

## **MAIN DIRECTIONS OF DEVELOPMENT OF E-BUSINESS COMPONENTS**

Every day, the number of electronic products, websites, software products and online stores increases, new developments appear, which ensures significant business growth in electronic format.

The main advantage of e-business is the constant movement, in which old developments, updates, and program codes are replaced by new ones that are more advanced and easier to use. In connection with the constant movement, the main direction of development is the training of specialists in the field of e-business, who will be able to develop updates or support old developments, specialists who will be able to solve any problems in the field of information technology for the stable operation of online stores, websites and applications.

The next no less important direction is the construction of a “Smart City”. This concept implies the introduction of an electronic component in the systems of educational institutions, in transport organizations, in institutions for the provision of medical care, in water supply systems, in law enforcement agencies and other public services and organizations. The main goal of this concept is to improve the quality of life with the help of urban informatics technology to improve the efficiency of service and meet the needs of users [1].

Special attention is paid to the development of e-business related to marketing and advertising. This area includes the promotion of online stores and electronic goods, marketing research of both traditional trade organizations and e-business organizations. The advantages of online advertising are the possibility of barter advertising, i.e., mutual advertising or advertising that gives an organization or consumer who advertised a product or online store a discount, a gift, or the opportunity to receive a free service. Also, advertising on the Internet can serve as a good user review on social networks about a product, it is free and can be stored for some time in the social network profile of the user who left this review.

The most common forms of advertising on the Internet are:

1. Contextual advertising.
2. Banner advertising.
3. Advertising on thematic sites.
4. Advertising on social networks.
5. Advertising in the search engine.
6. Advertising in news articles.

Also, the areas of e-business development include electronic payments. This area includes the preparation of online trading platforms for new forms of payment, the introduction of the cash-back system in online stores, the introduction of various discount programs that will be triggered at a time when the user pays for goods or services in the online store. This area also includes the development of a new form of

electronic money and the provision of communication between banks and money transfers online on various servers.

The main directions of e-business development include e-commerce, which also requires constant movement on its online trading platforms. This direction includes changing the design of the trading platform, attracting new consumers in various ways, promoting the trading platform, interacting with other platforms, and applying new developments and technologies. At this stage, most online stores use chatbots that support customer feedback and answer the most common questions.

Gradually, these innovations in the above areas are being implemented in e-business, but in each country this process proceeds differently. The development of e-business depends entirely on the scientific and technical potential. Huge amounts of money are invested in its development around the world. It is planned to transfer almost all spheres of life in every developed and developing country to an electronic format.

### **REFERENCES:**

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**Irina Kishko**

Science tutor *L. Bedritskaya*  
BSEU (Minsk)

## **BLOCKCHAIN CHANGES THE WORLD**

Nowadays everyone is familiar with the term Bitcoin and knows at least that it is a digital currency. The less amount of people knows that the technology called blockchain underlies it. Therefore, the purpose of my paper is to analyze the changes and options of blockchain and its influence on the economies of different countries.

Blockchain is a database, which consists of an ordered chain of blocks, where a block is a set of data about any kind of transactions.

The potential of this new technology is immense. Here are the main fields in which this technology has already strengthen its positions:

The first is cryptocurrency, which was the initial aim of developing of this system. The need for this new type of money and way of making transactions derives from the fact that more and more international transactions are made. It requires the involvement of third parties which are banks. But these transactions become very time-consuming.

The second field is personal identification. There are already several start-ups whose aim is to replace our passports and other documents with their digital copies. Besides this technology is already used in some private elections and it can guarantee the absence of fraud.