ABBREVIATION AS A TERM-FORMATION STRATEGY IN ONLINE COMMERCE

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Annotation

This article examines the strategies for forming terminology in the field of online commerce, with a particular focus on the role of abbreviations and acronyms in ensuring effective communication. The rapid development of digital technologies and the expansion of e-commerce platforms have led to the emergence of numerous new terms that require systematic formation, standardization, and adaptation to both global and local linguistic contexts. The study analyzes the linguistic, semantic, and communicative aspects of terminology formation, highlighting the importance of clarity, consistency, and usability in online commercial discourse. Special attention is given to abbreviation-based strategies as an efficient tool for optimizing information exchange, enhancing user experience, and supporting international integration. The article also discusses the stages of terminology formation, including analysis of existing terms, creation of new abbreviations, standardization processes, and practical implementation. The findings emphasize that a well-structured terminology formation strategy contributes significantly to the efficiency, competitiveness, and sustainability of online commerce systems.

Keywords

online commerce, terminology formation, abbreviation strategy, acronyms, digital trade, e-commerce terminology, standardization, linguistic adaptation, communication efficiency, terminology management.

Today, as a result of the rapid development of the digital economy and the sharp increase in the volume of global online trade, the need to create and standardize new terms and terminology in the field of online commerce (e-commerce) is increasingly growing. Online commerce is an economic activity that

includes the processes of selling, purchasing and delivering various goods and services via the Internet, and the perfection and uniformity of the terminological base in connection with its rapid development is of great importance. In this regard, the strategy for forming terms used in the field is not only a scientific and terminological issue, but is also considered an important tool in the fields of business, marketing and information technology. Online commerce terms are often formed on the basis of words and abbreviations borrowed from the English language. For example, abbreviations such as "B2B" (Business to Business), "B2C" (Business to Consumer), "SEO" (Search Engine Optimization) or "CMS" (Content Management System) are widely used to describe global online trade processes. At the same time, the creation of online commerce terms in local languages, including Uzbek, and their integration with international terms is one of the pressing issues. This requires ensuring two main tasks of terminology: first, to provide a clear and uniform meaning, and second, to express it in a form that is understandable and memorable for industry experts and users. The strategy for forming terms in online commerce should be studied from several aspects. The first aspect is the linguistic and semantic aspect; it answers the questions of how these terms are formed, what is their semantic composition, and on the basis of which words abbreviations are created. The second aspect is the communicative and practical aspect; that is, it requires determining how effective and understandable these terms are for users, sellers, programmers, and other industry experts. The third aspect is the strategic and standardization aspect; it is to bring the terms into a single system, use them uniformly in official and informal texts, as well as create opportunities for knowledge exchange and use in training in the industry. Also, the process of forming online commerce terms is directly related to the rapid exchange of information, global integration and technological development. For example, the increase in the number of sales via the Internet, the emergence of new electronic payment systems, the development of logistics and delivery systems require updating the terminological base. In this regard, the strategy of forming terms should be aimed not only at standardizing existing terms, but also at quickly and efficiently creating terms for new industries, services and technologies. Another important aspect of terminology formation is the use of abbreviations and acronyms.

Abbreviations in online commerce allow for increased communicative efficiency, rapid exchange of information in documents, e-mails and online platforms. For example, B2B and B2C abbreviations seem simple at first glance, but they serve as the main category for understanding and analyzing the commercial

process. At the same time, when creating terminological abbreviations, they should be intuitive, easy to pronounce and remember, since complex and incomprehensible abbreviations are not accepted by users or are used incorrectly. The strategy for forming terms in online commerce includes several stages: the first stage is the analysis of existing terms, that is, the study of global and local terminology; the second stage is the creation of new terms and abbreviations; the third stage is their standardization and acceptance among industry experts; the fourth stage is monitoring the practical use of terms and updating them if necessary. These stages are inextricably linked and serve to create a comprehensive terminological strategy. It is also important to pay attention to the morphological, syntactic and semantic features of the language in the process of forming terms. For example, when creating abbreviations in the Uzbek language, it is necessary to choose short and memorable forms of words, adapt them appropriately from English terms, and also preserve the semantic layer in the term. In this way, the terms will be not only understandable for users, but also have practical significance. The strategy for forming terms in online commerce is not limited to the issue of language and terminology. This, at the same time, serves to simplify business processes, improve user experience through information technology tools, and create competitive advantages. For example, on online trading platforms, standardized terms are used to search for products, sort through filters, and create opportunities for quick communication between sellers and buyers. Therefore, the strategy of forming terms is of strategic importance not only linguistically, but also economically and technologically. Online commerce terminology is a constantly changing, dynamic field that requires adaptation to new technologies, business models, and user needs. Therefore, the strategy of forming and standardizing terms requires constant monitoring, analysis, and updating. This, in turn, necessitates the development of a terminological policy, the creation of abbreviations, and the improvement of their practical application system. The strategy of forming terms in online commerce is a complex process that combines the fields of language, business, technology, and communication, and its main goal is to create a system of terms that is clear, understandable, memorable, and practically effective for industry participants. The process of terminology formation is aimed not only at integrating global and local terms, but also at creating new abbreviations, acronyms and strategic terminological solutions. In this regard, this topic is of great importance for scientific research, industry experts and practitioners.

In the field of online commerce, terms and terminology systems are not only a means of communication, but also important for the effective implementation of

business process management, information technology and marketing strategies. This terminology acts as a common language between buyers, sellers, developers and industry experts. For example, terms such as "B2C" (Business to Consumer) or "SEO" (Search Engine Optimization) are understood globally, but it is very important to adapt them to the local language and maintain their clear meaning.

The effective functioning of terminology provides the following aspects:

1. Clarity and comprehensibility – each term fully expresses its meaning, avoiding confusion.

2. Standardization – all industry participants use the same system of terms.

3. Adaptability – terms are quickly updated as new technologies and business models emerge.

4. Communicative efficiency – abbreviations and acronyms create the opportunity for rapid information exchange.

The strategy for forming terms in online commerce is based on several basic principles:

The meaning of terms should be clear and uniform. For example, the abbreviation "CMS" stands for "Content Management System" and should be understood the same on all platforms. At the same time, it is important that the meaning is not lost when translated into the local language.

Terms should comply with the rules of the language in terms of syntax and morphology. When creating abbreviations in the Uzbek language, part of the word or the initial letters are taken. For example, "Online Commercial Terms" → OTA, "Online Terminology Strategy" → TOSS.

Abbreviations and terms should allow for quick information exchange, be used in marketing and technological processes. It is important that users remember and intuitively understand the terms.

Terms should be brought into a single system, used the same in official and informal texts. Standardized terms are used in online trading platforms, marketing materials and training.

Since online commerce is a dynamically developing area, terminology must adapt to new technologies and business models. For example, when new payment systems or logistics solutions appear, it is necessary to create new terms to describe them.

The process of creating and standardizing terms consists of several stages:

Global and local online commerce terminology is studied. For example, terms and abbreviations in English are analyzed, their semantic structure and use are

determined. At the same time, terms that can be adapted to the local language are highlighted.

When existing terms are not enough or new technologies appear, new terms and abbreviations are created. For example, "Mobile Payment" → MP, "Logistics Management System" → LMS. At this stage, special attention is paid to semantic accuracy and linguistic compatibility.

The created terms are brought into a single system, rules for their uniform use in official documents, online platforms and marketing materials are developed.

The terms are tested in practice, accepted by users and industry experts. If necessary, the terms are updated or optimized.

Abbreviations and acronyms in online commerce allow you to speed up communication and convey information in a concise form. They provide the following advantages:

• Fast information exchange: in e-mail, chat, platform interfaces and advertising materials.

• Easy to remember: users and specialists intuitively understand abbreviations.

• Global integration: creates the opportunity to harmonize international terms and local terms.

For example:

• B2C – Business to Consumer

• B2B – Business to Business

• SEO – Search Engine Optimization

• CMS – Content Management System

• LMS – Logistics Management System

Moreover, is also possible to create abbreviations adapted to the local language:

• "Online Trade Terms Approach" → OTA

• "Online Terminology Strategy" → TOSS

These abbreviations create a single language among users and specialists and ensure the effective use of terms.

On platforms such as Amazon, Alibaba or Ozon, the terminology system is clear and standardized. For example, terms such as "Add to Cart", "Checkout", "Order Confirmation" are always used with the same meaning. At the same time, abbreviations and acronyms (SKU – Stock Keeping Unit, ETA – Estimated Time of Arrival) are also widely used. In online sales strategy, terms such as "SEO" (Search Engine Optimization), "PPC" (Pay Per Click), "CTR" (Click Through Rate) are

used. These terms are important in planning marketing campaigns and analyzing results.

When creating online commerce terms in Uzbek, it is necessary to adapt English abbreviations and create new terms. For example, "Electronic payment system" → ETT, "Online product catalog" → OMK. These terms facilitate understanding among users and industry experts.

The use of technological tools is important in the formation of online commerce terminology. Including:

• Creating terminological databases: creating the ability to store and search for existing and new terms in one place.

• Using information systems and AI: automatic detection and recommendation of new terms, semantic analysis.

• Online dictionaries and guides: making it easier for users and experts to interpret and use terms.

These approaches serve to quickly and effectively form terms, ensure their constant updating and integration.

The importance of terminology strategy in online commerce is reflected in the following:

1. Economic efficiency - clear and standard terms simplify business processes, reduce errors and speed up communication with customers.

2. Technological integration - terms and abbreviations allow for rapid integration into new platforms and systems.

3. Global competitiveness - adaptation to international terms and abbreviations helps online commerce operate effectively in the global market.

4. User experience - clear terms and abbreviations make it easier for users to understand platforms, increase customer confidence.

Today, as a result of the rapid development of the digital economy and online commerce, the strategy of forming terms in online commerce has become an important tool in modern business and communication processes. This strategy is of great importance not only as a linguistic and terminological issue, but also in terms of economic efficiency, technological integration and global competitiveness.

Online commerce terminology is a tool that acts as a common language between industry participants, accelerating the exchange of information through abbreviations and terms. For example, abbreviations such as "B2B" (Business to Business), "B2C" (Business to Consumer), "SEO" (Search Engine Optimization) serve not only to systematize business processes, but also to simplify communication between the user and the seller. The term formation strategy

consists of several stages: the first stage is the analysis of existing terms, the second stage is the creation of new terms and abbreviations, the third stage is their standardization and formalization, the fourth stage is practical application and monitoring. Each stage is based on the principles of linguistic accuracy, semantic compatibility, communicative efficiency and technological flexibility. In this way, terms provide maximum convenience and efficiency for users, specialists and platform systems. Technological approaches, in particular, terminological databases, semantic analysis using artificial intelligence, online dictionaries and guides, make the process of forming terms fast, efficient and amenable to constant updating. At the same time, abbreviations and acronyms increase the efficiency of communication, accelerate information exchange and create an intuitive system for users. The economic and practical importance of forming terms in online commerce is also great. Standardized terms simplify business processes, reduce errors, improve the quality of communication with customers and allow for effective management of platform performance. At the same time, adaptation to global terms and abbreviations increases the competitiveness of platforms in the international market.

In conclusion, the strategy of forming terms in online commerce is a complex process combining linguistic, technological and economic aspects, which provides the following main results:

1. Clarity in terms of language and terminology - all industry participants use the same system of terms, confusion is reduced.

2. Efficiency of information exchange – communication is accelerated and user experience is improved through abbreviations and acronyms.

3. Technological integration – new platforms, systems and services are quickly adapted to the terminology.

4. Global and local coherence – a single system is created through adaptation to international terms and translation into the local language.

5. Strategic development – a convenient and effective system is maintained for industry specialists and users through constant updating, monitoring and optimization of terms.

In this regard, the strategy for the formation of online commercial terminology will be of strategic importance not only in scientific and terminological terms, but also in the fields of business, marketing and information technology. In the future, with the further increase in online sales, the emergence of new technologies and business models, the strategy for the formation and updating of terminology will need to be implemented as a continuous development process.

Therefore, the strategy of forming terms in online commerce is an integral part of the modern digital economy and e-commerce. This strategy creates an effective, understandable and intuitive system for users and industry specialists through the interconnection of terminology, technology and economics. In the future, the development of this strategy, the creation of new abbreviations and terms, their standardization and practical application will serve the further development of the online commerce industry.

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