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DETERMINANTS OF THE DEVELOPMENT OF ELECTRONIC COMMERCE IN THE CONDITIONS OF GLOBAL DIGITALIZATION

Digital technologies are rapidly spreading in all spheres of social life, and given that the population has a constant demand for goods, works and services, digitalization is becoming an integral part of the sphere of trade. Commercial activity based on the worldwide computer network Internet makes it possible to expand the sales markets of business entities, and information technologies ensure the constant expansion of sales channels for products (goods, services). At the same time, customer service is carried out at a higher level, which in turn affects the increase in the profitability of e-commerce enterprises. The development of e-commerce in Ukraine contributes to the further development of Internet technologies and the entire financial infrastructure, allows domestic business entities to enter the world market.

Issues of the development of informatization and digitalization of the economy, the functioning of electronic commerce are considered in the works of: Y. Bagryn, B. Busta, A. Dlygach, I. Dubinsky, Gr. Duncan, M. Falk, E. Hagsten, K. Kendall, S. Kovalchuk, I. Lytovchenko, B. Marshall, E. McCarthy, E. Melz, M. Oklander, N. Pisarenko, V. Polonets, V. Pylypchuk, Zh. Qin, S. Rangan, K. Riegelsford, M. Sengul, I. Sharp, P. Steinbart, A. Summer and many others. However, the issue of the evolution of e-commerce requires a more detailed analysis, which will affect the possibility of developing: an effective strategy of business entities on the electronic market; approaches to electronic documentation in the digital accounting system; solving the problem related to the new informational stage of the economic development of society.

According to foreign sources, the main difficulty in the field of electronic commerce is insufficient security of data transmitted over the Internet, which boils down to two threats - site forgery and fraud, as well as privacy violations [1, p. 40]. Another fundamentally important issue is the quality of communication (development of communication networks, low bandwidth of channels and low speed of information transmission) and other features of the characteristics of the domestic field of electronic commerce [2, p. 139]. An automated system for managing production, trade and financial activities at the company level is not widespread in domestic e-commerce - a large number of processes need to be automated.

The purpose of the study is to study the peculiarities of the organization of electronic commerce and to determine the main determinants of its development.

In modern conditions of economic transformations, the functioning of e-commerce is connected with the integration of digital technologies into global chains of value creation of goods and services, which include the sphere of interaction with customers (methods of customer identification; methods of "online growth"; formation of touch points with customers); the sphere of operational processes (digitalization of the trading process; digitalization of labor organization, improvement of management productivity); the field of building a business model (development of new areas of electronic commerce; digital globalization of value chains of goods and services) [3, p. 155]. Under these conditions, the determinants of the development of e-commerce in the era of global digitalization are: high rates of growth of "business-to-business" transactions and accelerated growth of the "business-to-consumer" segment; the dependence of the scale of e-commerce development on the speed of technological changes taking place in the markets (increasing social network activity, expanding access to the Internet, innovations in the logistics sector, development of IT infrastructure); the rapid spread of cross-border transactions in electronic commerce in developing countries.

The main determinant of the transformations of information globalization in the era of digitalization is the rapid development of information and communication technologies and the spread of access to the Internet, which led to the transformation of business in all sectors of the economy, without being limited to only high-tech sectors, which was inherent in the era of information globalization. The sale of goods and services has gone from markets, shops, trays, kiosks to large supermarkets and hypermarkets. With the adoption of the Law of Ukraine "On Electronic Commerce" [4, p. 240], the development of Internet communications, delivery services, and payment systems, they began to be replaced by online sites (Internet stores, marketplaces, online trading services, etc.) and various platforms (Table 1).

Promotion of SMM (Social Media Marketing) in social networks is the most promising area of promotion of goods and services. The SMM service provides the opportunity to hold promotions or raffles on social networks (Facebook, Instagram, YouTube, Twitter, LinkedIn). The main directions of SMM promotion in social networks are the creation and marking of business entity pages in social networks and content management (page management, posting of publications and reviews) on the page with the aim of forming an audience loyal to the business.

Based on the analysis of the evolution of information technologies and electronic trade, it is advisable to consider the main trends of its development in the future: - individualization of work and communications with clients; – rapid development of mobile e-commerce; - the spread of the use of e-commerce in the business-to-business sector; – modernization and improvement of information and computer systems; - simplifying access to the Internet; - perception of e-commerce as an integral part of life; - the development of electronic commerce thanks to the development of social networks;

- convergence of traditional and electronic business, obtaining a synergistic effect on this basis;
- widespread use of the latest payment methods [6].

Table 1 - Sources of attracting traffic to various e-commerce platforms

Social networks	Characteristics
Facebook	Allows you to increase the scale and focus on a more paying and mature audience. It is especially convenient to promote the field of services (organization of holidays, courses, schools, etc.).
Instagram	Suitable for promoting goods and services that have an interesting visual component. (services of photographers, children's parties, creators of unique handmade products, etc.). What they have in common is that they have visual products or high-quality photos of the work, which would be an ideal tool.
Twitter	Suitable for entrepreneurs who have their own websites and sell most of their products from there, as tweets can generate a lot of targeted traffic.
Google Shopping	Provides a large selection of offers for people who mainly sell through this website, because it is the synchronization of the site with the Google network that plays an important role in promotion through SEO.
LinkedIn	Suitable for entrepreneurs who want to offer business solutions or promote large companies to the international market.
YouTube	Suitable for promoting goods or services that require video. For example, it can be video shooting, trainings, services of beauty salons, restaurants - all areas where videos can show the process and result of the offer or simply provide interesting information.

Source: [4; 5]

It should be noted that it was mobile money that improved financial integration and accelerated the growth rate of e-commerce. Use of bank payment cards: a) through a courier's portable payment terminal during product delivery; b) payment by bank payment cards on the website of the Internet store (Internet-acquiring) through financial intermediaries (Portmone.com, Liqpay, etc.). The most popular service among users and Internet stores in most countries is Web Money (or WebMoney Transfer), which is associated with an early start of activity and proven security of payments. Everyone who registers in the Web Money system receives an electronic wallet that records the user's claim rights [7].

The main factors restraining the rapid development of e-commerce are:

- insufficient security of data transmitted via the Internet - computer forgeries and fraud and violation of the privacy of personal life in the conditions of the possibility of clearly recording who bought what, when and from whom;

- the quality of communications (development of the communications network, low bandwidth of channels and low speed of information transmission), which is especially typical for the domestic segment of electronic commerce;

- low spread of automated systems for managing production, trade, and financial activities; - uncertainty of the counterparty's real existence;

- ignorance of the rules of conducting foreign business;

- in some cases, the absence of universal standards of interaction and compatibility when working in the global network [8, p. 14].

Thus, many legal and financial issues of e-commerce are poorly defined, including the protection of intellectual property rights and consumer rights, requirements for the form of the agreement, its jurisdiction and liability for misconduct, information protection, cryptographic regulation, transaction prices, taxes and customs duties. At the same time, today Ukraine has significant prospects and trends that can help the development of e-commerce, because the following is happening: increasing the level of penetration of the population into the Internet; the expansion of the 3G network and the introduction of 4G, which is already leading to the growth of mobile commerce; increasing trust in e-commerce and payment systems; a personalized approach that takes into account all the wishes of the customer. Promising trends for the further digitization of commercial activities are the use of a smart voice assistant, augmented reality technology, online help tools, gamification and visual business technologies.

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