishonaman	(Alaeddin & Altounjy, 2018)
		Men texnologiyaga asoslangan savdoning tranzaksiya jarayoni to'g'ri ekanligiga ishonaman	
		Tegishli kelishuvdan texnologiyaga asoslangan savdoni tanlayman	
		Men texnologiyaga asoslangan savdo bitimi uchun eng xavfsiz mediani afzal ko'raman	

Manba: Muallif tomonidan tayyorlangan.

Raqamli funksiyalardan foydalanishni osonlashtirish uchun tashkiliy va texnik infratuzilma mavjud deb hisoblagan shaxs osonlashtiruvchi shart (FC) deb ataladi¹²⁴. Bizning tadqiqotimizdagi xodimlar texnologiyaga asoslangan savdoni qo'llashni qo'llab-quvvatlash uchun mavjud resurslar haqida bilishga qiziqish bildirishdi.

¹²⁴ Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS quarterly*, 425-478.

Osonlashtiruvchi sharoitning tuzilishi

Tuzilishi	Elementlar soni	Elementlar	Muallif
Osonlashtiruvchi sharoit	4	Menda Osiyoda texnologiyaga asoslangan savdodan foydalanish uchun zarur resurslar bor	(Novendra & Gunawan, 2017; Venkatesh, Thong, & Xu, 2012)
		Men Osiyoda texnologiyaga asoslangan savdodan foydalanish kerakligini bilaman	
		Osiyoda texnologiyaga asoslangan savdo men foydalanadigan boshqa raqamli texnologiyalar bilan mos keladi	
		Iste'molchiga savdo bilan bog'liq qiyinchiliklarda yordam berish uchun texnologiyaga asoslangan savdo bozori mavjud	

Manba: Muallif tomonidan tayyorlangan.

Pandemiya xalqaro savdo uchun yangi paradigma beradi. Misli ko'rilmagan global sog'liqni saqlash falokatining o'rtasida savdo hayotni saqlab qolish va tirikchilikni ta'minlash uchun juda muhimdir va xalqaro hamkorlik savdoni davom ettirishi kerak.

Pandemiyan tuzilishi

Tuzilishi	Elementlar soni	Elementlar	Muallif
Pandemiya	4	Texnologiyaga asoslangan savdo - bu pandemiyada savdo qilishning yangi paradigmasi	(Alsoufi <i>et al.</i> , 2020)
		Bu haqiqatan ham pandemiya davrida vaqt talabi va zarur vositalar	
		Texnologiyaga asoslangan savdo uydin turib savdo qilish uchun yechim beradi	
		Texnologiyaga asoslangan savdo pandemiyada yakuniy yechimdir	

Manba: Muallif tomonidan tayyorlangan.

Xavf savdo yoki investitsiyada dastlabki investitsiya summasining bir qismini yoki barchasini yo'qotish imkoniyatini anglatadi. Pandemiya xavfi misoli xavf pandemiyasi holati bilan bog'liq bo'lgan holatdir.

Xavfning tuzilishi

Tuzilishi	Elementlar soni	Elementlar	Muallif
Xavf-xatar	5	Men texnologiyaga asoslangan savdodan foydalanish uchun hech qanday xavf his qilmadim	(Henschel, 2010)
		Men texnologiyaga asoslangan savdoning oqibatlarini yaxshi bilaman	
		Texnologiyaga asoslangan savdo an'anaviy savdoga qaraganda kamroq xavflidir	
		Texnologiyaga asoslangan savdo mening jismoniy savdodagi xavfimni kamaytiradi	
		Texnologiyaga asoslangan savdo xalqaro savdoni amalga oshirish uchun hech qanday bosim o'tkazmaydi	

Manba: Muallif tomonidan tayyorlangan.

Xulq-atvor niyati (BI) kelajakda muayyan xatti-harakatlar bilan shug'ullanish yoki bunday faoliyat bilan shug'ullanishdan bosh tortish uchun oldindan belgilangan niyatlarni shakllantirgan shaxs sifatida tavsiflanadi¹²⁵. Ushbu tadqiqotda xulq-atvor niyati xodimning texnologiyaga asoslangan savdodan foydalanish uchun zararli bo'lgan harakat qilish qobiliyatini anglatadi.

Xulq-atvor niyatining tuzilishi

Tuzilish	Elementlar soni	Elementlar	Muallif
Xulq-atvor niyati	3	Men vaqti-vaqti bilan Markaziy Osiyoda texnologiyaga asoslangan savdodan foydalanish niyatidaman	(Queiroz & Wamba, 2018)
		Men Markaziy Osiyoda texnologiyaga asoslangan savdo orqali to'lashim mumkin bo'lgan xizmatlardan foydalanmoqchiman	
		Men savdo qilish uchun Markaziy Osiyoda texnologiyaga asoslangan savdodan foydalanmoqchiman	

Manba: Muallif tomonidan tayyorlangan.

¹²⁵ Davis, F. D. (1985). A technology acceptance model for empirically testing new end-user information systems: Theory and results. Massachusetts Institute of Technology,

Texnologiyani qabul qilish – bu keng jamoatchilik tomonidan yangi texnologiyani qabul qilish, qabul qilish va foydalanishni bildiruvchi so‘z¹²⁶.

8-jadval

Xalqaro savdoni qabul qilishning tuzilishi

Tuzilish	Elementlar soni	Elementlar	Muallif
Xalqaro savdoni qabul qilish	4	O‘ylaymanki, men texnologiyaga asoslangan savdo-sotiqni Markaziy Osiyoga moslashtira olaman	(Alalwan, Dwivedi, & Rana, 2017; Morkunas, Paschen, & Boon, 2019)
		Samarali xalqaro savdo uchun men Markaziy Osiyoda texnologiyaga asoslangan savdoni qabul qila olaman	
		Men xalqaro savdoda omon qolish uchun Markaziy Osiyoda texnologiyaga asoslangan savdoni qabul qila olaman	
		O‘ylaymanki, men Markaziy Osiyoda texnologiyaga asoslangan savdoni xalqaro savdodan yaxshiroq narxga ega bo‘lish uchun qabul qila olaman	

Manba: Muallif tomonidan tayyorlangan.

Ushbu tadqiqot tanlangan o‘rganish texnikasining sabablarini o‘rganib chiqdi. Bundan tashqari, metodologiya o‘rganish rejasini, populyatsiyani tanlash va tanlab olish, asboblarni yaratish va ma‘lumotlarni tahlil qilish uchun statistik yondashuvni o‘z ichiga oladi. Ushbu tadqiqot Osiyodagi xalqaro treyderlardan ma‘lumotlarni to‘plash uchun mo‘ljallangan. Yakuniy so‘rovnomaga to‘g‘ri to‘ldirilganligini ta‘minlash uchun tadqiqot tahlil bo‘limi vaqt va pulni behuda sarflashning oldini olish uchun tajribaviy tadqiqot o‘tkazdi. Veb-ga asoslangan tizimda chuqurlashtirilgan: so‘rov uch oylik muddat bilan amalga oshirildi. SPSS respondentlarning ma‘lumotlarini to‘playdi, SmartPLS 3.0 esa kiritilgan javoblar ma‘lumotlarini tahlil qiladi.

Dissertatsiyaning ikkinchi bobi **“Texnologiyaga asoslangan xalqaro savdoga ta’sir qiluvchi omillar va xalqaro savdono qabul qilinishi o‘rtasidagi o‘zaro bog‘liqlik: tahlil va natijalar”** deb nomlanadi va texnologiyaga asoslangan xalqaro savdoga ta’sir etuvchi omillar haqida umumiy ma‘lumot beradi va ushbu tadqiqotda olib borilgan tahlil natijalarini taqdim etadi.

Ushbu tadqiqotda xalqaro savdoga ta’sir etuvchi turli omillar aniqlangan. Bu omillar munosabat (A), subyektiv me‘yor (SN), ishonch (T), osonlashtiruvchi holat (FC), pandemiya (P) va xavf (R) va xalqaro savdoni qabul qilish (AIT).

PLS-SEM test natijalari sobit ta’sir modeli gipotezani sinab ko‘rish uchun mos ekanligini ko‘rsatadi. Ushbu modelda BI, FC, PA va SN Osiyodagi xalqaro savdoda xatti-harakatlar niyati vositachiligi orqali AIT (qaram o‘zgaruvchi) ga ta’sir

¹²⁶ Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.

qiladi. Bu natija gipotezaga mos keladi. Boshqa tomondan, AT, RI va TR Osiyoning xalqaro savdo bozoriga salbiy ta'sir ko'rsatadi. Assotsiatsiya, shuningdek, vositachi o'zgaruvchisi sifatida xulq-atvor niyati bilan birlashtirilgan. Ushbu tadqiqot xulq-atvor niyatining munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, pandemiya, xavf, xalqaro savdoni qabul qilishga vositachi ta'siri deb ataladi. Keyinchalik, xalqaro savdoni qabul qilish bo'yicha xulq-atvor niyatlari o'rtasidagi munosabatlar muhokama qilindi. Bundan tashqari, so'rovnomalar adabiyotlarni keng ko'lamli ko'rib chiqqandan so'ng mazmunan haqiqiylikni amalga oshirish orqali tadqiqot maqsadiga kiritilganligini ta'minlash uchun moslashtirildi.

9-jadval

Model va topilmalarni baholash¹²⁷

Gipotezalar	O'zaro aloqalar	Beta Value	SD	P-Value	Natijalar
H1	Munosabat->Xulq-atvor niyati	0.141	0.097	0.147	Qo'llab-quvvatlanmaydi
H2	Xulq-atvor niyati -> Xalqaro savdoni qabul qilish	0.872	0.023	0.000	Qo'llab-quvvatlanadi
H3	Osonlashtiruvchi shart->Xulq-atvor niyati	0.331	0.088	0.000	Qo'llab-quvvatlanadi
H4	Pandemiya->Xulq-atvor niyati	0.126	0.049	0.010	Qo'llab-quvvatlanadi
H5	Xavf> Xulq-atvor niyati	0.109	0.082	0.183	Qo'llab-quvvatlanmaydi
H6	Subyektiv norma->Xulq-atvor niyati	0.314	0.099	0.002	Qo'llab-quvvatlanadi
H7	Ishonch->Xulq-atvor niyati	-0.056	0.093	0.548	Qo'llab-quvvatlanmaydi
H8A	Munosabat->Xulq-atvor niyati->Xalqaro savdoni qabul qilish	0.123	0.085	0.150	Qo'llab-quvvatlanmaydi
H8B	Osonlashtiruvchi shart->Xulq-atvor niyati ->Xalqaro savdoni qabul qilish	0.289	0.077	0.000	Qo'llab-quvvatlanadi
H8C	Pandemiya->Xulq-atvor niyati ->Xalqaro savdoni qabul qilish	0.110	0.042	0.008	Qo'llab-quvvatlanadi
H8D	Risk>Xulq-atvor niyati->Xalqaro savdoni qabul qilish	0.095	0.071	0.185	Qo'llab-quvvatlanmaydi
H8E	Subyektiv norma->Xulq-atvor niyati ->Xalqaro savdoni qabul qilish	0.274	0.086	0.002	Qo'llab-quvvatlanadi
H7F H8F	Ishonch->Xulq-atvor niyati->Xalqaro savdoni qabul qilish	-0.049	0.081	0.548	Qo'llab-quvvatlanmaydi

Manba: Muallif tomonidan tayyorlangan.

Respondentlarning barchasi Osiyodan. Ishonchlilik koeffitsientlari asosida o'lchov tasdiqlandi. Tarkibning haqiqiylik, omil yuklarining ahamiyati va o'lchov modelining konvergent haqiqiylik PLS-SEM yordamida baholandi. Gipotezani tekshirish uchun ichki model deb ham ataladigan strukturaviy model tahlil qilindi. To'g'ridan to'g'ri va bilvosita, bashorat qiluvchi o'zgaruvchilar va mezon o'zgaruvchilarga ta'siri bo'yicha muhokamalar qayta boshlandi.

¹²⁷ Muallif tomonidan tadqiqot natijalari asosida tayyorlangan.

Konvergent haqiqiylik yuklash va o‘zaro yuklash bilan qo‘llab-quvvatlandi, bu tadqiqotning diskriminant haqiqiylikni tasdiqladi. Oddiylik testi ham o‘tkazildi va natijalar ma’lumotlar muntazam ravishda taqsimlanmaganligini ko‘rsatdi, shuning uchun keyingi tahlil qilish mumkin. PLS-SEM o‘lchovi allaqachon to‘rtta gipotezani qo‘llab-quvvatlagan va uchta rad etilgan faraz rad etilgan. PLS-SEM va strukturaviy modellar uchta farazni tasdiqladi va uchtasi hali tasdiqlanmagan.

PLS-SEM dan foydalanishning to‘g‘ri sabablaridan biri shundaki, u R^2 qiymatini baholaydi¹²⁸, bu esa ekzogen o‘zgaruvchi tomonidan endogen o‘zgaruvchidagi tushuntirilgan dispersiya miqdorini maksimal darajada oshiradi¹²⁹
130 131

10-jadvalda ushbu tadqiqotning ikkita endogen konstruktsiyasining (AIT va BI) R^2 qiymatlari ko‘rsatilgan. Natijaga ko‘ra, xalqaro savdoni qabul qilishdagi umumiy farqning 76,0 foizi va xulq-atvor niyatining 72,0 foizi ushbu tadqiqotda tushuntirilganligi ko‘rsatilgan. Bu ettita ekzogen o‘zgaruvchini, ya’ni AT, FC, PA, RI, SN, TR va AITni bildiradi va vositachi o‘zgaruvchi (BI) birgalikda xalqaro savdoning ekzogen o‘zgaruvchisini qabul qilishning 76,0 foizli farqini bashorat qildi. Shu bilan birga, uchta ekzogen o‘zgaruvchi xatti-harakat niyatining o‘zgarishining 72,0 foizini tushuntirdi. Shu sababli, ushbu tadqiqot modeli R^2 qiymatlarining maqbul darajasini ishlab chiqdi, deb aytish mumkin, chunki u tadqiqotchi tomonidan taklif qilingan chegara darajasiga ko‘ra muhim deb hisoblanadi¹³².

10-jadval

Determinatsiya koeffitsienti (R^2 qiymati)

O‘zgarivchilar	R^2
AIT	0.760
BI	0.725

Manba: Muallif tomonidan tayyorlangan.

PLS-SEM tahlilida strukturaviy modelni baholashning yana bir o‘lchovi ta’sir hajmi (f^2). 11-jadvalda keltirilgan natijaga ko‘ra, AT, BI, FC, PA, RI, SN, TR va AIT kabi ettita ekzogen konstruktsiyalar o‘rtasida xalqaro savdo munosabatlarini qabul qilishda ularning qiymatlari katta ta’sir ko‘rsatdi. 0,016, 3,175, 0,088, 0,044, 0,011 va 0,052 va 0,002.

¹²⁸ Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). Editor’s Comments: A Critical Look at the Use of PLS-SEM in "MIS Quarterly". MIS quarterly, iii-xiv.

¹²⁹ Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. Journal of Marketing theory and Practice, 19(2), 139-152.

¹³⁰ Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. International Journal of Multivariate Data Analysis, 1(2), 107-123.

¹³¹ Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: a review of past practices and recommendations for future applications. Long range planning, 45(5-6), 320-340.

¹³² Falk, R. F., & Miller, N. B. (1992). A primer for soft modeling: University of Akron Press.

Bashoratli o'zgaruvchilarning ta'sir hajmi

O'zaro aloqa	F ² qiymati	Magnitudasi
AT -> BI	0.016	Kichik
BI-> AIT	3.175	Katta
FC -> BI	0.088	Kichik
PA -> BI	0.044	Kichik
RI -> BI	0.011	Kichik
SN-> BI	0.052	Kichik
TR-> BI	0.002	Kichik

Manba: Muallif tomonidan tayyorlangan.

Ushbu bob suhbatdoshlar tomonidan so'rov natijalarini aniqlandi va bir nechta tahliliy bosqichlardan o'tdi. Shu sababli, yuklash va o'zaro yuklash talab qilinadigan konvergent haqiqiylikni oqladi va ushbu tadqiqotning diskriminant haqiqiylikni tasdiqladi. Boshqa tomondan, normallik testi ham o'tkazildi va ma'lumotlarning normal bo'lmagan taqsimlanishi bunga olib keldi va keyingi tahlil qilish mumkin. PLS-SEM o'lchovi va tizimli modelini baholash shuni ko'rsatadiki, oltita gipoteza allaqachon qo'llab-quvvatlangan va uchta boshqa faraz tasdiqlanmagan.

Subyektiv me'yor (SN), xulq-atvor niyati (BI), qo'llab-quvvatlovchi holat (FC EC) va pandemiya (PA) xulq-atvor niyati vositachiligi orqali Osiyodagi AITga (qaram o'zgaruvchi) ta'sir ko'rsatishi aniqlandi. Boshqa tomondan, munosabat (AT), xavf (RI) va ishonch (TR) boshqa tomondan, Osiyoning xalqaro savdo bozoriga zararli ta'sir ko'rsatadi.

Oltita vositachi gipotezadan uchtasi, osonlashtiruvchi holat (FC), pandemiya (PA) va subyektiv me'yor qo'llab-quvvatlanadi (SN). Boshqa tomondan, munosabat (AT), ishonch (TR) va xavf (RI) rag'batlantirilmaydi. Munosabat (AT), subyektiv me'yor (SN), xatti-harakat niyati (BI), ishonch (TR), osonlashtiruvchi holat (FC), pandemiya (PA), xavf (RI) (mustaqil o'zgaruvchi) va xalqaro savdoni qabul qilish o'rtasidagi bog'liqlik (AIT) oqlandi (qaram o'zgaruvchi). Tahlil qilingan natijalar tavsiflanadi va muhokama qilinadi.

Ushbu tadqiqotda olib borilgan tadqiqot quyidagi savolni hal qilish orqali xalqaro savdoni qabul qilishning asosiy omillarini tushunishga yordam berdi:

I. Munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, Pandemiya, xulq-atvor niyati va ta'sirini qabul qilish xalqaro savdo?

II. Xulq-atvor niyati savdogarning xalqaro savdoda texnologiyani qo'llashiga ta'sir qiladimi?

III. Xulq-atvor niyati munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya va xalqaro savdoni qabul qilish o'rtasidagi munosabatlarga vositachilik qiladimi?

Muammo bayonida ko'rib chiqilgan mavzularga kelsak, birinchi bobda ko'rsatilgan tadqiqot maqsadlari va quyidagi maqsadlarga erishish uchun ikkinchi bobda keltirilgan o'zgaruvchilar bo'yicha adabiyotlar:

I. Munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya, xulq-atvor niyati va xalqaro savdning xalqaro qabul qilinishi o'rtasidagi munosabatni o'rganish.

II. Xulq-atvor niyati va xalqaro savdoni qabul qilish o'rtasidagi munosabatni o'rganish.

III. Xulq-atvor niyatining munosabat, subyektiv me'yor, ishonch, osonlashtiruvchi holat, xavf, pandemiya va xalqaro savdoni qabul qilishga vositachilik ta'sirini o'rganish.

Ushbu tadqiqot natijalari tadqiqot savollari, tadqiqot maqsadlari va gipotezasiga muvofiq muhokama qilindi. Ushbu tadqiqotda u xulq-atvor niyatining subyektiv me'yorga (SN), xulq-atvor niyatining (BI), osonlashtiruvchi holatga (FC) va pandemiya pandemiyasiga (PA), munosabatga (AT), xavf xavfiga vositachilik ta'siri deb ataladi. RI) va Trust Trust (TR), qabul qilish Xalqaro savdoni qabul qilish (AIT). Keyinchalik, xalqaro savdoni qabul qilish bo'yicha xulq-atvor niyatining o'zaro bog'liqligi muhokama qilindi. Ikkinchi bobda ishlab chiqilgan tadqiqot doirasi omillar (AT, BI, FC, PA, RI, SN va TR) va AIT o'rtasidagi munosabatni tasvirlaydi. O'zaro munosabatlar, shuningdek, vositachi o'zgaruvchisi sifatida xulq-atvor niyati (BI) bilan birlashtirilgan. Bundan tashqari, so'rovnomalar adabiyotlarni keng ko'lamlil o'rganib chiqqandan so'ng mazmunan haqiqiylikni amalga oshirish orqali tadqiqotning tadqiqot maqsadi bilan bog'liqligini ta'minlash uchun moslashtirildi. Asbobni sinab ko'rish uchun navbatdagi tajriba so'rovnomasi o'tkazildi; Tajriba tadqiqotida 50 respondent ishtirok etdi va ishtirokchilar Osiyodagi xalqaro treyderlardan. Bundan tashqari, barcha respondentlar Osiyodan to'plangan, shu jumladan Osiyodagi butun xalqaro treyderlar. Tajribaviy tadqiqot so'rovnomasi 1=to'liq qo'shilmayman dan 7= qat'iy rozi emasman, 7 balldan iborat Likert Lickert shkalasiga asoslangan. O'lchovni tasdiqlash ishonchlik koeffitsientlariga asoslangan. Bundan tashqari, PLS-SEM o'lchov modelini, jumladan, tarkibning haqiqiylikni, omillar yuklarining ahamiyatini va konvergent haqiqiylikni baholash uchun ishlatilgan. Strukturaviy model, shuningdek, ichki model deb ataladi, gipoteza sinovi uchun baholandi. Muhokamalar bashorat qiluvchi o'zgaruvchilarning mezon o'zgaruvchisiga bevosita va bilvosita ta'siri bilan davom etadi.

Ushbu paragraf mustaqil o'zgaruvchining vositachi orqali bevosita ta'sirini tushuntiradi. Bo'lim keng ko'lamlil taqdim etilgan.

Munosabat (ATT) va xulq-atvor niyati (BI) o'rtasidagi munosabatlarga nisbatan munosabat va BI munosabatlariga nisbatan teskari assotsiatsiya topildi. Bu Osiyodagi texnologiyaga asoslangan xalqaro savdning xulq-atvor niyati bilan munosabatni shakllantirishda muhim rol o'ynay olmasligini ko'rsatadi. Shu sababli, ushbu tadqiqotning ushbu xulosasi Osiyo mamlakatlari nuqtayi nazardankelib chiqadigan turli munosabat natijalarini umumlashtirishi mumkin.

Subyektiv me'yor (SN) xulq-atvor niyatining (BI) oldingi qismi hisoblanadi va munosabatlarning rivojlanishi subyektiv me'yordan boshlanadi. Subyektiv me'yor

va xulq-atvor niyati o'rtasidagi munosabat ijobiy va muhim bo'lib, H2 gipotezasini tasdiqladi. Bu shuni anglatadiki, subyektiv me'yor (SN) xulq-atvor niyatining yaxshi prognozchisi bo'lib, xulq-atvor niyatida muhim rol o'ynaydi. Bu shuni anglatadiki, subyektiv me'yor (SN) xulq-atvor niyatining yaxshi prognozchisi bo'lib, xulq-atvor niyatida muhim rol o'ynaydi¹³³.

Ishonch va xulq-atvor niyati (BI) o'rtasida ahamiyatsiz munosabat aniqlandi. Natija, shuningdek, ishonch (TR) iste'molchilarning Osiyodagi treyderlarning xulq-atvor niyatlariga ahamiyatsiz hissa qo'shayotganini ko'rsatadi¹³⁴. Ishonch iste'molchilarning e'tiqodini rag'batlantiradi va Osiyoda texnologiyaga asoslangan savdodan foydalanish niyatini oshiradi. Bu ishonch Osiyoda texnologiyaga asoslangan savdoning xulq-atvor niyatini yaxshilaydi.

Ushbu tadqiqotda osonlashtiruvchi holat (FC) va xulq-atvor niyati (BI) o'rtasidagi faraz qilingan munosabatlar qo'llab-quvvatlandi. Osonlashtiruvchi holat xulq-atvor niyatini bashorat qilish qobiliyatiga ega edi. Unda aytilishicha, qulaylik darajasi qanchalik yuqori bo'lsa, Osiyoda texnologiyaga asoslangan savdo uchun xulq-atvor niyati shunchalik yuqori bo'ladi. Ushbu tadqiqot natijalari avvalgi tadqiqotlar bilan mos keladi¹³⁵.

Tadqiqot pandemiya ta'sirining (PA) xulq-atvor niyatiga (BI) sezilarli ta'sirini tasdiqladi, avvalroq taxmin qilinganidek. Bu shuni anglatadiki, pandemiya Osiyo savdo bozorida bashorat qilish qobiliyatiga va xulq-atvor niyatiga ega. Bu natija oldingi natijani o'rganish bilan doimiydir^{136 137}.

Xavf va xulq-atvor niyati (BI) o'rtasidagi o'zaro ta'sir tushunchasi salbiy ko'rsatadi. Ba'zi tadqiqotlar shuni ko'rsatadiki, bu ijobiy munosabatdir, hozirgi tadqiqot natijasi esa bu borada salbiy munosabatni ko'rsatadi¹³⁸. Qarama-qarshi natija xulq-atvor niyati bo'yicha texnologiyaga asoslangan savdo bilan bog'liq bo'lishi mumkin. Ushbu xavf direktorlari samarali va samarali xulq-atvor niyatlarini amalga oshirishga undashlari mumkin emas¹³⁹.

Natija H8 gipotezasini qo'llab-quvvatlashni tasdiqladi (vositachi (xulq-atvor niyati) va qaram o'zgaruvchi (xalqaro savdoni qabul qilish) o'rtasidagi to'g'ridan to'g'ri munosabat). Gipoteza xulq-atvor niyati (BI) va xalqaro savdoni qabul qilish (AIT) o'rtasida sezilarli ijobiy munosabatlarga ega. Boshqacha qilib aytganda, xulq-

¹³³ Yeong, Y.-C. (2019). What drives cryptocurrency acceptance in Malaysia? *Science Proceedings Series*, 1(2), 47-50.

¹³⁴ Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395-1404.

¹³⁵ Arias, M., Pelegrin, J., & Matias-Clavero, G. (2019). Variables Influencing Cryptocurrency Use: A Technology Acceptance Model in Spain. *Front Psychol*, 10, 475. doi:10.3389/fpsyg.2019.00475

¹³⁶ Alaeddin, O., & Altounjy, R. (2018). Trust, technology awareness and satisfaction effect into the intention to use cryptocurrency among generation Z in Malaysia. *International Journal of Engineering & Technology*, 7(4.27), 8-10.

¹³⁷ Bagozzi, R. P. (2007). The legacy of the technology acceptance model and a proposal for a paradigm shift. *Journal of the association for information systems*, 8(4), 3.

¹³⁸ Calderón, C. A., López, M., & Peña, J. (2017). The conditional indirect effect of performance expectancy in the use of Facebook, Google+, Instagram and Twitter by youngsters. *Revista Latina de Comunicación Social*(72), 590.

¹³⁹ Lee, J.-H., & Song, C.-H. (2013). Effects of trust and perceived risk on user acceptance of a new technology service. *Social Behavior and Personality: an international journal*, 41(4), 587-597.

atvor niyati Malayziyada xalqaro savdoni qabul qilishning muhim ko'rsatkichidir. Bu xulq-atvor niyati Osiyoda xalqaro savdoning qabul qilinishini bashorat qilishda muhim rol o'ynaganligini ko'rsatadi. Ushbu natija xalqaro savdoda texnologiyani qo'llash bo'yicha oldingi tadqiqotlar bilan barqaror. Ushbu tadqiqot iste'molchining xalqaro savdoni qabul qilish niyatida ham o'tkazildi. Bu xulq-atvor niyati rivojlangan va rivojlanayotgan mamlakatlar uchun xalqaro savdoni qabul qilishni kuchaytirish uchun muhim ekanligini anglatadi. Xulq-atvor niyati bo'yicha o'tkazilgan so'nggi tadqiqot ham bu topilmani qo'llab-quvvatladi.

Ko'p regressiya modeli tomonidan boshqariladigan ierarxik natijalarning xulosasi xulq-atvor niyati va xalqaro savdoni qabul qilish o'rtasidagi ijobiy va muhim munosabatni ko'rsatadi. Shunday qilib, xulq-atvor niyati xalqaro savdoni qabul qilishda strategik o'zgarishlarni amalga oshirishi mumkin, manfaatdor tomonlarning xalqaro savdoga moslashishini oshiradi¹⁴⁰.

Dissertatsiya ishining uchinchi bobi "**Tadqiqotning amaliyotga ta'siri va tavsiyalar: metodologik va amaliy ahamiyati**" deb nomlangan bo'lib, ushbu bobda tadqiqot natijalari va tavsiyalari keltirilgan. U topilmalarning ahamiyatini muhokama qiladi va siyosatchilar va xalqaro savdoda ishtirok etuvchi korxonalar uchun tavsiyalar beradi.

Ushbu tadqiqot o'zining nazariy kontekstida to'g'ridan to'g'ri munosabatlarni o'z ichiga oladi, bu uning xalqaro savdoni (AIT) qabul qilinishiga ta'sirini o'rganadi. To'g'ridan to'g'ri aloqa Osiyodagi savdo bilan bog'liq AITni kuchaytirish muhimligini anglatadi. AIT va xulq-atvor niyati (BI) o'rtasidagi to'g'ridan to'g'ri bog'liqlik BIni Osiyodagi xalqaro savdo uchun ushbu tadqiqotda vositachi sifatida ko'rsatadi. Shu munosabat bilan, Hallingerning ta'kidlashicha, kontseptual asos nazariy, amaliy va uslubiy natijalarni beradi¹⁴¹. Bundan tashqari, ettita tadqiqot bo'shlig'i mavjud. Bular: Dalillar bo'shlig'i (qarama-qarshi dalillar bo'shlig'i), bilimlar bo'shlig'i (bilimlar bo'shlig'i), amaliy bilimlar bo'shlig'i (harakat-bilim ziddiyatlari bo'shlig'i), metodologik bo'shliq (metod va tadqiqot dizayni bo'shlig'i), empirik bo'shliq (nazariyani qo'llash bo'shlig'i), nazariy. Bo'shliq (nazariy qo'llash bo'shliq bo'shlig'i) va aholi bo'shlig'i^{142 143 144}. Ushbu tadqiqot quyida muhokama qilinadigan to'rtta ta'sirni yaratdi:

Nazariy tomondan tatbiq. Ushbu empirik tadqiqot nazariy nuqtayi nazardan bir necha jihatdan sezilarli ta'sir ko'rsatadi. Birinchidan, Venkatesh va boshqalar.

¹⁴⁰ Saleh, A.-H. A. I., Ibrahim, A. A., Noordin, M. F., & Mohadis, H. M. (2020). Factors Influencing Adoption of Cryptocurrency-Based Transaction from an Islamic Perspective. *Global Journal of Computer Science and Technology*, 20(4), 1-13.

¹⁴¹ Hallinger, P. (2010). Developing instructional leadership. In *Developing successful leadership* (pp. 61-76): Springer.

¹⁴² Miles, D. A. (2017). A Taxonomy of Research Gaps: Identifying and Defining the Seven Research Gaps. Paper presented at the Doctoral Student Workshop: Finding Research Gaps-Research Methods and Strategies, Dallas, Texas.

¹⁴³ Müller-Bloch, C., & Kranz, J. (2015). A framework for rigorously identifying research gaps in qualitative literature reviews.

¹⁴⁴ Robinson, K. A., Saldanha, I. J., & Mckoy, N. A. (2011). Development of a framework to identify research gaps from systematic reviews. *Journal of clinical epidemiology*, 64(12), 1325-1330.

(2012) asoschi nazariya sifatida texnologiyani qabul qilish va foydalanishning yagona texnologiyasini (UTAUT) ishlab chiqdi. Tadqiqot UTAUTga nazariy nuqtayi nazardan sezilarli ta'sir ko'rsatishi rejalashtirilgan¹⁴⁵. Bu nazariya Venkatesh va boshqalar kabi munosabatlar tahlilida ishlatilgan. (2012) xizmatni qabul qilish modeli kanalini oldi.

Ushbu tamoyildan foydalanish xalqaro savdo nuqtai nazarini qabul qilishdan kelib chiqadi. Bu nazariya dastlab Osiyo texnologiyasini qabul qilish uchun ishlatilgan, ammo ular bashorat qiluvchi va vositachi o'zgaruvchilardan to'g'ri foydalanmagan. Ushbu tadqiqot, shuningdek, UTAUT tomonidan xalqaro savdoni qabul qilish g'oyasini targ'ib qilishga qaratilgan bir nechta urinishlardan biridir.

Metodologik tomondan tatbiq. Funktsional va nazariy hissalardan tashqari, bir qancha uslubiy hissalar ham yaratilgan.

Tergovchi oltita mustaqil o'zgaruvchini, bitta vositachini va xalqaro savdo konstruktsiyasining yashirin bog'liqligini baholadi. Birinchi marta xalqaro savdo modelini kompleks qabul qilish yaratilgan, chunki Hair va boshqalar. (2017) to'rtidan ortiq o'zgaruvchilar murakkab model sifatida ko'rilganligini taklif qildi. Shunday qilib, bu ish sakkizta mustaqil o'zgaruvchining va bir vaqtning o'zida bir vositachining Osiyo tadqiqotida xalqaro savdoni qabul qilishda mustaqil tuzilishga ta'sirini ta'minladi¹⁴⁶.

Ikkinchidan, ushbu tadqiqot xalqaro savdoni turli o'lchovlarni birlashtirish nuqtayi nazardanqabul qilishni kontseptsiyalashtirdi. Shunga qaramay, ular bu g'oyani haqiqiy doiraga kiritmaganlar va aniq tadqiqot g'oyasi yoki topilmalari yo'q. Biroq, bir nechta empirik tadqiqotchilar oddiy fuqarolar va universitet talabalari o'rtasida xalqaro savdoni qabul qilishni o'rganishga harakat qilishdi.

Ushbu tadqiqot sakkizta konstruktsiyadan (ATT, FC, PA, RI, SN va TR) yuqori darajadagi konstruktsiyalar sifatida foydalanilgan. Bitta tadqiqotda oltita yuqori darajadagi konstruktsiyalardan foydalangan holda xalqaro savdo tadqiqotlarini qabul qilish ham kam uchraydi.

To'rtinchidan, ushbu tadqiqotning tarkibiy qismlari turli muhitlarda o'tkazilgan maxsus tadqiqotlardan moslashtirilgan. O'lchovlarning haqiqiyliги va ishonchliligi ushbu tahlil uchun bir nechta statistik mezonlar bilan tekshirildi. Shuning uchun, rivojlanish nuqtayi nazardan, xususan, Osiyoda, ushbu tadqiqot o'zgaruvchilarni (ATT, FC, PA, RI, SN, TR, BI, AT, BI va AIT) tasdiqladi.

¹⁴⁵ Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.

¹⁴⁶ Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632

Beshinchidan, xalqaro savdo tadqiqotlarining oldingi qabul qilinishi AMOS va SPSS yordamida kuzatilgan edi. Biroq, ushbu tadqiqot ushbu tahlilda PLS-SEMdan foydalanilgan. PLS-SEM konfiguratsiya uchun eng yuqori prognozlikka ega^{147 148}.

Amaliy tomondan tatbiq. Ushbu tahlil natijalari haqiqiy dunyo haqida foydali tushunchalar beradi. Ilmiy hissa qo‘shishdan tashqari, ushbu tadqiqot xalqaro savdo kompaniyalari, ularning distribyutorlari va yetkazib beruvchilari, Osiyo hukumatlari va boshqa rivojlanayotgan davlatlar hukumatlari uchun muhimdir. Ushbu tahlilga amaliy ta’sirlardan tashqari bir qancha jihatlar ham ta’sir qiladi. Osiyo savdogarlari ham xalqaro savdoni qabul qilishdan foyda ko‘radilar. Binobarin, u ayirboshlash va butun dunyo bo‘ylab biznes o‘rtasidagi aloqalarga nisbatan ushbu tadqiqot haqida katta tushunchaga ega bo‘ladi.

Ikkinchidan, xalqaro savdo tadqiqotlarini qabul qilish asosan rivojlangan mamlakatlar nuqtayi nazardanamalga oshirildi. Ushbu tadqiqot rivojlanayotgan mamlakatlarda, xususan Bangladesh, Hindiston va Pokistonda o‘tkazildi va muhim amaliy ahamiyatga ega. Ushbu tadqiqot Osiyo bozorlariga asosiy tushunchalar va topilmalarni taqdim etadi.

Aholiga asoslangan tatbiq. Bu Osiyodan kelgan savdogarlar to‘plami uchun bo‘lgan noyob tadqiqot hisoblanadi. U Osiyodagi xalqaro treyderlardagi treyderlarning foydalanuvchilarini o‘z ichiga oladi. Bundan tashqari, ushbu tadqiqot Osiyo mamlakatlaridagi xalqaro treyderlarga ham tegishli. Bu Osiyoda xalqaro savdo bilan shug‘ullanadigan treyderlardan iborat.

XULOSA

Ushbu tadqiqotning maqsadi xulq-atvor niyati va Osiyoning xalqaro savdoni qabul qilishi o‘rtasidagi bog‘liqlikka ta’sir qiluvchi omillarni o‘rganish edi. Global savdo bilan shug‘ullanuvchi Osiyo transmilliy korporatsiyalari texnologiyani qabul qiluvchilar bilan munosabatlarini yaxshilash uchun xatti-harakatlarini o‘zgartirishi kerak. Natijada, yuklash va o‘zaro yuklash konvergent haqiqiylik zarurligini va ushbu tadqiqotning diskriminant haqiqiylikni qo‘llab-quvvatladi. Boshqa tomondan, normallik testi ham o‘tkazildi; bu odatiy bo‘lmagan ma’lumotlar taqsimotini aniqladi va qo‘shimcha tadqiqotlar o‘tkazish imkonini berdi. PLS-SEM o‘lchovi va strukturaviy modelini baholashga ko‘ra, to‘rtta gipoteza qo‘llab-quvvatlandi, uchta qo‘shimcha faraz esa tasdiqlanmadi. Osiyodagi xalqaro savdoda xulq-atvor niyatining vositachiligi orqali subyektiv me’yor (SN), xatti-harakat niyati (BI), osonlashtiruvchi holat (FC) va pandemiya (PA) hammasi AITga (qaram

¹⁴⁷ Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632

¹⁴⁸ Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.

o'zgaruvchi) ta'sir qilishi aniqlandi. Boshqa tomondan, Osiyodagi xalqaro savdo bozoriga munosabat (AT), xavf (RI) va ishonch (TR) salbiy ta'sir ko'rsatadi.

Ushbu tadqiqotda oltita vositachi gipotezadan uchasi - yengillashtiruvchi holat (FC), pandemiya (PA) va subyektiv norma qo'llab-quvvatlanadi (SN). Buning aksi munosabat (AT), ishonch (TR) va xavf (RI) uchun to'g'ri keladi. Bularning barchasi munosabat (AT), subyektiv me'yorlar (SN), xatti-harakat niyati (BI), ishonch (TR), qulay shart-sharoitlar (FC), pandemiya (PA), xavflar (RI) (mustaqil) bilan bog'langan xatti-harakat niyatini qo'llab-quvvatladi va xalqaro savdoni (AIT) qabul qilish (qaram o'zgaruvchi).

**НАУЧНЫЙ СОВЕТ DSc.11/25.08.2022.I.24.03 ПО
ПРИСУЖДЕНИЮ УЧЕНЫХ СТЕПЕНЕЙ ПРИ УНИВЕРСИТЕТЕ
МИРОВОЙ ЭКОНОМИКИ И ДИПЛОМАТИИ**

УНИВЕРСИТЕТ МИРОВОЙ ЭКОНОМИКИ И ДИПЛОМАТИИ

МД ЗАХАНГИР АЛАМ

**ФАКТОРЫ, ВЛИЯЮЩИЕ НА ВНЕДРЕНИЕ ТЕХНОЛОГИЧЕСКОЙ
МЕЖДУНАРОДНОЙ ТОРГОВЛИ: АЗИАТСКИЙ КОНТЕКСТ**

08.00.09 – Мировая экономика

АВТОРЕФЕРАТ
диссертации на соискание ученой степени доктора философии (PhD) по
экономическим наукам

Ташкент– 2023

Диссертация выполнена в Университете мировой экономики и дипломатии.

Автореферат диссертации на трех языках (английский, узбекский, русский (резюме)) размещен на веб-странице Научного совета (www.uwed.uz) и на Информационно-образовательном портале (www.ziyonet.uz).

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Защита диссертации состоится «__» _____ 2023 года в ____ часов на заседании Научного совета DSc.11/25.08.2022.I.24.03 по присуждению ученых степеней при Университете мировой экономики и дипломатии. (Адрес: 100007, г. Ташкент, проспект Мустакиллик, 54. Тел.: (99871) 267-67-69; fax: (99871) 267-09-00; e-mail: rektorat@uwed.uz).

С диссертацией можно ознакомиться в Информационно-ресурсном центре Университета мировой экономики и дипломатии (зарегистрирована за № _____). (Адрес: 100007, г. Ташкент, проспект Мустакиллик, 54. Тел.: (99871) 267-67-69); e-mail: rektorat@uwed.uz.

Автореферат диссертации разослан «__» _____ 2023 года.
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ВВЕДЕНИЕ (аннотация диссертации (PhD) доктора философии)

Цель исследования. Это исследование направлено на то, чтобы продемонстрировать взаимосвязь между отношением, субъективной нормой, доверием, благоприятствующими условиями, риском, пандемией, поведенческим намерением и принятием международной торговли. Кроме того, он стремится установить связь между поведенческим намерением и принятием международной торговли. Кроме того, это исследование направлено на анализ влияния поведенческого намерения в качестве посредника на принятие международной торговли с учетом его влияния на отношение, субъективную норму, доверие, облегчающие условия, риск и пандемию.

Основная цель этого эмпирического анализа - выяснить, опосредует ли поведенческий мотив отношение, субъективную норму, доверие, благоприятные условия, пандемию, риск и принятие международной торговли. Исследование сосредоточено на недостаточных знаниях об использовании технологий в международной торговле и включает количественное исследование для определения факторов, коррелирующих с отношением, субъективной нормой, доверием, облегчающими условиями, пандемией, риском, поведенческим намерением и принятием международной торговли.

Диссертацию можно рассматривать как описательный и корреляционный анализ, поскольку она включает несколько переменных. Исследование также направлено на выявление факторов, влияющих на принятие цифровой международной торговли, и их корреляцию с вышеупомянутыми переменными.

Объектом исследования являются предприятия, которые осуществляют международную торговую деятельность в регионе.

Научная новизна исследования заключается в следующем:

➤ Автор определил, описал и классифицировал факторы, влияющие на технологическую международную торговлю, основываясь на современных научных и практических теориях внешней торговли.

➤ Концепция Unified Technology Acceptance and Use of Technology (UTAUT), изначально разработанная Венкатешем, была доработана автором.

➤ Предложен методологически усовершенствованный подход к выявлению, статистической и аналитической оценке основных детерминантов, влияющих на технологическую международную торговлю.

➤ Был проведен эмпирический анализ на основе эконометрического моделирования для изучения взаимосвязи между основными факторами, влияющими на международную торговлю, основанную на технологиях. Рассмотрены следующие факторы: поведенческое намерение, отношение, субъективная норма, пандемия, риск и облегчающие условия, а также внедрение технологий в международную торговлю.

➤ Были разработаны научно-практические рекомендации по дальнейшему развитию и расширению высокотехнологичной международной торговли в Бангладеше и странах Азии.

Внедрение результатов исследований. Предложения, упомянутые в диссертации, были использованы при подготовке информационно-аналитических документов Министерства иностранных дел Республики Узбекистан (Справка МИД Республики Узбекистан № 18-126/12845 от 05.04.2023 г).

Предложения диссертации были реализованы при выпуске информационно-аналитических документов для Института стратегических и межрегиональных исследований при Президенте Республики Узбекистан (Справка Института стратегических и межрегиональных исследований при Президенте Республики Узбекистан № 04 -2/277 от 07.04.2023 г).

Структура и объем диссертации. Диссертация состоит из введения, трех глав, заключения, списка использованной литературы. Объем диссертации составляет 131 страниц.

LIST OF PUBLISHED WORKS
Е’LON QILINGAN ISHLAR RO’YXATI
СПИСОК ОПУБЛИКОВАННЫХ РАБОТ

Scientific articles published in scientific journals listed by the High Attestation Council in Uzbekistan

1. “Emergence of Fin-Tech: A Big Contributor to Business and Trade in Asian Context”: published on 2 July 2022 in the Scientific Journal “Khorazm Ma’mun Academy” Regional Branch of Academy of Science of the Republic of Uzbekistan No 7/2 (ISSN 2091-573 X);

Articles published in journals and scientific collections abroad

2. “A Study on Technology-Driven International Trade: Factors Identification based on Asian Countries”: published on December 2021 in the Journal of Business, University of Malaysia, Vol.9, Issue 2, pp. 36-52;

3. “Technology-Driven International Trade: A Literature Review”: published on December 2021 in the International Journal of Applied Business and Management Sciences, ARF India, Vol.2, No. 2, 2021, pp. 221-231’

4. “Most Influential Factors Affecting International Trade Flows: Bangladesh Context”: published on June 2022 in the Journal of Entrepreneurship and Business, University Malaysia Kelantan, Vol.10, Issue 1, pp. 88-100;

5. “Widening of Trade and Economic Relations between Bangladesh and SAARC Countries; a Sensible Study on International Trade Scenarios” (accepted by Journal of Commerce & Accounting Research (Australian ABDC Journal), India, Vol. 11, Issue 4, 2022).

6. “Associated Factors of International Trade Adoption in the Asian Market: Empirical Study of Principal Mechanisms” (submitted on February 27, 2022 to the North American Journal of Economics and Business Administration).

7. “Factors influencing the Adoption of Trade: Asian Market”: published on 27-28 October 2022 No. 1, Proceedings of the 1st International Scientific Conference «Modern Scientific Method» (October 27-28, 2022), Vienna, Austria, 2022, 211p.

Articles published in scientific conference collections and local journals

8. “Influence of Technology on Trade in Asia”: published on 5 May 2022 No. 3/22, The scientific and practical conference “Global Processes and their Influence on Central Asia”, the University of World Economy and Diplomacy under the Ministry of Foreign Affairs of Uzbekistan (620528-EPP-1-2020-1-UZ-EPPJMO-CoE) supported by EU ERASMUS + Programme;

Avtoreferat Jahon iqtisodiyoti va diplomatiya universiteti tahririyatida tahrirdan o‘tkazilib, ingliz, o‘zbek va rus tillardagi matnlari o‘zaro muvofiqlashtirildi

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