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FEATURES AND DEVELOPMENT PROSPECTS OF ELECTRONIC COMMERCE IN UKRAINE

The article explores theoretical and practical aspects of e-commerce as a new type of trade. Under a term «electronic commerce» is understood such form of product supply (commodities and services) at that a choice or order of commodities comes true through computer networks, and calculations between a customer and supplier come true with the use of electronic documents and/or payment terms. In materials of European Commission on a project ESPRIT such models of electronic business: are examined cybermall, electronic reference catalogue-book, e-auction, electronic shopping center, virtual concord, virtual center of development, informative broker, provider business of operations, integrator is business of operations.

The main components of e-business, which have direct contact with each other and interconnected, creating an effective trade, were analyzed. The analysis of statistical information testifies to that in the world grows share of internet trading in a general retail. In Ukraine electronic commerce is on the stage of becoming, that is why participants need to use possibilities for development, especially taking into account the all greater personal interest of consumers in online-purchases.

Also, the article analyzes the situation of Internet services in Ukraine and prospects of its development. All domestic cybermalls run into the row of problems that require an urgent decision. The underdevelopment of the system of electronic calculations, low level of personal income and intervention from government agency, undoubtedly, will render some negative influence on development trade on-line in Ukraine. However, a market quickly will be raise and main reason of this height is a comfort for a consumer.