

in transit traffic between countries. Based on the experience of the EU in 2012, the program «Creating a Unified Automated Information System for Monitoring Customs Transit of the EEU Member States» began to be operated, linked to NCTS.

However, this system is not fully implemented on the territory of the EEU due to some factors that hinder the implementation of the transit potential of the EEU. From this it can be concluded that in the EU customs transit is developed at a much higher level than in the EEU.

In order to make the customs transit procedure in the EEU better and more efficient, it is necessary to develop information systems that will speed up this process and allow carriers to process their cargo much faster. It is also necessary to underline that the countries of the EEU need to improve transport and customs infrastructure, logistics systems, as well as service maintenance of transit traffic in order to increase their transit potential.

### References

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**А.А. Литвинова**  
*БГЭУ (Минск)*

*Научный руководитель — Ю.А. Шарвук, канд. экон. наук, доцент*

### E-COMMERCE

E-commerce has become an integral part of the modern economy. More and more consumers buy goods through the Internet, and commercial organizations one way or another use the capabilities of this network in carrying out business activities. Electronic commerce is a promising industry and has great potential for growth. This report outlines the concept of e-commerce, its advantages and disadvantages, as well as trends in the development of e-commerce.

E-commerce is the activity of buying or selling of products on online services or over the Internet.

E-commerce include: Electronic Data Interchange, EDI; Electronic Funds Transfer, EFT; e-trade; e-cash; e-marketing; e-banking; e-insurance.

The main advantages of e-commerce for organizations: global scale; cost reduction; improved supply chains; business is always open (24/7/365); personalization; fast product launch, low cost of distributing digital products. For consumers: ubiquity; anonymity; a large selection

of goods and services; personalization; cheaper products and services; prompt delivery; electronic socialization. And for society: a wide range of services provided (for example, education, health care, public services); raising the standard of living; increased national security; reducing the «digital» gap; Online sale / order of goods / services reduces car traffic and reduces environmental pollution.

There are also a number of flaws in e-commerce: the possible doubts of the parties about the affiliation of a project to the company (negative anonymity); some difficulty in maintaining and legitimizing the activities of the enterprise on the Internet; consumer distrust of services sold through the Internet; the inability to «touch» the goods by hand; waiting for delivery of purchased products; possible difficulties and costs when returning the goods; additional cost for delivery of goods; an attractive fraud platform (reduced network security); ousting commercial offline enterprises from the market. For the state: non-receipt of tax payments to the state budget when maintaining «gray» accounting schemes [1, 2].

A few main trends for 2018–2019: B2B is entering the online market, a real giant against the background of the usual B2C; a variety of buyers will bring major changes in electronic commerce; the use of more mobile devices; the time will come natural sales through social media; Google's micro moments will be a new battlefield for optimization; Content will be the best way to interact with consumers in electronic commerce [3].

Recently, the range of commercial relations through the Internet has expanded significantly, which is a strong argument for asserting that e-commerce has become part of everyday relationships between business entities. In many developed countries, e-commerce is among the main points of economic growth. That is why it is necessary to have an idea of the trends occurring in e-commerce, and thus be able to promptly influence the dynamics of its formation.

## References

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