International electronic commerce in the system of modern world economic relations.

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ABSTRACT

Modern globalization processes are characterized by rapid economic development and the entry of our state into the European European space, which determines the new European level of development and requires the coverage and synthesis of theoretical issues with the development of practical recommendations for the improvement of trade relations inherent in the modern world. This research is based on understanding and systemic integration of the specifics, specific features and development pillars, namely, e-commerce, which provides opportunities for adaptation to new markets with new opportunities.
1. **Introduction.**

The rapid development of the global economy in the conditions of globalization and the development of information technologies stimulated the formation of new forms of economic activity. One of these forms is electronic commerce, which in recent years has covered a fairly large segment of the world consumer market and the market of cooperation between large companies.

This kind of entrepreneurial activity demonstrates its viability and efficiency, which is due to the growth of turnover in the period of the global economic crisis of 2008-2010.

Currently, the number of enterprises that build their business processes using e-commerce is steadily increasing. In 2017, the volume of sales of e-commerce at the world level grew by an average of 17 - 18% compared to 2016. Based on the foregoing, experts predict such growth on a global scale and in the coming years. Under such conditions, the study of general tendencies and schemes of e-commerce functioning, its evolution and possible consequences for international economic relations and, in particular, leading countries of the world, is becoming relevant.

2. **The main part.**

The modern world of information technology has fundamentally changed the rules of doing business. This is due to the simplification of many processes due to their automation, which, on the one hand, has opened new business opportunities, and on the other hand, has forced companies to redistribute their own resources in the field of study and development of components of intellectual assets of the firm. Any manifestation of technological development is related both to the positive benefits that business entities receive, and the negative aspects that are associated with the change in the former way of life of society.

In our opinion, the most comprehensive interpretation of the concept of "e-commerce" is the type of business transactions, financial transactions involving the use of leading information technologies and communication environments in order to provide higher economic efficiency in comparison with traditional types of entrepreneurship.

The value of e-commerce lies in the fact that it is one of the most important technologies of the modern day, which provides high rates of growth of the country's economy.

For modern business, e-commerce solves an important task, such as the competitiveness of companies, because it allows the use of advances in scientific and technological progress in the field of...
information and communication technologies, and thus enables business entities to quickly and without intermediaries find a commercial partner with minimal transaction costs.

In accordance with the empirical and etymological approaches for defining the concept of e-commerce, we can state that the term e-commerce can be used in two meanings, broad and narrow. Broadly speaking, e-commerce is any kind of economic activity involving the use of electronic information technology, in the narrow sense it is a commercial activity for the purchase / sale of goods or services on the Internet in order to obtain the desired profit.

E-commerce consists of six main elements that provide business operations:

1. Electronic Data Interchange (EDI) - the exchange of commercial information (order, delivery, invoices, money transfers, etc.) on paper provides mainly manual input of information into the computer system of partner companies. Using the standards of electronic document management avoids this - all actions occur automatically, without delays and inaccuracies (as opposed to manual input).

2. Electronic Funds Transfer (EFS) - electronic exchange or transfer of money from one account to another. In electronic commerce, EFS is associated with electronic money transactions. The EFS mechanism involves the exchange of data between servers, processing of money transactions and related information.

3. E-commerce (e-trade) - conducting trading and transactions on the Internet, through which the purchase / sale of goods is carried out, as well as their payment. E-commerce transactions include product selection, order confirmation, payment acceptance and delivery delivery.

4. Electronic money (e-cash) - the issuer's monetary obligations to the principal electronically. Electronic money at the same time is a means of payment and an obligation of the issuer. Their advantage lies in the speed of cashless payments, and the lack of it - in the limited scope of application, and the conversion of electronic money in the ordinary one is possible only within the framework of the relationship between their owner and issuer.

5. E-marketing (e-marketing) - a complex of marketing activities related to the analysis of the market and promotion of goods in the Internet. Typically, e-marketing involves placement of marketing information in the network (sites, blogs, advertising, etc.), as well as content management (web design, web design, web programming, and web administration).

6. Electronic banking (e-banking) - a technology of remote banking service, in which access to accounts and operations of the client is carried out through the Internet.

7. Electronic insurance services (e-insurance) - a set of elements of interaction between the insurer and the insured in the sale of the product of insurance, its maintenance and payment using the Internet.

E-commerce allows you to change practically all processes that take place in the modern business...
environment, integrating them into a single whole. Consumers can search, order and pay for goods, using the Internet, to exchange information about products and services with other users. Government agencies can use the Internet to collect tax returns and distribute official information. Consequently, electronic commerce has become a new measure of economic activity in virtually all sectors of the economy.

It is advisable to distinguish between the following types of e-commerce models:

- Biness-to-Biness (B2B) model is a sector oriented towards the organization of practical work between companies in the process of producing goods or services. This e-commerce sector, besides selling corporate customers to each other raw materials, semi-finished products, component parts for product manufacturing or service provision, is also involved in the development and operation of special electronic collection and transmission systems that provide the necessary integration of partners in commerce. About 80% of e-commerce belongs to this type, and most experts predict that B2B-e-commerce will continue to spread faster than B2C. The reason for this is a significantly greater potential for the development of the B2B industry and much larger market volume;

- The Biness-to-Consumer model (B2C) characterizes a sector oriented towards the work of companies with individual consumers of goods or services. The distinction of this model of commerce from the traditional sales of catalogs with delivery is that the customer can make purchases or receive services without leaving the home or office, using only a computer and an electronic credit card. The implementation of this model opens up new opportunities for potential buyers. One such feature is customizing. This is such a possibility that is provided to the buyer, and the essence of it consists in the independent design of the future item of purchase.

- e-commerce model - business government - includes all types of agreements between firms and government organizations, and the main instrument of interaction between the state and business can be considered purchases for the needs of the state, municipal needs, and the needs of other government bodies and institutions and departments.

- model - Consumer-to-Consumer (C2S) - is a sector in which there is communication between consumers, combined to visit a single web site. It is believed that any e-store can be attributed to this area of e-commerce.

Trade using the latest technology is a phenomenon for the world economy and therefore, the effects that it can create are not explored properly, especially in the long-term. According to the UNCTAD Report 2015, online commerce has led to an increase in the number and scope of certain types of crime and fraud. In addition, governments may be concerned about the erosion of the tax base and transfer pricing.

It is advisable to isolate the barriers to the development of e-commerce, namely, economic ones -
including underdevelopment of infrastructure and the use of ICTs, unreliability and high cost of energy supply, limited use of credit cards, lack of purchasing power, and poorly developed financial systems.

Socio-political obstacles include the weakness of the regulatory framework (which affects the level of trust of people and enterprises in network operations), the advantage of personal contact due to cultural factors, as well as established traditions of preferential use of cash.

Finally, cognitive impediments include the low level of ICT literacy, awareness and knowledge associated with e-commerce among consumers and businesses. Due to changes in e-commerce ecosystems - the system of factors, institutions and infrastructure that creates the environment needed for effective e-commerce - some of these obstacles are currently easier to overcome.

Problems in the regulation of e-commerce at the initial stage are related to the lack of a single international conceptual apparatus in this area. However, a certain level of regulation of such technical and economic processes is already ensured.

Annual statistics confirm the high dynamics of the development of e-commerce, indicating a change in the nature of the cooperation of participants in the exchange process.

It is worthwhile to point out that the growth of e-commerce depends on the key infrastructure, in the development of which there is some unevenness: some countries have gone much ahead, some catching up, and the rest moving slowly. The main conditions for such growth are determined by the development of information technology and telecommunications, as well as social, cultural, commercial, government and legal support. With regard to world development by region, the most actively developing Asia-Pacific region, in the second city - North America, and closes the three leaders - Western Europe. With other regions there is a significant gap in growth rates.

Top 10 e-commerce markets include: China, USA, England, Japan, Germany, France, South America. The share of e-commerce in the global gross domestic product tends to increase over the past years. If in 2011 the mark reached 1,34%, in 2015 this indicator increased to 3,11%.

It is worth noting that cross-border e-commerce attracts all market participants to an equal level of cooperation, and that global consumers can no longer be the only ones who have the resources to deal with problems associated with global distribution or expensive market expansion. Small and medium-sized enterprises, especially those originally created on the Internet platform, are new (micro) multinational corporations in e-commerce.

With regard to the share of e-commerce in GDP by country, China and the UK are clearly higher than other trading participants with a share of 7,05% and 6,12%, respectively. At the same time, the share of e-commerce in China is more than twice as high as in the United States (3,32%).

Summarizing the above, it should be noted that e-commerce is gradually becoming a new, more
progressive form of international trade communications and judging by the development trends, it will eventually become the main form of international cooperation.

Conclusions

Thus, the study shows that e-commerce is one of the most important recent phenomena in the development of the world economy and the evolution of the system of international economic relations inherent to it. At the moment, it is characterized by a rapid quantitative (in value) expansion and an ever deeper introduction into the economic structure of the mature market economy of the developed countries of the world community. At the same time, it has made significant progress in the new industrialized countries of the second generation, as well as in other states belonging to the upper echelon of the developing countries.

It's natural that this revolutionary new means of communication has attracted the interest of business circles in terms of its application for doing business. Over the last few years, the necessary software and hardware for commercial transactions on the Internet has been developed and is currently being actively used. The implementation of commercial activities using global computer networks is called "e-commerce." In a broad sense, it can be defined as the production, advertising and sales of goods (services) by electronic means of communication. E-commerce existed before, in the form of television advertising, commercial orders by telephone and telefax, etc. However, the emergence of global computer networks and the Internet has created fundamentally new opportunities for e-commerce. For this reason, in the world economic literature, this notion is equated with e-commerce through the Internet.

Many economic and statistical studies conducted by authoritative scientific institutions such as the Organization for Economic Co-operation and Development, as well as private companies such as Forrester Ryscher (USA), show that the scale of e-commerce in the near future will reach macroeconomic scales and the volume of the world's "external electronic trade, according to the estimated data, will make up most of the world foreign trade by the beginning of the next decade.

The economic effect of e-commerce is as follows: the growth of e-commerce will reduce transaction costs, reduce barriers to entrance barriers and increase competition, which in turn will affect the drop in prices, the emergence of new and improving the quality of existing goods and services, thereby increasing welfare and accelerating economic growth.

The impact of e-commerce on employment is ambiguous. In the short term, due to the experimental introduction of e-commerce firms, there will likely be an absolute increase in employment, and then the absolute reduction in employment may be due to the restructuring of a number of leading
industries. However, in the long run, the emergence of new products, the withdrawal of firms to new markets, increased profitability and productivity in general will lead to an increase in the number of employed.

The effect of the development of e-commerce will be felt not only at the level of the economies of individual countries, but also at the level of international economic relations.

First, the global nature of the Internet simplifies the promotion of goods internationally, as well as price comparisons of goods. Previously, international business remained largely the prerogative of large corporations, but now even small companies are able to enter external markets at no extra cost.

Secondly, the benefits of global computer networks as a means of international trade are manifested mainly in goods that can be delivered digitally over the Internet, and their sales can be internationally as easily as within countries.

E-commerce provides a wide arsenal of opportunities for more adequate involvement of our country in the international division of labor and improvement of the structure of Ukrainian foreign trade. The high level of education and science in our country, experience in the development of information systems and economic cybernetics, wide participation in the programs of international information cooperation are a favorable precondition for the successful development of e-business in our country. In addition, the geographical and demographic features of Ukraine, such as the large extent of the territory and low population density, are positive factors for the growth of the popularity of e-commerce compared with traditional types of commercial activity.

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