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E-COMMERCE IS A MODERN TREND OF DEVELOPMENT A CONSUMER MARKET

The development of e-commerce in modern conditions is accompanied by a desire to move from a single-channel to a multi-channel (multi-channel and omnichannel) service system, which creates prerequisites for its development, including:

1) the transition to the fourth industrial revolution and the sixth technological order;

2) the development of collection, processing, delivery and payment technologies;

3) the spread of COVID-19, which caused a number of problems in the development of traditional trade.

At present the mentality of the Belarusian consumer doesn't allow to fully assess the effectiveness of e-commerce, so there is practically no research in this area. The volume of global distance trade in 2020 amounted to about 3,914 trillion dollars, and the annual growth rate ranges from 13–30 % [1].

E-commerce is one of the forms of retail sale of goods, which differ from traditional retail trade in the absence of direct personal contact between the seller and the consumer in the process of communication, and the buyer makes a purchase under images and a text description of goods.

Currently, almost every economic entity has an online store in addition to the usual stationary store, which is due not only to the COVID-19 pandemic, but also to the desire of the business to build a system of direct relationships with the buyer by customizing product offerings, an individual approach to the client. In 2020 the e-commerce market in Belarus grew by 25 %, and the online advertising market — by 12 %. Retail trade turnover in 2020 amounted to \$19 billion. The share of online orders in the structure of retail turnover is about \$800 million

(for comparison, in 2014 it was about \$450 million). According to the Ministry of Antimonopoly Regulation and Trade of the Republic of Belarus, the share of online commerce in the retail turnover of the country amounted to 4,9 % in 2020, which is higher than the value of this indicator for 2019 by 0,8 percentage points [2].

In modern trade there is a gradual change in the relationship that has developed over many years between in-store and out-of-store methods of selling goods. National e-commerce is developing, repeating the path of foreign distance trading — the lag is, according to various estimates, from forty to fifty years.

Thus, the use of information and communication means in retail trade contributes to the acceleration of information exchange between market participants, which creates prerequisites for more efficient use of the resources of trade organizations, faster satisfaction of the effective demand of the population. However, business entities that use elements of distance trading currently do not have experience and guidelines for the development of distance trading. That is unfortunate as the development of distance trading changes the procedure for the formation of the value of goods (services, works) for the consumer and the economy, which imprints on how remote trading should be integrated into the national economy of the Republic of Belarus.

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USSR COLLAPSE INFLUENCE ON POST-SOVIET COUNTRIES ECONOMIC DEVELOPMENT AND FOREIGN TRADE

The relevance of the topic lies in the need for a comparative analysis of the development of indicators of economic growth and foreign trade, determining the place of Belarus among other post-Soviet countries.