

Description of the global experience of e-commerce implementation through export digitization

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Annotation: In this article we can see observation of the developing digital economy and its impact to economy. Tourism is an information-rich field, in which the collection, transmission, analysis and storage of information play an important role in decision-making at all levels of the field. In this regard, the formation and development of the digital economy is of great importance for the exchange of products, work and services in online virtual markets. In this process, without the physical meeting of the buyer and the seller, the concept of time and space loses its value for them, in which the latest information and communication technologies are actively used

Key words: e-commerce, Digital commerce, online trading platforms, information networks, distribution, sale, sale or delivery of goods and services, computer programs, products

The importance of e-commerce in the development of export potential with digital economy technologies is high, and e-commerce is carried out through online trading platforms for the exchange of products, work and services in online virtual markets. In this process, without the physical meeting of the buyer and the seller, the concept of time and space loses its value for them. Usually, these trading platforms are in B2C (business-to-consumer), B2B (business-to-business) format, where the company and the buyer or the company and the company are able to start their trading activities directly without the participation of third parties. On the basis of online agreements, trade transactions are carried out and consumption of goods, works and services is achieved.

According to the World Trade Organization in 2016, the following concept of digital (electronic) commerce is the production, distribution, sale, sale or delivery of goods and services through electronic channels. Digital commerce is broader than e-commerce, as it includes not only sales on the Internet, but also other information and communication, interaction through social networks, and is based on a wide range of business models.

Digital commerce is the delivery of products and services using wired or wireless digital networks. This does not include trading in most tangible goods, such as those ordered online, or physical goods with digital copies, such as books or software, music and movies on CDs and DVDs.

Digital commerce involves many actors, including: (1) the digital commerce platforms used to initiate and execute the transaction; (2) consumers provide information about their tastes and preferences; (3) commercial enterprises that offer goods and services for sale using networks and information technologies; (4) aggregate data operators; (5) operators (providers) of relevant services: logistics, payment, warehouse, etc.; (6) government bodies (customs, tax, certification and other regulatory bodies) that form the legal framework for digital commerce.

Based on the analysis of many examples of e-commerce sites, platforms, many components of the landscape of the digital trade ecosystem, it is possible to identify broad functional groups related to digital goods and services, the idea of which is formed in different forms in contexts and even at different stages of the development of trade relations:

Tangible goods - any objects ordered through information networks, the delivery of which is carried out through channels other than information and communication networks. This category also includes computer programs, databases, and digital content in tangible media.

Non-digital services - services that are implemented through channels other than information networks, as well as consulting services provided through any channels (including digital).

Digital services - provision of services through information and communication networks is automated using information technologies. This category includes a wide range of services, such as computer software, Internet advertising, data storage and processing, hosting, digital content.

Digital content is a collection of information materials distributed electronically through special channels for use on digital devices. Considering the many models of monetization of digital content, only the taxable part of digital content is of interest from the point of view of regulation of digital commerce (for example, the user can watch Internet video for free, and the provider earns money from advertising).

A number of initiatives aimed at creating a favorable environment for the development of the digital trade ecosystem include establishing cooperative relations between industrial enterprises, launching a digital industrial cooperation and subcontracting project aimed at attracting small and medium-sized enterprises to production chains, digital tracking of goods, and the creation of a digital transportation corridor ecosystem. - projects of integration and optimization of information interaction between logistics participants and systems are included. Businesses will be interested in developing a network initiative of wholesale distribution centers integrated with a common environment for electronic transactions. Today, the creation of a digital ecosystem requires the development of cross-border data circulation, a cross-border trust area, a unified platform for digital identification of business entities, and many other initiatives.

In January 2019, the 70 countries of the World Trade Organization (WTO) agreed at the World Economic Forum in Davos to start a negotiation process on e-commerce with the aim of developing international rules to regulate it. Among the measures mentioned in the published statement are the removal of barriers to cross-border sales, combating spam, guaranteeing the validity of electronic contracts and electronic signatures. It is also proposed to continuously reduce customs fees for electronic transactions.

There is a trend to create digital trading platforms all over the world, especially in Belarus. According to the preliminary results of 2018, 760 e-commerce companies were established in the country, and as of October 1, 18,552 online stores were registered, and since the beginning of the year, this figure has increased to 14 increased by 8 percent. In Kazakhstan, digital sales accounted for 2.6% of retail sales in 2018.

In 2018, more than 3,500 offline stores closed in the United States. For example, according to a Bloomberg report, Bebe invested in online sales by closing 170 stores, Sears closed 10 percent of its outlets, or 150 stores, and JCPenney closed 14 percent, or 138 stores, to focus on developing online sales. According to the data, in 2018, the volume of the entire e-commerce market in Russia was 19.8 billion dollars, and by the end of 2023, this indicator is forecast to grow to 53.4 billion dollars. According to forecasts of Morgan Stanley, in the near future Russia may account for about 60% of the digital sales market in online retail.

Information about the countries with the highest volume of e-commerce sales in 2018

№	Countries	Total sales volume of e-commerce, billion dollars	Its share in GDP, in %	B2B (business-to-business) in % (billion dollars)	Share of total e-commerce in sales, in %	B2C (business-to-consumer) (billion dollars)	Average annual spending volume for online stores, in dollars
1.	USA	8 883	46	8 129	90	753	3 851
2	Japan	2 975	61	2 828	95	147	3 248
3	China	1 931	16	869	49	1 062	2 574
4	Germany	1 503	41	1 414	92	88	1 668
5	Korea	1 290	84	1 220	95	69	2 983
6	UAE	755	29	548	74	206	4 658
7	France	734	28	642	87	92	2 577
8	Canada	512	31	452	90	60	3 130
9	India	400	15	369	91	31	1 130
10	Italy	333	17	310	93	23	1 493

In 2018, information is provided about the countries with the highest volume of e-commerce sales, and the total volume of e-commerce sales in these countries was equal to 19,315 billion dollars, while B2B (business-to-business) (billion dollars) sales The total volume of online sales in the B2C (business-to-consumer) format is 16,782 billion dollars, and in the world it is 25,516 billion dollars. the total amount was 2,533 billion dollars, and this indicator was equal to 3,851 billion dollars worldwide

According to 2018 data, the global digital commerce market (B2C + B2B) is estimated at 1.5 trillion dollars. China is the world's largest e-commerce market, with \$497 billion in revenue, an annual growth rate of 14 percent, and this figure is expected to grow to \$959 billion by 2022. The second largest Internet market in 2018 has a revenue of about 421 billion dollars, the United States, Europe - 330 billion dollars, the fastest growing e-commerce turnover is in Asia (+ 20%), the slowest - in North America (+9%), South America (+ 16.5%) and the Middle East and Africa (+ 11%) are growing steadily.

Information about the countries with the highest volume of B2C (business-to-consumer) trade format in 2018.

№	Countries	B2C (business-to-consumer) sales format (billion dollars)	Share in export volume, in %	Share of B2C (business-to-consumer) format in total sales, in %
1	USA	102	6.6	13.5
2	China	79	3.5	7.5
3	UAE	31	7.0	15.0
4	Japan	18	2.6	12.2
5	Germany	15	1.0	17.1
6	France	10	1.8	10.6
7	Canada	8	1.8	12.7
8	Italy	4	0,7	16.2
9	Korea	3	0,5	3.8
10	Netherlands	1	0,2	5.0

In the digital economy, physical goods do not appear, but their "digital twin" is created. A digital twin is a virtual digital image of a certain physical object or process, which reflects its existing models, information about the object throughout its life cycle. In this way, it is possible to imagine, predict and adapt the properties and behavior of the product through a virtual image that reflects all the main characteristics of the real object.

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