

УДК 004:339.3

Sevast`yanov Rodion<sup>1</sup>

<sup>1</sup> PhD (Economics), Associate Professor National University "Zaporizhzhia polytechnic"

## **FEATURES OF ELECTRONIC TRADE IN MODERN CONDITIONS**

Economic crises affect trade volumes and the stability of the national financial system. In the context of the COVID-19 epidemic and the emergence of crisis phenomena in the economy, it is actual to look for directions of trade development in the present conditions. The features, problems and prospects of global and domestic e-commerce market development are investigated in the paper. Problems of functioning of electronic trade need to analyze new trends and developments in Ukraine. The purpose of the article is to analyze the potential of development of e-commerce in general and to study the features of e-money in the current conditions.

Ukraine's electronic trade market is small compared to world leaders. However, the growth rate of Ukraine's electronic trade market is similar to that of developed countries.

Trading by electronic means of payment has the prospect of business expansion. In a viral epidemic, the National Bank of Ukraine recommends minimizing cash use. Many businesses are moving to electronic trade. Crisis phenomena are actually accelerating the implementation of effective directions for long-term electronic trade development strategies.

Electronic trade is expanding globally and is emerging as a distinct industry. Every year, from 30% to 70% of business in all countries (regardless of their level of development) goes online. [1, p. 126]. Electronic trade is also the most advanced area of the digital economy. The digital economy is a type of economy characterized by the active introduction of the use of digital storage technologies, processing and transmission of information in all spheres of human activity.

Electronic trade is based on information technology. The digital economy is an economy based on digital computer technology. The digital economy means manufacturing, selling and delivering products through computer networks. [2, p. 107]. The digital economy is also sometimes referred to as the internet economy, the new economy, or the web economy.

Market demand for innovative trends is constantly increasing. This demonstrates the great potential of electronic trade.

For the intensive development of e-commerce, it is necessary to focus on such global trends as customer loyalty programs and personalization of

transactions, mobile commerce, public communications, interaction with remote regions of the country and efficient logistics.

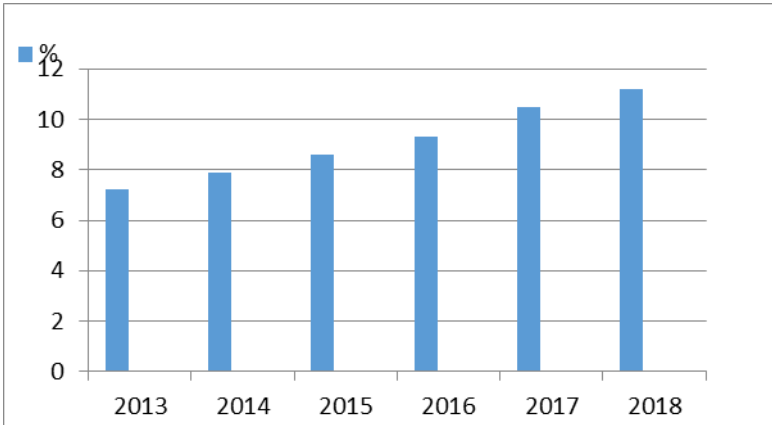


Fig. Share of electronic trade in retail trade in Ukraine in 2013–2018 [3, p. 53]

Figure shows the share of electronic trade in retail trade in Ukraine in 2013–2018.

An analysis of the growth rates of electronic trade volumes shows that the growth rates in Ukraine are approaching the global average. This situation may be associated with an increase in Internet distribution in Ukraine. Ukraine's electronic trade market demonstrates sustainable development potential. It can be hypothesized that trends in the development of the electronic trade market may change due to internal and external factors. The potential of electronic trade market can be estimated at 1-3% of annual growth of electronic trade.

## REFERENCES

1. Сияньська, О.О. Електронна торгівля в Україні: тенденції та перспективи розвитку / О.О. Сияньська // Вісник ХНУ імені В.Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм». – 2019. – № 9. – С. 126-132.
2. Коляденко, С.В. Цифрова економіка: передумови та етапи становлення в Україні і у світі / С.В. Коляденко // Економіка. Фінанси.

Менеджмент: актуальні питання науки і практики. – 2016. – № 6. – С. 105-112.

3. Дубовік, Т.В. Міжнародна електронна торгівля / Т.В. Дубовік, І.В. Гамова // Науковий вісник Ужгородського національного університету. – 2018. – Випуск 17 (частина 1). – С. 51-55.