

E-COMMERCE AND ITS DEVELOPMENT IN BELARUS

E-commerce is a form of business process outsourcing or business transformation of a physical or virtual presence. E-commerce has helped businesses establish a wider market presence by providing less expensive and more efficient distribution channels for their products or services. The objective of this paper is to analyze the emerging trends and potential trajectories for the advancement of e-commerce within the Republic of Belarus.

Despite its significant potential, the e-commerce sector in Belarus has not received adequate attention from organizations. In stark contrast, in the UK, e-commerce contributes up to 13% of the GDP, whereas in Belarus, it currently stands at approximately 1%.

Belarus holds promise for the development of e-commerce, owing to several technological factors. These include the widespread availability of high-speed Internet across the nation, coupled with low costs associated with internet traffic. Additionally, the compact geographical size of the country facilitates efficient delivery of goods to any location within a short timeframe. Moreover, there is a growing prevalence of internet usage among the populace.

As our survey of the relevant data shows, in 2023 the sales within Belarusian online retail outlets experienced a 25% surge, reaching 3.4 billion BYN, with their proportion within the overall retail turnover amounting to 5.8%. Comparatively, in 2022, the growth rate was higher, at 40%, albeit with a smaller market share of 4.5%. It is anticipated that by the end of 2024, the share of online sales in total retail transactions will surpass 6%.

Key categories driving consumer purchases in Belarus include home and garden products, household appliances and electronics, health and beauty items, children's merchandise, as well as automotive products. Notably, there was a substantial surge in demand for electronic steam generators and stress-relief toys in 2023. Additionally, construction and renovation supplies, along with items related to hobbies, gifts, and books, experienced heightened demand. The survey has also revealed that there has been a slight decline in the popularity of courier services, with 48% of Belarusian consumers opting for this method, marking a 4 percentage point decrease from the previous year. Conversely, postal delivery witnessed an uptick, rising by 3 percentage points to encompass 36% of total deliveries.

Hence, in 2022, the Belarusian market underwent shifts in consumer behavior, encompassing alterations in sales channels, payment structures, product preferences, and delivery methods. This demonstrates that the Belarusian market aligns with many prevailing global e-commerce trends. According to the survey conducted domestic websites remain the preferred shopping destination for most Belarusians, while China holds a prominent position as a favored source, with the USA, Russia, and Poland trailing behind.

In summary, Belarus exhibits considerable promise in the realm of e-commerce. However, challenges such as legislative constraints, bureaucratic hurdles, limited consumer trust in online payment systems, and underdeveloped delivery infrastructure pose significant obstacles. Addressing these challenges could involve the enactment of dedicated legislation to regulate e-commerce and associated processes, thus streamlining operations for e-commerce enterprises. Additionally, lifting restrictions on certain product categories and facilitating payments to third parties could serve as vital measures for fostering industry growth.

E-commerce continues to evolve with advances in technology. Some current trends include the rise of voice commerce, augmented reality (AR) for enhanced product visualization, subscription-based models, and the integration of artificial intelligence (AI) for personalized shopping experiences.

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IMPACT OF CYBERSPORTS ON THE ECONOMY AND SOCIETY

The impact of cybersports on the economy and beyond has been a topic of growing interest in recent years. Cybersports, also known as esports, has emerged as a significant force in the gaming industry, and its influence extends beyond the realm of entertainment. This paper aims to explore the impact of cybersports on the economy, gaming culture, and society at large.

Cybersports, a type of competitive gameplay that has revolutionized the gaming industry in recent years, have grown in popularity. Cybersports are professionally run video game tournaments where players fight against one another for cash and fame [1].