

*colloquium-journal*

**ISSN 2520-6990**

***Międzynarodowe czasopismo naukowe***



**Jurisprudence  
Economic sciences**

**№9(96) 2021**

**Część 3**



*colloquium-journal*

ISSN 2520-6990

ISSN 2520-2480

Colloquium-journal №9 (96), 2021

Część 3

(Warszawa, Polska)

Redaktor naczelny - **Paweł Nowak**  
**Ewa Kowalczyk**

Rada naukowa

- **Dorota Dobija** - profesor i rachunkowości i zarządzania na uniwersytecie Koźmińskiego
- **Jemielniak Dariusz** - profesor dyrektor centrum naukowo-badawczego w zakresie organizacji i miejsc pracy, kierownik katedry zarządzania Międzynarodowego w Ku.
- **Mateusz Jabłoński** - politechnika Krakowska im. Tadeusza Kościuszki.
- **Henryka Danuta Stryczewska** – profesor, dziekan wydziału elektrotechniki i informatyki Politechniki Lubelskiej.
- **Bulakh Iryna Valerievna** - profesor nadzwyczajny w katedrze projektowania środowiska architektonicznego, Kijowski narodowy Uniwersytet budownictwa i architektury.
- **Leontiev Rudolf Georgievich** - doktor nauk ekonomicznych, profesor wyższej komisji atestacyjnej, główny naukowiec federalnego centrum badawczego chabarowska, dalekowschodni oddział rosyjskiej akademii nauk
- **Serebrennikova Anna Valerievna** - doktor prawa, profesor wydziału prawa karnego i kryminologii uniwersytetu Moskiewskiego M.V. Lomonosova, Rosja
- **Skopa Vitaliy Aleksandrovich** - doktor nauk historycznych, kierownik katedry filozofii i kulturoznawstwa
- **Pogrebnaya Yana Vsevolodovna** - doktor filologii, profesor nadzwyczajny, stawropolski państwowy Instytut pedagogiczny
- **Fanil Timeryanowicz Kuzbekov** - kandydat nauk historycznych, doktor nauk filologicznych. profesor, wydział Dziennikarstwa, Bashgosuniversitet
- **Aliyev Zakir Hussein oglu** - doctor of agricultural sciences, associate professor, professor of RAE academician RAPVHN and MAEP
- **Kanivets Alexander Vasilievich** - kandydat nauk technicznych, docent wydziału dyscypliny inżynierii ogólnej wydziału inżynierii i technologii państwowej akademii rolniczej w Połtawie
- **Yavorska-Vitkovska Monika** - doktor edukacji, szkoła Kuyavsky-Pomorsk w bidgoszczu, dziekan nauk o filozofii i biologii; doktor edukacji, profesor
- **Chernyak Lev Pavlovich** - doktor nauk technicznych, profesor, katedra technologii chemicznej materiałów kompozytowych narodowy uniwersytet techniczny ukraiны „Politechnika w Kijowie”
- **Vorona-Slivinskaya Lyubov Grigoryevna** - doktor nauk ekonomicznych, profesor, St. Petersburg University of Management Technologia i ekonomia
- **Voskresenskaya Elena Vladimirovna** doktor prawa, kierownik Katedry Prawa Cywilnego i Ochrony Własności Intelektualnej w dziedzinie techniki, Politechnika im. Piotra Wielkiego w Sankt Petersburgu
- **Tengiz Magradze** - doktor filozofii w dziedzinie energetyki i elektrotechniki, Georgian Technical University, Tbilisi, Gruzja
- **Usta-Azizova Dilnoza Ahrarovna** - kandydat nauk pedagogicznych, profesor nadzwyczajny, Tashkent Pediatric Medical Institute, Uzbekistan

    SlideShare



INDEX COPERNICUS  
INTERNATIONAL

НАУЧНАЯ ЭЛЕКТРОННАЯ  
БИБЛИОТЕКА  
LIBRARY.RU

«Colloquium-journal»

Wydrukowano w Annapol 4, 03-236 Warszawa Poland, «Interdruk»

E-mail: [info@colloquium-journal.org](mailto:info@colloquium-journal.org)

<http://www.colloquium-journal.org/>

# CONTENTS

## ECONOMIC SCIENCES

<b>Бенько Н.М.</b> ПРІОРИТЕТНІ НАПРЯМИ ІНВЕСТУВАННЯ У ВІДТВОРЕННЯ ЛЮДСЬКОГО КАПІТАЛУ .....	4
<b>Benko N.M.</b> PRIORITY DIRECTIONS OF INVESTMENT IN HUMAN CAPITAL REPRODUCTION .....	4
<b>Кущ LM.</b> PREREQUISITES FOR THE DEVELOPMENT OF E-COMMERCE IN UKRAINE: INTERNATIONAL EXPERIENCE AND DOMESTIC FEATURES.....	11
<b>Красняк О.П.</b> МЕХАНІЗМ ФОРМУВАННЯ СТРАТЕГІЧНОГО ПІДХОДУ В УПРАВЛІННІ КОНКУРЕНТОСПРОМОЖНІСТЮ АГРАРНИХ ПІДПРИЄМСТВ .....	19
<b>Krasnyak O.P.</b> MECHANISM OF FORMATION OF STRATEGIC APPROACH IN MANAGEMENT OF COMPETITIVENESS OF AGRICULTURAL ENTERPRISES .....	19
<b>Орцханова М.А., Саутиев Х.Х.</b> ФОРМИРОВАНИЕ ИНФОРМАЦИОННОГО ОБЩЕСТВА В РОССИИ-КАК ВАЖНЕЙШАЯ ЗАДАЧА ГОСУДАРСТВА.....	26
<b>Ortskhanova M.A., Sautiev Kh.Kh.</b> FORMATION OF AN INFORMATION SOCIETY IN RUSSIA AS THE IMPORTANT TASK OF THE STATE. ....	26
<b>Саутиев Х.Х., Орцханова М.А.</b> РОЛЬ И ЗНАЧИМОСТЬ ЭЛЕКТРОННЫХ ДЕНЕГ В ЖИЗНИ ОБЩЕСТВА. ....	28
<b>Sautiev Kh.Kh., Ortskhanova M.A.</b> ROLE AND SIGNIFICANCE OF ELECTRONIC MONEY IN THE LIFE OF SOCIETY.....	28
<b>Kolomiets T.V., Tomashuk I.V.</b> ENTREPRENEURSHIP AND DEVELOPMENT OF RURAL AREAS IN UKRAINE .....	29
<b>Новиков А.В., Тукмакова Д.А.</b> СОВРЕМЕННОЕ СОСТОЯНИЕ МОРСКОГО И РЕЧНОГО ТРАНСПОРТА В НАРОДНОМ ХОЗЯЙСТВЕ РОССИИ .....	42
<b>Novikov A.V., Tukmakova D.A.</b> THE CURRENT STATE OF SEA AND RIVER TRANSPORT IN THE PEOPLE'S ECONOMY OF RUSSIA .....	42
<b>Федорцова С.С., Стеценко Ю.А.</b> ТВОРЧЕСКИЙ ИНТЕЛЛЕКТ (КРЕАТИВНОСТЬ) В СИСТЕМЕ ИНТЕЛЛЕКТУАЛЬНЫХ СПОСОБНОСТЕЙ СПЕЦИАЛИСТА ОРГАНИЗАЦИИ .....	46
<b>Fedortsova S. S., Stetsenko Yu. A.</b> CREATIVE INTELLIGENCE (CREATIVITY) IN THE SYSTEM OF INTELLECTUAL ABILITIES OF AN ORGANIZATION'S SPECIALIST .....	46

## JURISPRUDENCE

<b>Головко О. Д.</b> ЗНАЧЕННЯ ВИХОВНОЇ ФУНКЦІЇ ПРАВА ТА СПОСОБИ ЇЇ РЕАЛІЗАЦІЇ В УКРАЇНІ .....	50
<b>Golovko O.D.</b> THE IMPORTANCE OF THE EDUCATIONAL FUNCTION OF RIGHT AND METHODS OF ITS IMPLEMENTATION IN UKRAINE .....	50
<b>Зангиев Мовсар Абдул-Саламович</b> СИСТЕМА ПРИНЦИПОВ СУДЕБНОЇ ВЛАСТИ И ФОРМИ ИХ РЕАЛІЗАЦІЇ .....	53
<b>Zangiev Movsar Abdul-Salamovich</b> SYSTEM OF PRINCIPLES OF JUDICIAL POWER AND FORMS OF THEIR IMPLEMENTATION .....	53
<b>Mangora T. V.</b> CHARACTERISTIC OF FEATURES OF LEGAL PROTECTION OF PROPERTY AND NON- PROPERTY CONSUMER RIGHTS IN UKRAINE.....	54

12. Стан інноваційної діяльності та діяльності у сфері трансферу технологій в Україні у 2018 році: аналітична довідка / Т.В. Писаренко, Т.К. Кваша та ін. – К.: УкрІНТЕІ, 2019. – 80 с.

13. Про пріоритетні напрями розвитку науки і техніки. Закон України від 2001. - № . - zakon.rada.gov.ua: веб-сайт. URL:

<https://zakon.rada.gov.ua/laws/show/2623-14#Text>.

14. Реалізація пріоритетних напрямів розвитку науки і техніки та отримані результати у 2019 р. : аналітична довідка / – К.: УкрІНТЕІ, 2020. – 60 с.

15. Українське суспільство: міграційний вимір : нац. доп. Київ : ІДСД ім. М. В. Птухи НАН України. - 2018. - 396 с.

UDC 65.011

**Kysh LM.**

*Candidate of Economic Sciences, Associate Professor of the Department of computer sciences and economic cybernetics Vinnytsia National Agrarian University*

### **PREREQUISITES FOR THE DEVELOPMENT OF E-COMMERCE IN UKRAINE: INTERNATIONAL EXPERIENCE AND DOMESTIC FEATURES**

#### **Abstract.**

*The purpose of the article is to assess the preconditions for the development of e-commerce in Ukraine. The methodological approach in this article covers the latest achievements of the modern digital economy, e-commerce, the Internet and e-banking. The paper uses various research methods, such as methods of analysis, methods of comparison, retrospective analysis.*

*E-commerce itself includes several activities, such as distribution, purchasing, sales, marketing, service of products and services through electronic systems. In itself, it includes a complete subsystem for use: electronic money, electronic marketing, electronic information exchange and automated data collection systems. This process allows you to create a virtual value chain. E-commerce affects three factors: economic, technological and social. It is important to note that the progress of e-commerce continues, and it is necessary to provide the necessary conditions for its smooth operation, bearing in mind that this benefits both sides of the market: buyers and sellers.*

*The development of e-commerce has a positive impact on the economy, especially in developing countries. A number of researchers give an overview of development trends in the modern Ukrainian Internet market, study barriers and factors of e-commerce expansion in Ukraine and conduct surveys of companies on problems to be solved by adapting business to the conditions of the Ukrainian e-commerce market. Modern problems of e-commerce development in modern conditions mainly arise due to the widespread use of the Internet to target consumers. One of the main problems in business is finding a niche. The Internet is a highly competitive market where few organizations have been able to achieve long-term success.*

**Keywords:** *e-commerce, Internet, development, preconditions, factors of influence, economies in transition.*

**Introduction.** E-commerce is defined as the purchase or sale of goods and services through electronic media and in electronic form. The development of digital technologies is causing profound changes in society. The prospects for digital technologies are great; they cause positive changes reflected in all segments of human life. E-commerce is defined as the process of managing online transactions of individuals or companies. This process includes both retail and wholesale trade. E-commerce essentially refers to the system and procedures by which various financial documents and information are exchanged.

The digital process operation is identified with virtual value chain. The value chain includes the processes that companies must perform in order for goods and services to be available on the market. Thus, the system can be regular or digital.

The development of e-commerce has a positive effect on the economy, especially in developing countries. A number of researchers give an overview of development trends in the modern Ukrainian Internet market, study barriers and factors of e-commerce expansion in Ukraine and conduct surveys of companies on problems to be solved by adapting business to the conditions of the Ukrainian e-commerce market.

Using the Internet, companies can access foreign markets and expand sales channels creating an effective system between suppliers and buyers. Companies have the opportunity to reduce costs in their supply networks; provide customers with higher quality services than before; enter new markets that were previously unavailable due to geographical reasons; create new labour and capital markets; generate new revenue streams and finally reconsider the nature of their activities. It is becoming clear that countries and companies ignoring the huge potential of e-commerce can significantly weaken their position in domestic and international markets due to their inability to operate in today's competitive environment.

The experience of e-commerce application is becoming increasingly important for Ukraine. Ukraine's penetration of the global e-commerce market will help to increase the foreign trade operations efficiency, strengthen both its position at commodity trade and business ties of regional and international cooperation, and create new job openings within countries. However, the prerequisites affecting the e-commerce effectiveness are not fully defined.

**Recent research and publications.** Nowadays, modern problems of e-commerce development mainly

arise due to the Internet widespread application to target consumers. Finding a niche is one of the main business problems. The Internet is a highly competitive market, where few organizations have achieved long-term success [7]. That's why lots of small businesses are trying to compete with established Internet companies like eBay and Amazon. The fact that the e-commerce business is conducted through the Internet causes unique challenges [8, p.37]. The lack of funding to support websites is one of the main problems. Businesses have lost revenue as online customers avoid websites unsecured due to frequent outages. Lack of financial security is also considered a strategic problem for companies seeking to establish themselves in the e-commerce sector.

Another challenge that online companies face is logistics. Although most businesses operate in cyberspace, customers expect real goods and services to be provided in a short period of time. Thus, the problem of logistics arises because e-commerce companies must take into account such legal issues as taxes and import tariffs [2, p.51]. Providing support for uninterrupted logistics operations, online companies should provide hire of warehouses, where they can store goods that can be delivered to consumers after their order [1, p.178]. The challenge of the Internet market is also significant, as many small online companies have to invest heavily in social media campaigns and other online companies, such as using e-mail to reach their target customers. Marketing has created a great challenge for small businesses that do not have enough income to carry out marketing activities and reach a wide customer base.

Many businesses suffer because they are unable to develop interpersonal relationships with their customers. Doing business online seems to be a profitable choice, permanent business relationships have become difficult to develop new businesses. The business online platform denies entrepreneurs the opportunity to meet the target clientele [3]. Technology such as video conferencing is available to help entrepreneurs meet their customers needs. However, this technology has not been successful in giving entrepreneurs the opportunity to meet their customers face to face. The lack of computer expertise has also affected business owners, as the organization requires the hiring of competent software engineers to support the business system and ensure the full operation of the organization website. Most small businesses face problems because they lack the capital needed to maintain organizational websites on an ongoing basis.

E-commerce companies continue to struggle with the problem of obtaining copyrights for products and guaranteeing confidentiality and security. Major e-commerce organizations, such as eBay, Amazon and Walmart, are currently developing strategies to ensure customer privacy. Many online businesses are very receptive organizations that hack into the system and steal information about private consumers to merge their bank account or steal their personal information. It has created a unique challenge for businesses which need to create systems that ensure information security and consumer privacy. However, Internet businesses have had to solve the problem of copyright requiring

them to use patented technology or created technology. The lack of appropriate technology can negatively effect on e-commerce transactions sued for imitation, even though they may have created part of the technology they use.

Many organizations have invested in the e-commerce business; they have continued to be attacked by malware and viruses introduced into the system. Computers that constantly communicate with consumer devices on the Internet can download computer viruses and malware that can interfere with the machine ability to function properly. This malicious software, implemented in e-commerce computer systems, has negatively affected on data loss and maintenance needs, causing significant financial losses for e-commerce businesses. Malware affecting e-commerce machines has also impaired customers' ability to use the organization's website and access e-commerce business sites.

Lots of domestic scientists researched the e-commerce development problem, i.e. O. Yu. Chervona [13], V. Yu. Yudin [14], I.V. Nikolaiev [12], N. Shapa, R. Zakinian, I. Hermaniuk and others.

**The purpose** of the article is to assess the preconditions for the e-commerce development in Ukraine.

The publication methodological approach covers the latest achievements of the modern digital economy, e-commerce, the Internet and e-banking. The paper uses various research methods, i.e. analysis, comparison, and retrospective analysis.

**Presenting main material.** E-commerce includes several activities, i.e. distribution, purchasing, sales, marketing, service of products through electronic systems. It includes a complete subsystem for use of electronic money, electronic marketing, electronic information exchange and automated data collection systems. This process allows you to create a virtual value chain. Thus, all business enterprises today compete in a complex environment consisting of: the real world of material resources and the virtual world of information. E-commerce consists of two segments:

- telecommunications, i.e. exchange of business information, support of business relations and conducting business operations that take place through the telecommunications network

- network processes, i.e. the exchange of products, goods, services and information takes place through computer networks.

E-commerce is different from traditional one. Certainly, it adheres mainly to its main function, i.e. the meeting of buyers and sellers (in e-commerce, this process is virtual). However, the e-market reduces barriers to access the necessary information related to goods and demand.

E-commerce also includes all the processes directly related to sales and after-sales service, which are included in the value chain. It is really digital work including such basic components as product, process and participants.

These three elements have two main dimensions, i.e. physical and digital. Electronic information is a key component of e-commerce. Electronic Data Interchange (EDI) is a standardized and integrated system

for exchanging business documents using computer systems and networks.

System is regulated by appropriate standards in order to work without problems. EDIFACT is an international standard that has been applied since 1986. It is combined with an interdepartmental cooperation agreement in the field of EDI, ISO and IEC. This agreement

provides mutual cooperation between all segments, including the International Telecommunication Union (ITU).

Let's consider the main prerequisites for the introduction and development of e-commerce in Ukraine (Figure 1).

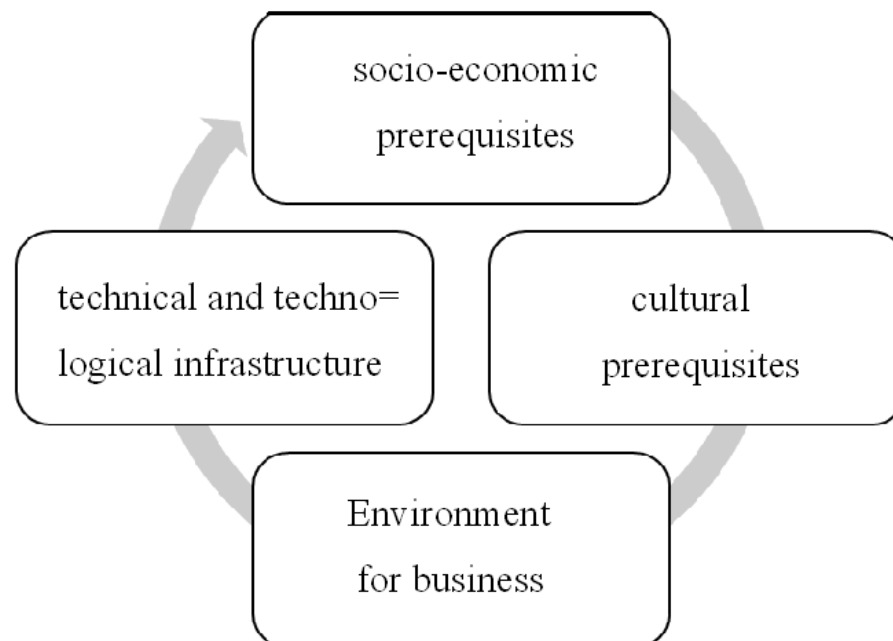


Fig. 1. Prerequisites for e-commerce development.

Source: compiled by the author for [10].

Let's consider each prerequisite.

The socio-economic environment must be stable, especially in terms of inflation and prices. If this condition is not met, e-commerce faces direct problems. It may be difficult to make transactions through the electronic system if prices increase during the period of cash transactions. It requires proper, careful legislative regulation in the field of electronic trading system. Culture and habits are gradually changing. Buyers develop the habit of buying goods and services without leaving home contributing to the development of e-commerce. The business environment must ensure a constant process of construction and development. It includes the e-commerce system, and systems that are directly involved in completing the exchange, such as the banking system through a payment card system, which indirectly stimulates the e-commerce process. Technical infrastructure is important because stable technical conditions are the basis of a functional e-commerce system. Taking into account the importance of the Internet, providers are key factors in the development of e-commerce. A stable Internet service is necessary for the proper existence of e-commerce.

The e-commerce concept can take several forms, i.e. online shopping, Internet banking, Internet exchanges, Internet auctions, and Internet intelligence.

Web stores provide access to the Internet around the clock without any restrictions. The web store includes the following elements, i.e. online store, payment processing, delivery / order fulfillment, customer service, and promotion.

Online store. You must use the appropriate software that helps in e-commerce implementation. Creating an online store in HTML will not meet the necessary requirements and will have direct consequences for all advertising and sales systems. Recovery system can be direct or indirect. In the direct system, the seller creates a trading account in a bank that has an electronic collection system. The seller enters into a direct contract with the bank, which provides all the technical requirements for implementation, starting from the SSL server and ending with the device that verifies the validity of the cards. The system is considered serious and it is used by companies that prefer an electronic operating system. The system of indirect collection is implemented through appropriate web services. The system is suitable for sales for which there is no proper continuity.

Delivery. Products and services can be delivered and filled in electronically. Otherwise, they use various forms of express delivery to the buyer.

Customer service should be affordable and functional for customers. Promotion is the quality and suitability of the product; it is the best advertising asset. Therefore, customer oral communication and product benefits are key market benefits. The buyer evaluates any additional value of the offered goods.

Considering the assessment of the prerequisites for the development of e-commerce in Ukraine, we analyze the institutional and technical-technological potential of further development of e-commerce in the following areas:

- estimation of the number of enterprises that had access to the Internet;
- estimation of the number of enterprises that had specialists in the field of information and communication technologies;
- the state of use of cloud computing services at enterprises;

- volumes of e-commerce via the Internet.

The analysis of Figures 2-4 data shows the positive dynamics of growth of technical and technological capabilities as a prerequisite for the e-commerce development in Ukraine.

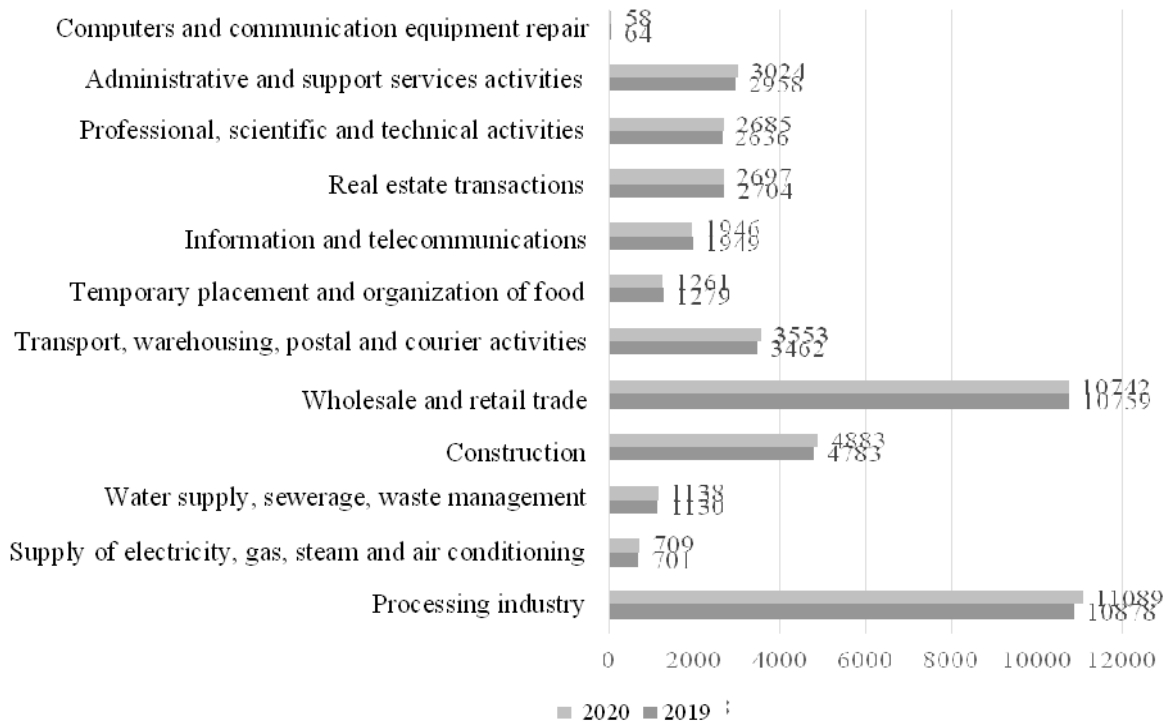


Fig. 2. Number of enterprises having access to the Internet by type of economic activity in 2019-2020., units  
Source: [11].

The cost of human capital to install, operate, maintain, train and support will not allow many companies in developing countries to provide the necessary conditions for e-commerce. There are significant differences in the level of Internet penetration in the regions, which has profound implications for an individual's ability to participate in e-commerce. Moreover, skilled personnel are often lacking, vehicles are poor, and reliable payment systems do not exist in many countries. Both the means of electronic transactions and the regulatory framework are insufficient. Most consumer markets face severe limitations in terms of connectivity, solvency, delivery, willingness to shop online, have credit

cards and access to other means of payment for online purchases, and availability in terms of physical delivery. Although labor is relatively cheap in many developing countries, the problem remains the development of IT literacy and education to ensure the quality and size of the IT workforce. The need to address infrastructural bottlenecks in telecommunications, transport, electronic payment systems, security, standards, skilled labor and logistics needs to be addressed before e-commerce can be considered suitable for developing countries.



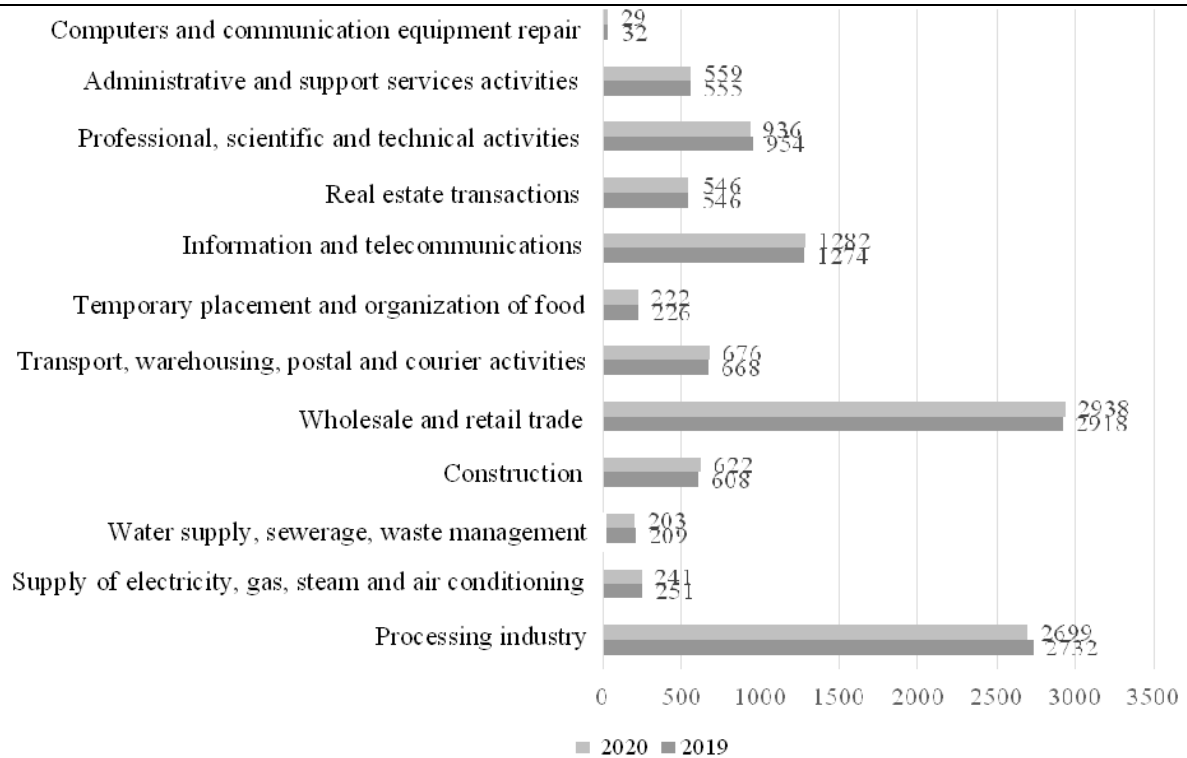


Fig. 3. The number of enterprises having specialists in the field of information and communication technologies by type of economic activity in 2019-2020., units

Source: [11].

Many businesses try to set up warehouses to allow them to distribute products to consumers when they are required. Another challenge arose due to increased property rents and the lack of available storage space for future businesses. E-commerce businesses have suffered from low levels of customer engagement, as many

business people rely on technology platforms to communicate with their customers. This lack of interaction creates significant difficulties, as businessmen cannot communicate with their customers through physical platforms to identify customer needs and solve their problems.

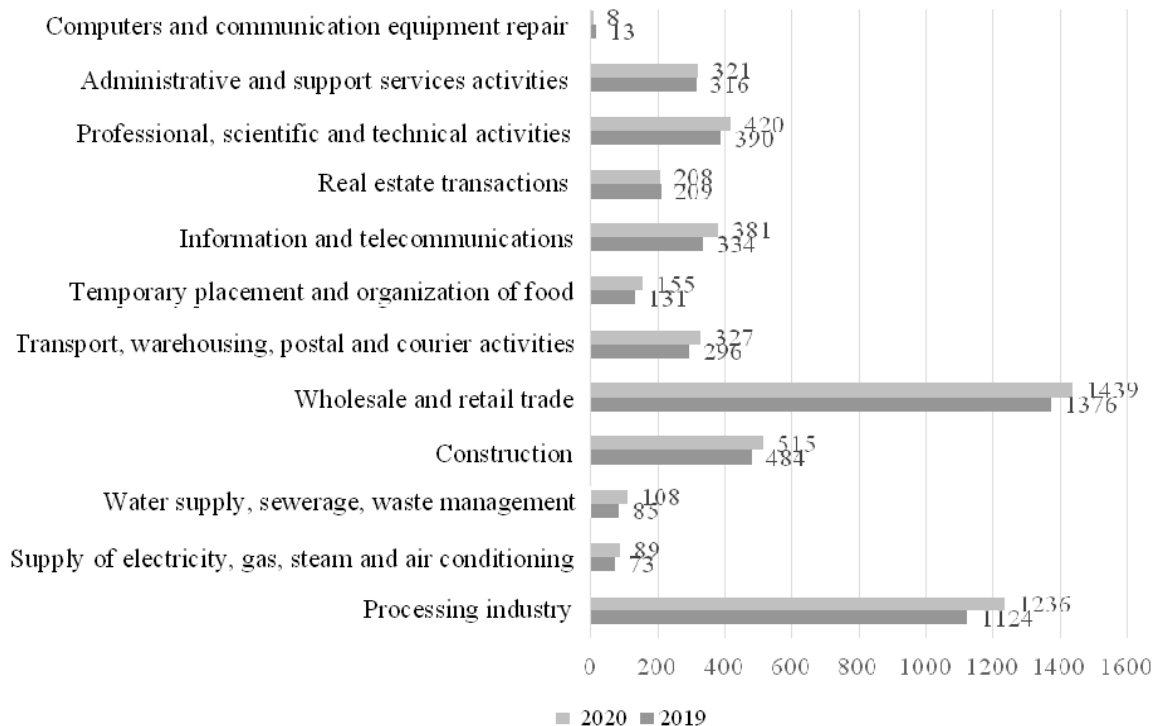


Fig. 4. Cloud computing services application at enterprises by types of economic activity in 2019-2020., units

Source: [11].

There are current problems characterizing the e-commerce retail sector. These current challenges are related to the technology application to facilitate e-commerce retail. The widespread technology use has allowed hackers to deploy malicious software on the organization's websites. The breakdown of e-commerce systems has led to significant financial losses as com-

panies lose revenue and their customers when consumer data is breached. This has forced operators to increase their investments to ensure confidentiality and consumer data. The increase in capital investment has increased the operating costs of e-commerce companies, which must fight increased competition in the market.

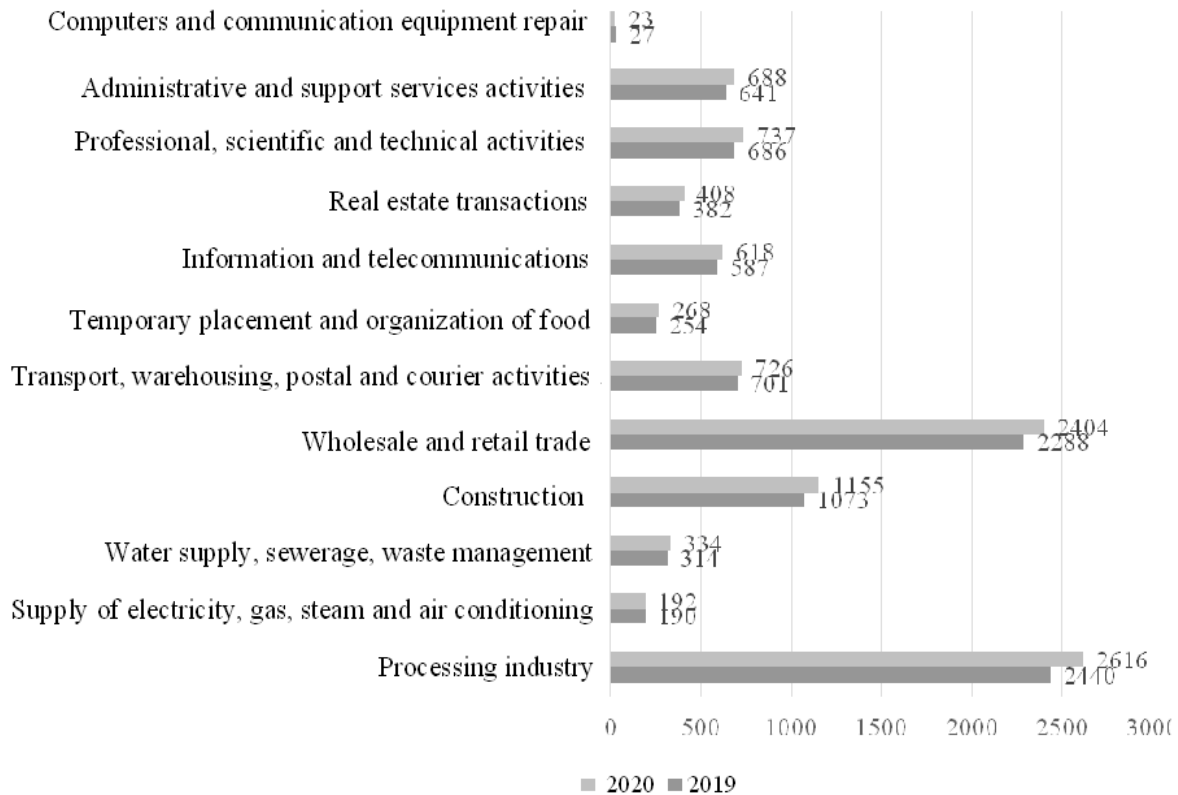


Fig. 5. E-commerce through the Internet by type of economic activity in 2019-2020, units

Source: [11].

The e-commerce industry is expected to increase its market share and revenue level by developing innovative products in the future. The use of drones for food delivery is expected to increase as companies seek to deliver products to consumers in a shorter time. E-commerce operations are expected to increase sales by offering personalized services that will improve customer engagement. Due to increased competition in the e-commerce sector, companies such as Amazon, Alibaba and eBay must use strategic resources to offer personalized services to their customers. E-commerce companies are also expected to rely on artificial intelligence technologies to improve customer service and consumer choice.

The barriers to reaping the benefits of e-commerce are often underestimated. Internet access is only possible when phones and PCs are available, but these technologies are still insufficient. Internet access is still very expensive in most developing countries. Although PC prices have fallen sharply over the past decade, they remain out of reach for most individual users and businesses in developing countries.

It is often noted that developing countries are at a stage of technological development, especially in the fields of industrialization, information technology and military science. We mean the emerging new economies of Africa, Asia, South America, and the Pacific,

and the postcolonial economies, i.e. so called the Third World, the Less Developed States, or the Global South. These countries are often associated with negative indicators such as poverty, insecurity, and instability.

The developing world is a group of countries that do not constitute the industrial capitalist democracies of Europe and North America. These are countries in Africa, Asia, Latin America and the Pacific that share common (often negative) structural and historical characteristics, such as the colonial experience, a weak industrial base, failed economies, military interventions, riots, internal riots, civil wars, interstate clashes and so-called disintegration of the state. However, there are exceptions, i.e. some so-called developing countries (for example, China, India, Brazil) are catching up and getting rid of their known stereotypes. Unlike most developed societies, which are largely homogeneous (for example, Europe, where countries and peoples have much in common racial composition and historical experience), the developing world is phenomenally heterogeneous in terms of political systems, economics, ideology, demographics, culture, race, etc. For example, although most countries in developing countries experienced European colonial conquests and annexations during the 19<sup>th</sup> and 20<sup>th</sup> centuries, some countries, such as Ethiopia and Liberia in Africa and China in

Asia, did not experience such conquests. In terms of political systems, developing countries have adopted a wide range of systems that do not support linear categorization, i.e. democratic (Botswana, Malaysia and South Africa since 1994); authoritarian (Myanmar); monarchical / sultanate (Saudi Arabia, Jordan, Morocco, Lesotho); socialist (China, Cuba, North Korea), etc. There is a stark contrast in terms of demographics. For example, India population is 1.9 billion and Saudi Arabia population is 25 million.

However, developing countries share some important common characteristics. For example, most states face governance crises, extreme poverty, high population growth, political instability, and structural dependence on industrialized countries in Europe and North America. However, most states are endowed with great natural and mineral resources, although such resources have not been converted into development. Developing countries also face enormous challenges in tackling the huge development gap between themselves and wealthy capitalist countries forming a South-South alliance and a common front in such global political forums as the World Bank, the International Monetary Fund, negotiations on world trade, etc. This reality has been reinforced by the emergence of donor-inspired structural adjustment since the late 1980s. The political liberalization puts pressure on state elites to adopt democratic reforms. Thus, the developing world is an arena of real and potential anarchy, economic and technological deficits. However, it is also characterized by profound changes and transformations.

The research identified specific infrastructure barriers to e-commerce in developing countries. There is a wide range of barriers to the e-commerce introduction in developing countries. The reasons vary from country to country; they are most often related to infrastructure contributing factors; cost factors; and security and trust factors (uncertainty of payment methods and legal framework), poor distribution logistics, and problems with returning goods.

There are serious infrastructural barriers in developing countries. Access to technology (computers, Internet connections and gateways), limited bandwidth reducing the ability to process audio and graphics data; poor telecommunications infrastructure and unreliable electricity supply are among the most pressing infrastructure constraints. The cost of Internet access makes it inaccessible to most users in developing countries. The cost of access to infrastructure also affects the growth of e-commerce. The priority for most developing countries is to create the necessary infrastructure and a competitive environment and regulatory framework supporting accessible Internet access. The monthly cost of connecting to the Internet exceeds the monthly income of a large part of the population. Having a wide range of Internet and other communication services, preferably at competitive prices, can influence the decisions of citizens of developing countries to adopt e-commerce and allow users to choose different and appropriate services according to their specific needs and expectations from online activity. Speed improves the overall online experience for both individuals and businesses by encouraging them to explore

more applications and spend more time online. Internet access prices are a key factor in determining the use of the Internet and e-commerce by individuals and businesses. Countries with lower access costs tend to have more Internet hosts, and e-commerce is growing rapidly in countries with unrestricted (fixed) access. A basic network infrastructure must be established for the participation of developing countries in global e-commerce, although the development of reliable fixed communication networks is an important area of e-commerce policy especially in developing countries.

Most developing countries do not support e-commerce, and conditions are not ripe due to a lack of trust in technology and culture on the Internet. The social and cultural characteristics of most developing countries and the concepts associated with online transactions pose a much greater challenge and are a major barrier to the adoption and spread of e-commerce. E-commerce online transactions (catalogue and telephone sales) exist in developed countries and have been used by the public for a long time. E-commerce is based on such a methodology, some of these local cultural characteristics do pose significant challenges for e-commerce adoption. The most relevant primary cultural barriers are the level of trust in institutions, shopping as a social place, restrictions on personal contact and language.

The economic situation in developing countries is widely recognized as a major barrier to e-commerce. GDP and per capita income are general indicators of the country's economic condition. E-commerce relies on technology infrastructures relatively expensive for many developing countries, and they have an unfavourable economic situation and are not likely to be involved in e-commerce. For example, the initial and fixed costs of Internet access have fallen in recent years, but it remains a significant barrier to e-commerce adoption in developing countries. Thus, current costs are a major deterrent to the use of the Internet and, consequently, to the development of e-commerce business both within the country and for international trade. Income access fees affect your Internet application. The monthly fee for Internet access is still very high in most developing countries. Inequality in income distribution means that the Internet is not available to a large part of the rural population. There is the dichotomy between urban and rural areas in terms of technology application. In urban areas, the ICT application is quite common; while many small businesses do not even have computers yet in rural areas of some developing countries.

The institutional environment is crucial for the development of e-commerce in developing countries. This infrastructure makes it possible to pay online (via credit, debit or smart cards or online currencies). It also makes it possible to distribute and deliver (both online and physically) products purchased online to consumers. Its growth also requires the creation of a reliable and secure payment infrastructure to avoid fraud and other illegal activities. The supporting e-payment infrastructure is crucial for the promotion of e-commerce being a key link between e-commerce and the financial basis of the economy. The efficiency of the payment

system itself can help or hinder the development of e-commerce. A few people have credit cards in developing countries. Most banking sectors in developing countries do not have a national clearing system, and potential customers suspect that they are being deceived. In most developing countries, users may not be able to make purchases online because credit cards are not accepted without a signature. Additional confirmation by fax is required to complete the payment.

The full efficiency and implementation of e-commerce benefits depend on fast authorization, payments and account settlements. Many developing countries do not have financial institutions or central bank payment mechanisms meeting these objectives.

E-commerce relies on an efficient logistics infrastructure within the country. In most developing countries, logistical changes need to take place to create the right environment for effective e-commerce participation. The inefficiency of basic services, such as postal services, as well as the delivery required in an international transaction, can ruin the success of the transaction.

Distribution and delivery systems are key components of e-commerce development. To implement e-commerce successfully is not enough to have a name and product. It is also necessary for the company to have distribution and delivery channels meeting consumer expectations. Speed is one of the most important manifestations of e-commerce. Inefficient distribution systems and cumbersome delivery, lack of proper transport and postal systems are major obstacles to the growth of e-commerce in developing countries. There is a very important link between the efficiency of distribution and delivery systems and the incentives of the private sector to innovate and invest in new technologies. For example, suppose the private sector spends money on Internet technology but cannot deliver goods to consumers due to distribution and delivery barriers. Burdensome customs procedures can also further impede the smooth running of cross-border e-commerce transactions.

The poor condition of most developing countries telecommunications infrastructure is a major obstacle to the e-commerce adoption. Most developing countries do not have an ICT policy to guide the provision of Internet services. No progress can be made in the absence of a clear policy and the purposeful implementation of such a policy. The lack of e-commerce expansion management policies in developing countries is a major obstacle to e-commerce adoption. Government initiatives are important in adopting both e-commerce and other ICTs. It may include the promotion of ICT, education and the establishment of an appropriate regulatory framework for e-commerce. Competition for both telephone access and service providers is a key area where public policy can change access to and acceptance of e-commerce.

Other e-commerce barriers are free trade, the monopoly that national governments have over national telecommunications, and import duties on IT equipment such as hardware and software. Elimination of control and deregulation of telecommunication systems

is necessary before the free flow of information and expanded use of ICT is possible. Public policy changes are seen as crucial to creating an environment for the Internet widespread application in many sectors of developing countries. The government's commitment and involvement in the provision of Internet services and the reduction of import duties will reduce costs making equipment more accessible and encouraging Internet connection.

Most countries still need to deregulate the telecommunications industry. They also urgently need to formulate an information policy that will provide the basis for the efficient, widespread and cost-effective application of the Internet. Unfortunately, conditions in most developing countries are not conducive to the widespread, cheap and efficient use of the Internet by the majority of citizens. There is no government policy on the provision of the Internet in most developing countries. The lack of a national information policy in developing countries means that the government is not involved in providing the Internet.

**Conclusions.** The development of modern means of communication, especially electronics, plays a significant role in the process of globalization. It leads to a careful ongoing process of changing existing relationships. Today, e-commerce and general e-commerce are used in areas where it has been difficult or impossible to implement in the past. The modern approach is characterized by the transformation from mechanical to electronic leading to the rapid penetration of technical progress. The development of e-commerce leads to a number of advantages over the conventional method of operation. However, there are also negative aspects in this process expressed through security issues and the risk of abuse of the entire electronic system.

E-commerce affects three factors: economic, technological and social.

It is important to note that the progress of e-commerce continues, and it is necessary to provide conditions for its smooth operation bearing in mind benefits to both sides of the market, i.e. buyers and sellers.

The Internet is not yet a publicly available resource in developing countries. Most countries do not have the necessary policies and infrastructure to make extensive use of the Internet. There are no conditions to support the use of the Internet in most developing countries. The Internet has great potential as a development tool. Acceptance is hampered by a number of barriers, including the unavailability and/or unreliability of infrastructure, the lack of government policies, the lack of banking facilities (such as credit cards) and the ignorance of potential users about the extremely useful potential of e-commerce. The level of education, the availability of IT skills, the level of penetration of personal computers and telephones into society hinder the adoption of e-commerce. Despite the limitations of most developing countries, e-commerce appears to be truly relevant to developing countries, despite current constraints on existing infrastructure and other issues related to economic and socio-cultural conditions. E-commerce can be an extremely useful tool in developing countries, provided that certain problems are addressed and that developing country governments

demonstrate their political will to remove existing barriers.

#### References

1. Akter, S. and Wamba, S.F. (2016). Big data analytics in E-commerce: a systematic review and agenda for future research. *Electronic Markets*, 26(2), pp.173-194.
2. Kim, Y. and Peterson, R.A. (2017). A Meta-analysis of Online Trust Relationships in E-commerce. *Journal of Interactive Marketing*, 38, pp.44-54.
3. Kurnia, S., Choudrie, J., Mahbubur, R.M. and Alzougool, B., 2015. E-commerce technology adoption: A Malaysian grocery SME retail sector study. *Journal of Business Research*, 68(9), pp.1906-1918.
4. Kuznetsova, N. V., Vorobeva, N. A. (2015) Analysis of the aspects of changing the economic paradigms in the world economy, *Ekonomika*, 61(2), 55-68.
5. Mladenovic, S. S., Cuzovic, Dj. (2014) Development of the Concept of Corporate Social Responsibility in Trade under Conditions of Market Globalisation, *Ekonomika*. 60(4), 117 – 129.
6. Powell, C., M., Conca, C. (2015) Perceived Risk Reduction In E-commerce Environments, *Atlantic Marketing Association Proceeding*, Savannah, Georgia.
7. Runfola, A., Perna, A., Baraldi, E. and Groggi, G.L. (2016). The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns. *European Management Journal*, 30, p.1e12.
8. Salehan, M., & Kim, D. J. 2016. Predicting the performance of online consumer reviews: A sentiment mining approach to big data analytics. *Decision Support Systems*, 81, 30-40.
9. Selty, J. (2003) Internet banking-an Overview, *Journal of internet banking and commerce*.
10. Stevanovski M., Pavlovska-Gjorgjieska D. (2016). Electronic commerce as an integral part of the digital economy with emphasis on its application in the Republic of Macedonia. *Ekonomika*. No 1, p.113-124.
11. State Statistics Service of Ukraine (2020). The use of information and communication technologies in enterprises. URL: [https://ukrstat.org/uk/operativ/operativ2018/zv/ikt/arh\\_ikt\\_u.html](https://ukrstat.org/uk/operativ/operativ2018/zv/ikt/arh_ikt_u.html)
12. Nikolaiev I.V. (2020). Development of e-commerce as a factor in increasing the competitiveness of enterprises. URL: <http://dspace.kntu.kr.ua/jspui/bitstream/123456789/9753/1/Proceedings-3thISPC-2020-334-337.pdf>
13. Chervona O.Yu. (2020). E-commerce trends. *Scientific Bulletin of Kherson State University*. URL: <http://ejournal.kspu.edu/index.php/ej/article/view/671>
14. Yudin V. Yu. (2020). E-commerce and its legal regulation. URL: [http://www.lsej.org.ua/8\\_2020/55.pdf](http://www.lsej.org.ua/8_2020/55.pdf)

УДК 631.15:005.332.4

**Красняк О.П.**

*к.е.н., доцент, доцент кафедри аграрного менеджменту та маркетингу,  
Вінницький національний аграрний університет*

[DOI: 10.24412/2520-6990-2021-996-19-25](https://doi.org/10.24412/2520-6990-2021-996-19-25)

### МЕХАНІЗМ ФОРМУВАННЯ СТРАТЕГІЧНОГО ПІДХОДУ В УПРАВЛІННІ КОНКУРЕНТОСПРОМОЖНІСТЮ АГРАРНИХ ПІДПРИЄМСТВ

**Krasnyak O.P.**

*Candidate of Economic Sciences, Associate Professor,  
Associate Professor of the Department Associate Professor of Agricultural Management and Marketing,  
Vinnitsia National Agrarian University*

### MECHANISM OF FORMATION OF STRATEGIC APPROACH IN MANAGEMENT OF COMPETITIVENESS OF AGRICULTURAL ENTERPRISES

#### **Abstract.**

*The article considers issues related to the study of the peculiarities of the formation of a strategic approach to managing the competitiveness of agricultural enterprises.*

*It is established that in a tough competitive environment, each company needs to develop a clear competitive strategy, taking into account the competitiveness of products (works, services), the presence of competitive advantages, ways and methods to increase competitiveness and analysis of their competitors.*

*It is emphasized that the provision of effective and modern competitive strategies at the level of enterprises and agro-industrial formations of the regions will contribute to the competitive development of the entire agro-industrial complex and ensure food security of the country.*

#### **Анотація.**

*В статті розглядаються питання, пов'язані з дослідженням особливостей формування стратегічного підходу для управління конкурентоспроможністю аграрних підприємств.*

*Встановлено, що в умовах жорсткого конкурентного середовища кожному підприємству необхідно розробити чітку конкурентну стратегію з урахуванням конкурентоспроможності виробленої продукції (робіт, послуг), наявності конкурентних переваг, шляхів і методів підвищення конкурентоспроможності та аналізу діяльності своїх конкурентів.*

Colloquium-journal №9(96), 2021

Część 3

(Warszawa, Polska)

ISSN 2520-6990

ISSN 2520-2480

Czasopismo jest zarejestrowany i wydany w Polsce. Czasopismo publikuje artykuły ze wszystkich dziedzin naukowych. Magazyn jest wydawany w języku angielskim, polskim i rosyjskim.

Częstotliwość: co tydzień

Wszystkie artykuły są recenzowane.

Bezpłatny dostęp do elektronicznej wersji magazynu.

Przesyłając artykuł do redakcji, autor potwierdza jego wyjątkowość i jest w pełni odpowiedzialny za wszelkie konsekwencje naruszenia praw autorskich.

Opinia redakcyjna może nie pokrywać się z opinią autorów materiałów.

Przed ponownym wydrukowaniem wymagany jest link do czasopisma.

Materiały są publikowane w oryginalnym wydaniu.

Czasopismo jest publikowane i indeksowane na portalu eLIBRARY.RU,

Umowa z RSCI nr 118-03 / 2017 z dnia 14.03.2017.

Redaktor naczelny - **Paweł Nowak, Ewa Kowalczyk**

«Colloquium-journal»

Wydrukowano w Annopol 4, 03-236 Warszawa Poland, «Interdruk»

Format 60 × 90/8. Nakład 500 egzemplarzy.

E-mail: [info@colloquium-journal.org](mailto:info@colloquium-journal.org)

<http://www.colloquium-journal.org/>