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THE CURRENT STATE AND PROSPECTS OF DEVELOPMENT OF INTERNATIONAL ELECTRONIC COMMERCE

СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ МІЖНАРОДНОЇ ЕЛЕКТРОННОЇ ТОРГІВЛІ

Urgency of the research. A retrospective study of international electronic commerce is timely diagnosing its current state for forecasting future situation, determine the level of involvement of Ukraine in international e-commerce

Target setting. The rapid variability of the environment, the dynamic development of the scientific sphere, active introduction of innovative technologies of information society has led to the emergence of a qualitatively new type of international e-trade.

Actual scientific researches and issues analysis. Among the foreign scientists who studied the formation and development of international electronic commerce are J. Neumann, Dzh. Forester, Henry Morgan's Harald company and Stanley [6] and so on.

Uninvestigated parts of general matters defining. The analysis of studies and publications shows that local scientists have not considered the possibility of including Ukraine into the international e-commerce as a promising direction revival of foreign trade activities of the state, most attention was paid to achieving positive results within the country.

The research objective. An international study of electronic commerce in the world is appropriate and define the role of Ukraine as its member, which, combined with the discovery of the prospects of this form of economic relations in our country will propose ways to modernize e-commerce Ukraine towards intensification of foreign economic activity.

The statement of basic materials. There is a clear upward trend in the number of Internet users, new post offices, including country. During last years the number of ATMs was increased, which is a prerequisite for the development of electronic commerce, although the structure of payments for purchased online products still continues to dominate the cash calculation. Currently trading over the Internet ranks 2nd in the structure of retail trade in Ukraine.

Conclusions. Ecommerce should be positioned as a real opportunity to develop trade relations in Ukraine and in international economic activity.

Keywords: e-commerce; online trading; e-commerce; commercial activity; telecommunications technology; the global market.

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Urgency of the research. Timely is a retrospective study of international electronic commerce, diagnosing its current state for forecasting future situation, determine the level of involvement of Ukraine

Актуальність теми дослідження. Своєчасним є дослідження ретроспективи міжнародної електронної торгівлі, діагностування її сучасного стану задля прогнозування майбутньої ситуації, визначення рівня залучення України в процеси міжнародної електронної торгівлі.

Постановка проблеми. Стрімка мінливість зовнішнього середовища, динамічний розвиток наукової сфери, активне впровадження інноваційних технологій, формування інформаційного суспільства зумовили появу якісно нового типу міжнародної торгівлі – електронної.

Аналіз останніх досліджень і публікацій. Серед іноземних вчених, які досліджували становлення та розвиток міжнародної електронної торгівлі, Дж. Нейман, Дж. Форестер, компанія Генрі Моргана і Харальда Стенлі [6] тощо.

Виділення не вирішених раніше частин загальної проблеми. Проведений аналіз досліджень і публікацій свідчить, що вітчизняні науковці не розглядали можливість включення України до міжнародної електронної торгівлі як перспективного напрямку пожевлення зовнішньоекономічної діяльності держави, увага акцентувалася переважно на досягненні позитивних результатів у межах країни.

Постановка завдання. Доречним є дослідження стану міжнародної електронної торгівлі у світі та визначення ролі України як її учасника, що в поєднанні з виявленням перспектив розвитку даної форми економічних відносин в нашій державі дозволить запропонувати шляхи модернізації електронної торгівлі України в напрямку активізації зовнішньоекономічної діяльності.

Виклад основного матеріалу. Спостерігається чітка тенденція до зростання кількості користувачів Інтернет, з'являються нові поштові відділення, в тому числі приватні. Протягом останніх років зростала кількість банкоматів, що є однією з умов розвитку електронної торгівлі (, хоча в структурі платежів за куплені он-лайн товари все ще продовжує домінувати готівковий розрахунок. Наразі торгівля через Інтернет посідає друге місце в структурі роздрібно торгівлі України.

Висновки. Електронну торгівлю слід позиціонувати як реальну можливість розвитку торгівельних відносин на території України та в сфері міжнародної економічної діяльності.

Ключові слова: електронна комерція; Інтернет-торгівля; електронна торгівля; комерційна діяльність; телекомунікаційні технології; світовий ринок.

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in international e-commerce in order to find the best ways of strengthening and further development of this sector as a promising area of integration of our country in global trade relations.

Target setting. The rapid variability of the environment, the dynamic development of the scientific sphere, active introduction of innovative technologies of information society led to the emergence of a qualitatively new type of international trade - e. Creating the conditions for a loyal pricing policy (by reducing the costs the company), a broad consumer awareness (due to the general availability of information on the Internet and the availability of review of a product or service), maximum comfort of clients (Simple purchase online, room service, speed of delivery, the opportunity to purchase directly from foreign companies, a wide range of products, opportunity to purchase anonymous), the international e-commerce has a clear tendency to increase the volume of its value, despite a number of shortcomings.

Actual scientific researches and issues analysis. Investigation of the current state of international e-commerce and the essence of the concept of domestic scholars pay attention, including Malovichko S. V., Tyahunova N. M., Fillipova L. L. and others. Problems of development of electronic commerce in Ukraine studied Ilyashenko S. M., Paulyk A. J., focusing mainly on the analysis of e-commerce within the state.

Among the foreign scientists who studied the formation and development of international electronic commerce, J. Neumann, Dzh. Forester company Harald Henry Morgan and Stanley and so on.

Bold still unsolved aspects of the problem. The rapid scientific and technological development causes growing role of international electronic commerce, which attract globally in Ukraine will intensify commercial relations with other countries, to position Ukraine to a new level worldwide.

Uninvestigated parts of general matters defining. The analysis of studies and publications shows that local scientists have not considered the possibility of including Ukraine in the international e-commerce as a promising direction revival of foreign trade activities of the state, most attention was paid to achieving positive results within the country.

The research objective. It is appropriate that an international study of electronic commerce in the world and define the role of Ukraine as its member, which, combined with the discovery of the prospects of this form of economic relations in our country will propose ways to modernize e-commerce Ukraine towards intensification of foreign economic activity.

The statement of basic materials. The development of information technology starts from 1940 with the creation of the first computers, the rapid improvement which contributes to their practical application in trade already in 1950. Further evolution of e-commerce is closely linked with technical and technological modernization of hardware and software.

The development of international electronic trade is now largely determined by population access to the Internet, the availability of infrastructure servicing commercial transactions (possibility of electronic payments, service delivery, etc.), the legal framework.

According to official data of the World Bank, the upward trend in the number of Internet users is observed in almost all countries. As of 2016 one of the highest number of users 100 people are Luxembourg (97.3), Norway (96.8), Liechtenstein (96.6), Denmark (96.3), Bahrain (93.5), Japan (93.3), Finland (92, 7) United Kingdom (92.0), UAE (91.2), Sweden (90.6), Canada (88.5), South Korea (89.9), Australia (84.6), Israel (78.9) [4].

And most pronounced positive dynamics of growth in the number Internet users seen in developing countries and economies in transition. For example, in the Russian Federation growth rate on the basis of the past five years amounted to 170.72%; Ukraine to 211.42%; China 146.65% Bosnia and Herzegovina 152.85%. For comparison, the growth rate in EU countries on average 12.74%. That increased level of integration of the world into the global online network (the growth rate in world average was 90.06% for the last five years). If further prostezhuvatymetsya similar dynamics, over the next 15-20 years, the entire population of the world will be able to use the Internet. Internet, creating conditions for the development of e-commerce is definitely determines its value volumes.

The countries with the highest index of e-commerce B2C UNCTAD (calculated based not only on access to the Internet, but also the availability of reliable servers, distribution calculating the credit card infrastructure delivery) are Luxembourg, Norway, Finland, Canada, Sweden, Australia, Denmark,

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South Korea, Great Britain, Israel. Among developing countries, in the first ten according to the index included South Korea, Hong Kong, Singapore, Bahrain, Turkey, Chile, Uruguay, Trinidad and Tobago, Malaysia, Brazil. Among the transition countries - Macedonia, Serbia, Russia, Bosnia and Herzegovina, Albania, Georgia, Ukraine, Armenia, Belarus, Moldova [5].

The relevant legislative framework for the implementation of e-commerce are most developed countries (legislation on electronic transactions - 97.6%, for the protection of consumers - 85.7%; the fight against cybercrime - 83.3%). Transition countries usually focus on legal support of electronic transactions (100%) and increasing the security of users (legislation on cybercrime 70.6%), while only 11.8% State guarantee consumer protection. For developing countries, these figures vary widely depending on their socio-economic status [5].

The value of e-commerce transactions between businesses and consumers by the end of 2013 is estimated at \$ 1.2 trillion. US. (2015 - 1.7 bln. Dollars. USA), between entrepreneurs-15 trillion. US [5].

The highest revenue from e-commerce in 2015 were countries with appropriate regulatory and infrastructural provision of the activity (Fig. 1).

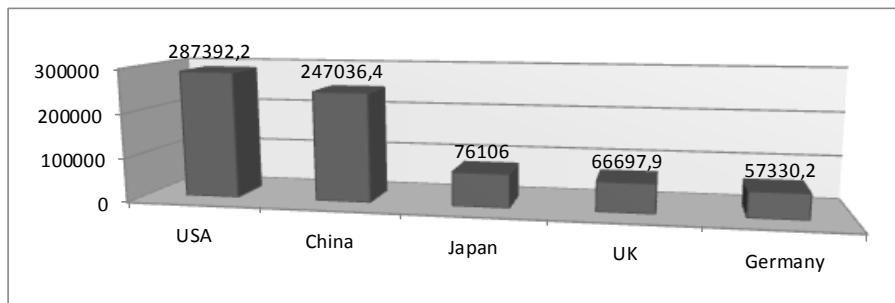


Fig. 1. The States with the highest income from e-commerce in 2015, mln. USD. US [6]

Highly developed countries are constantly improving the legislative framework commercial transactions over the Internet, implement measures enhancing the security of such activities. E-commerce is seen as a promising element to market small and medium enterprises.

Currently leading role in international ecommerce occupy large specialized companies specializing in the sale of products exclusively via the Internet: Amazon.com (USA), JD.com, Jia.com (China). Distribution activity becomes global platforms of the proposal - which entities (including small businesses) to sell their products through the network. The biggest of them now are "Alibaba" (China), "Amazon", "eBay" (USA) [5].

Distribution of ecommerce methods shall shopping via mobile phones and other such innovative devices (Fig. 2).

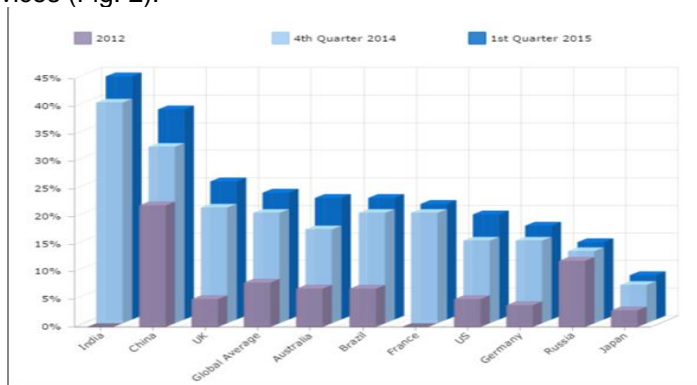


Fig. 2. Share of online commerce using mobile [1]

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Often the choice of virtual item purchases significantly affect the delivery terms, at the beginning of 2015 79.5% online - providing customers would prefer e-commerce, if delivery of the goods would be free; 44.6% - subject to delivery on the same day; 72.4% - with the possibility of free return, if such a need; 22.8% more than willing to pay as soon as possible to obtain products [1]. There are significant differences in terms of desirable depending on the regions. For example, the EU date for the receipt of purchase is not essential (marked about 30%), while for the Chinese is of paramount importance (78%). However, recent and willing to pay more for this service.

The main reasons for purchasing products over the Internet are considered saving time (indicated 73% of respondents), a wider range (67%), ease of comparing prices (59%), do not spend money on gasoline (40%), lower prices (55%) [7].

The most popular goods purchased via the Internet network owned by books, flowers, music and software products; least cost volume occupied by furniture, tools (Fig. 3).

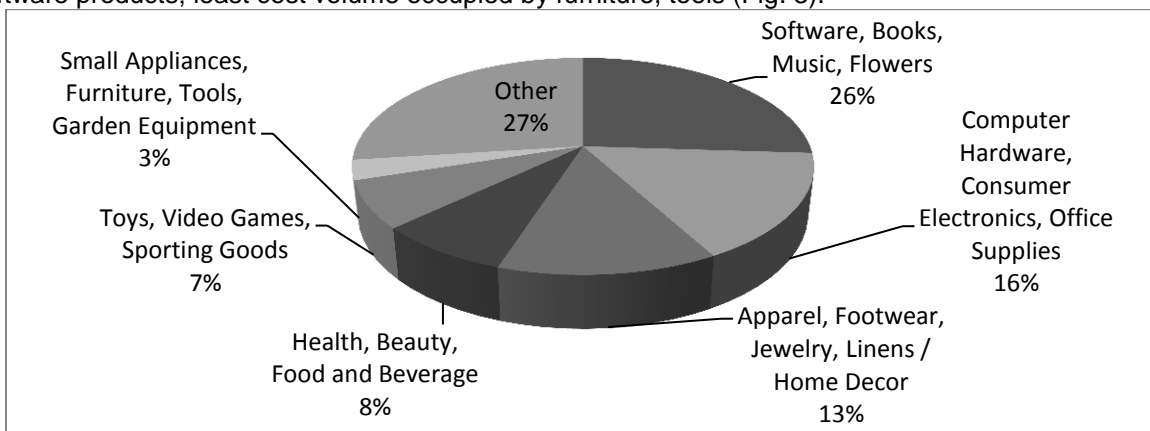


Fig. 3. Top - goods purchased in the Internet,% [7]

The share of e-commerce in total world trade is insignificant (results of 2014 will not exceed 4%), but the tendency to its growth.

Ukraine according to the Index B2C ecommerce UNCTAD among the ten first world countries with economies in transition, indicating the potential of this sector. There is a clear upward trend in the number of Internet users (Figure 4), new post offices, including country [8]. During 2011 - 2013 years increased the number of ATMs, which is a prerequisite for the development of electronic commerce (analysis throughout 2014 - 2016 World Bank failed due ATO) [9], although the structure of payments for purchased online products still continues to dominate the cash calculation.

Today Ukraine is not created perfect legal foundation for the successful development of electronic commerce, which hinders its development.

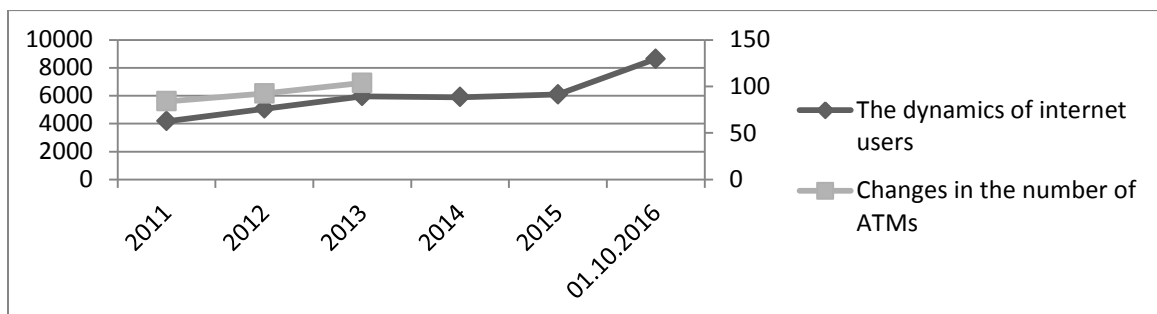


Fig. 4. The dynamics of internet users, thsd. And the number of ATM units. / 100000 adults [8; 9]

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Currently trading over the Internet ranks 2nd in the structure of retail trade in Ukraine. Gaining sales through mobile communications (noted 71% of respondents) and Internet sites (70%) [10]. The most popular products purchased, the same as in the whole world.

Over studied 2010 - 2015 years there is a tendency to growth of electronic commerce in Ukraine: 2010 - 0.73 billion. Dollars. USA; 2013 - 2.37 billion. Dollars. USA; 2015 - 4.44 billion. Dollars. US [11]. However, compared to the countries of the world highly value data is scarce, due to several reasons.

Relevant is the creation of appropriate conditions of electronic trade in Ukraine with a view to the inclusion of the state in this segment of international trade relations. Paying careful attention to this kind of activity can bring big profits. For example, according to Forbes, last year the cost volume of trade agreements on the platform "Alibaba" amounted to 248 billion. Dollars. USA, which is more than 6 times the exports of Ukraine for 2015 [8].

Conclusions. Ecommerce be positioned as a real opportunity to develop trade relations in Ukraine and in international economic activity. To ensure activation of processes in our country should:

- A proper legal framework which regulates electronic commerce; provided reasonable responsibility for security breaches of this activity, cybercrime; ensured the protection of consumer rights;
- Form a verification system vendors, experts estimate the real goods or services, public comments in order to increase customer confidence and purchase quality products;
- Introduce electronic document driving under trained staff;
- Encourage the development of postal and courier networks by providing public benefits;
- Expanding infrastructure products will help deliver a competitive environment in this sector and loyal pricing policy;
- A number of standard rules for ease of identification of online stores;
- Optimize tax policy (there should be separate taxes on electronic commerce, taxation transparency, standardization according to international standards);
- Step up Ukraine's integration into the international space ecommerce (joining the Association of e-commerce in Europe, output of domestic enterprises to the global electronic market)
- Provide training for relevant professionals in this area;
- To carry out measures improving computer literacy Ukraine;
- Intensify marketing efforts online stores, public relations;
- To reduce the cost of services for using the Internet to create a zone of free access to public places;
- Regulate relations for payment of goods in order to reduce the proportion of advance payments while providing guarantees of payment businesses for goods or services that meet the criteria described in the network;
- To create a single platform at the state level that would ensure the possibility of e-commerce for various subjects (from individuals - entrepreneurs and small businesses to large corporations) at an affordable price.

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