

contribution to GDP. The results of the study present up-to-date quantitative data on small businesses in Belarus and the USA. The main problems are identified above, the analysis of the complexity of doing business in the USA and Belarus was carried out. The analysis determined the complexity of continuing business activities.

Song Zhengyi

Сун Чжэньи

БГУ (Минск)

Научный руководитель Э.Г. Чурлей

THE DEVELOPMENT PROSPECTS OF CHINA'S E-COMMERCE ECONOMY

Перспективы развития электронной коммерции в Китае

This report shows, that GMV of China's e-commerce market changed from 2012 to 2021: 7.85 trillion yuan, 10.2 trillion yuan, 13.4 trillion yuan, 18.3 trillion yuan, 22.97 trillion yuan, 28.66 trillion yuan, 32.55 trillion yuan, 35.63 trillion yuan, 38.16 trillion yuan, 42.13 trillion yuan [1].

In recent years, with the development of science and technology, the network information is also developing rapidly, at the same time, it makes the e-commerce economy develop greatly. At present, e-commerce economy mainly includes: 1. E-commerce transaction, the main platforms are Vipshop, Alibaba, JD Mall and Suning E-shop. The main modes are B2B, B2C, C2B and C2C. These modes have not developed further at present and have been integrated into many business modes; 2. The support of e-commerce, including data operation, logistics distribution services and third-party payment; 3. The derivative part of e-commerce. It mainly includes Internet financial enterprises. At present, the development of e-commerce has played a great role in promoting China's economic progress. China has provided a very good environment for the development of e-commerce. In order to effectively update the business mode and content of e-commerce, China has also given a lot of corresponding preferential policies. For China's economic growth, e-commerce has gradually become a key point.

There are two directions for the development of China's e-commerce economy.

1. The phenomenon of mergers. From the overall trend of the current e-commerce development, there will be many mergers in the e-commerce economy in the future. First, the merger between similar e-commerce enterprises. There are some repeat operating websites in the development of e-commerce economy. These e-commerce enterprises are almost the same in marketing positioning and mode. The market competition is strong, and some enterprises will be eliminated; second, complementary mergers. From the current

point of view, although some e-commerce enterprises are in the leading position, they occupy a large share in the e-commerce market, and they also have the advantages of resources, brands and customer scale. However, China's e-commerce started relatively late and lagged behind the developed countries in terms of development. If enterprises want to effectively meet the all-round requirements of customers, the leading enterprises of e-commerce must constantly improve themselves and implement merger, so as to realize the sustainable and comprehensive development of e-commerce.

2. Accelerating international development. At present, some e-commerce enterprises in China have gradually realized cross-border transactions. Now the international competition is very fierce, and the traditional form of import and export trade is difficult to meet the need for international development. After the emergence of cross-border e-commerce, it is very convenient for domestic and foreign economic exchanges. However, China's cross-border e-commerce is just at the beginning, and there are still some problems to be solved on cross-border tariffs, logistics and other related aspects.

Therefore, China's cross-border e-commerce needs to accelerate the transformation of the form of import and export trade. The state formulates relevant policies to support the development of cross-border e-commerce, so as to accelerate the development of cross-border e-commerce.

Reference

1. 2012-2022 China E-commerce Development Data Report [Electronic resource] // baijiahao. — Mode of access: <https://baijiahao.baidu.com/s?id=1747897259269768955&wfr=spider&for=pc>. — Date of access: 15.10.2022.

D. Sukhodolskaya

Д.В. Суходольская

БНТУ (Минск)

Научный руководитель А.И. Сорокина

CURRENT TRENDS AND FEATURES OF DOING BUSINESS IN CHINA

Современные тенденции и особенности ведения бизнеса в Китае

At the moment, China is showing impressive success in the monetary and financial spheres, striking the entire world community: the first place in the world in investments, the second in GDP, a sharp breakthrough in the industrial sector and huge labor resources. In this regard it becomes relevant to study the national characteristics of doing business in China and the current trends in the development of the economy of this country.