

STATUS AND DEVELOPMENT OF E-COMMERCE

E-commerce, also known as e-business, is of great importance in today's world, bringing about significant changes in the way goods and services are sold and purchased. With the constant development of technology, it becomes more accessible and popular. In this study we are going to look at the current state of e-commerce and discuss ways of its further progress and development.

The beginning of the development of e-commerce dates back to the late 1960s. But it is only in the last two decades that it has gone beyond banking and electronic data interchange to become an effective business tool [1].

E-commerce is in a state of intensive growth. It is rapidly gaining momentum in the economic sphere, which very quickly penetrates into all areas of human activity.

The growth and development of e-commerce depends on a number of factors and advantages over traditional business. One such factor is the increasing number of Internet users. Modern information networks, thanks to their accessibility and reliability, as well as the availability of security tools, have created an enabling environment for e-commerce. In 2022, the share of Internet users in Belarus amounted to 89,5 %. Compared to 2018, the increase was 10,4 %. The share of Internet users in Belarus was about 1,5 %. And the number of users worldwide is 72 % of the population. Thanks to the global presence on the Internet, geographical and temporal boundaries are being blurred, making it possible to work internationally.

Understanding the development of e-commerce involves several aspects. First, it increases the complexity of internal e-commerce business processes. The second is adaptation to external conditions, including the conditions of economic market transformation. The third aspect is the expansion of e-commerce. Its further development is also related to economic growth and improvement of its structure, as well as social progress [2].

In conclusion, e-commerce plays an important role in today's world, providing countless opportunities for business and consumers. It enables entrepreneurs to reach the global market and increase the efficiency of operations. Openness to new technologies, innovation and strategic thinking will be key to success in e-commerce. There is also a need to further develop the e-commerce infrastructure, Internet connectivity and digital platforms to ensure better access and user-friendliness for all participants. In general, e-commerce will continue to affect our daily lives, and it is therefore important to monitor and actively develop this area so that it continues to benefit and thrive the whole society.

References

1. *Гаврилов, Л. П.* Электронная коммерция : учебник и практикум / Л. П. Гаврилов. — М. : Юрайт, 2019. — 363 с. — (Бакалавр. Магистр. Академический курс).
2. *Мелехова, А. С.* Развитие рынка электронной коммерции / А. С. Мелехова // Вестн. Рос. экон. ун-та им. Г. В. Плеханова. — 2017. — № 4. — С. 113–115.