



E-COMMERCE AND ITS DEVELOPMENT PROSPECTS

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ABSTRACT

The thesis considers the retrospective and prospect of the growth of electronic commerce in the world economy. The key factors of the avalanche-like growth of online trading in the modern world economy are considered.

Keywords: world economy, electronic commerce, online trading, information technology

E-commerce - financial transactions and transactions carried out through the Internet and private communication networks, during which purchases and sales of goods and services, as well as money transfers, are made. An operation in electronic commerce can be a simple confirmation of the desire and ability to purchase by credit card and the subsequent transfer of the required amount from one account to another. But it can turn out to be very complicated when, for example, for the operation to be carried out, information must be transmitted through many networks.

The first examples of electronic commerce are rooted in banking operations and the process, called "wire transfers". In this process, the buyer authorized the bank to wire transfer to an account with another bank. Such a process included the movement of funds across a country or to another part of the world and was usually used by large enterprises and other independent commercial organizations. Telegraphic transfers were replaced by electronic means of transmitting financial information - a process in which one bank sent a telex to another, instructing him to transfer funds. At the same time, banks notified each other of the transfer by telegram, telex, or e-mail.

Depending on the scope and method of the device, the following forms of electronic commerce are distinguished: for the interaction of business structures with end consumers (B2C, business-to-customer), online stores are used; intercompany trade on the Internet (B2B, business-to-business) is carried out through electronic commerce systems; Similar e-commerce systems are also used for government interaction with business (B2G, business-to-government). Through such systems, government agencies and departments make their purchases in the open market.

An online trading platform is a place where transactions between the seller and the buyer are concluded, and financial and trade transactions are carried out. The possibilities of the Internet allow you to make purchases/sales in real-time, and, thanks to the availability of the Internet, companies from different parts of the globe can participate in the trading activities of the site. The development of Internet trading platforms in the future (and, apparently, very near) will allow for a more efficient and free flow of information, goods, payments, and other B2B services.

It should be noted the benefits and risks of implementing electronic commerce systems.

Buyer Benefits:

reducing the cost of the procurement process: finding the right products in disparate and often outdated catalogs of suppliers, the process of finding out the supplier of product details, prices, costs, and delivery methods - all this takes away a lot of time and money from customers.

reduction of excess costs - often companies pay for goods and services much more than they cost (automation of the purchase process will avoid such overlays).

rich selection and best pricing. Despite a fairly wide selection of suppliers, an offline buyer company is still forced to choose providers primarily on a geographical basis and is often limited in time and means, which can be spent exploring all the possibilities, so the choice is not always optimal. powerful search capabilities of the Internet and access from anywhere in the world significantly increase the efficiency of choice.

Benefits of sellers:

reduction of costs associated with sales: often selling through regular sales channels is ineffective, which is reflected in the costs that could have been avoided, as well as time and space restrictions. The Internet offers new opportunities, allowing you to reduce costs associated with the sales process, for example, pre-sale preparation of goods.

new customers and increased profits. The Internet allows you to attract new customers that are not available through traditional sales channels, and, therefore, increase your income.

The decrease in the cost of order management. When negotiating with customers using the telephone, fax, and mail, the supplier not only spends more time than using electronic communications but also often runs the risk of making mistakes. Automating the process of exchanging information helps the seller reduce the likelihood of error and speed up the time from receiving the order to its payment.

E-commerce is one of the most rapidly developing areas of the worldwide Internet. Its technical basis is modern network technologies (WWW, e-mail, technological mail, etc.). Its essence is to use a single Internet information space to increase the efficiency of communication between participants in commercial operations (seller and buyer, between business partners, company employees, etc.). From significance for the largest number of people, the most important area of electronic commerce should be recognized as electronic commerce - technology for promoting goods and services to the market using the Internet. E-commerce brings together many different features. It uses new technologies for organizing contact between buyers and sellers, methods for presenting, discussing and forming an order, determining transaction conditions, the procedure for selling goods and services, as well as for the process of making payments.

A serious threat to the normal functioning of electronic commerce is represented by computer crimes related to penetration into computer systems and networks of banks and other credit organizations. All this leads to real damage to the activities of business entities, which for the state is reflected in the lack of tax payments to the budget and the deterioration of economic indicators.

The solution to the problem of ensuring the economic security of electronic commerce is primarily associated with the solution of issues of protecting information technologies used in it, that is, ensuring information security.

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