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Actuality of the electronic commerce development

The role of information and communication technologies (ICT) has significantly increased in the agricultural sector today. Expanding broadband connectivity, increasing deployment of the Internet of Things (IoT), e-commerce, advanced analytics, affordable devices and innovative applications are all at the heart of the digital society. The Internet in our time is an entire industry that quickly penetrates at all areas of human activity. Right now, this industry is in a rapid growth phase, which will continue in the coming decades. The most far-sighted firms use the Internet to improve the efficiency of all aspects of their business. At this level, the Internet is becoming a global business environment that brings together employees of the company, its customers, partners, suppliers, manufacturers and members of the sales network.

The first opportunity of the Internet, which was used by many companies, is the dissemination of information about their products and the invitation to cooperate. This way of working with customers not only extends traditional ways such as print and television advertising, but also provides two-way communication. A significant part of the companies did not stop at the achieved, moving to the next level – electronic commerce. Electronic commerce allows you to order products and services directly on the site, and then receive them in a traditional way - with the help of a transport organization.

One of the most important tasks of modern electronic commerce is the replacement of the traditional mechanism of trade between enterprises. It is assumed that the customer pre-selects the goods, and with the help of the Internet a sales operation is carried out. In the future, with the development of the virtual market, the principles of electronic commerce will penetrate into the rest of the spheres of trade relations between enterprises.

Electronic commerce combines next areas: advertising as a way of attracting consumers to a commercial site; presentation of goods, display of products by means of the Internet; transactions (purchase), necessarily fast and secure; after-sales support, assistance provided to the client both during and after the purchase, and after its implementation; construction of relations, development of the client's attachment to the brand (product), manufacturer and the desire for a long-term partnership.

Thanks to electronic commerce, enterprises can expand sales markets to reach specific target audiences; search for suppliers of material and technical resources, investments and business partners; maintain and create the image of the enterprise.

Informational sources:

1. Kristensen Emil. The 7 Best E-Commerce Articles You Need to Read.2022. URL: <https://www.drip.com/blog/best-e-commerce-articles#2>(дата звернення: 21.10.2022)

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