
ТОРГІВЛЯ. МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ. СВІТОВА ЕКОНОМІКА

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FEATURES AND POTENTIAL OF ELECTRONIC TRADE DEVELOPMENT IN MODERN CONDITIONS

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Economic crises affect trade volumes and the stability of the national financial system. In the context of the COVID-19 epidemic and the emergence of crisis phenomena in the economy, it is actual to look for directions of trade development in the present conditions. The features, problems and prospects of global and domestic e-commerce market development are investigated in the paper. Electronic trade volumes are growing steadily. It is substantiated that Ukraine has the potential to expand the scope of electronic trade. Modern information technologies can be effective for increasing the profitability of trading enterprises. Problems of functioning of electronic trade need to analyze new trends and developments in Ukraine. The purpose of the article is to analyze the potential of development of e-commerce in general and to study the features of e-money in the current conditions. Ukraine's electronic trade market is small compared to world leaders. However, the growth rate of Ukraine's electronic trade market is similar to that of developed countries. E-money can play an important role in e-commerce. Decentralized electronic currencies compete with fiat money. At the same time, the potential of e-currencies can give impetus to the development of electronic trade. Electronic money is nowadays compared to the creation of digital analogues of gold. Also used in the scientific literature are the terms virtual currency, hybrid money, money surrogate, cryptocurrency, claims, private electronic money, speculative financial instrument, financial pyramid, digital analogue of raw materials and precious metals. Trading by electronic means of payment has the prospect of business expansion. In a viral epidemic, the National Bank of Ukraine recommends minimizing cash use. Many businesses are moving to electronic trade. Crisis phenomena are actually accelerating the implementation of effective directions for long-term electronic trade development strategies. An analysis of the growth rates of electronic trade volumes shows that the growth rates in Ukraine are approaching the global average. This situation may be associated with an increase in Internet distribution in Ukraine. Ukraine's electronic trade market demonstrates sustainable development potential. It can be hypothesized that trends in the development of the electronic trade market may change due to internal and external factors. The potential of electronic trade market can be estimated at 1–3% of annual growth of electronic trade.

Keywords: electronic trade, e-commerce, e-money, digital economy, cryptocurrency, innovative trends

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Introduction

The newest technologies in the digital economy make it possible to effectively overcome the problems of limited customer access to trading networks, inflation and other economic problems. Electronic trade is customer-specific and information-driven. This is an important resource to take into account the specific features of customers in a particular location. Ukraine has relatively low electronic trade volumes and is looking for ways to increase electronic trade capacity. Electronic trade is an integral part of the digital economy. The term e-commerce is also used in this area. E-commerce is a digital economy that includes all financial and commercial transactions through computer networks.

Formulation of the problem

Electronic trade includes electronic exchange of information, electronic capital movement, e-commerce and e-money. At the same time as the development of retail trade in Ukraine, there is an increase in electronic sales in the sale of goods and services. This is due to the low price, convenience for the consumer and time saving. On the other hand, Ukraine's main electronic trade indicators are lagging behind those of developed countries. Therefore, it is important to establish the features of electronic trade in today's environment. The current economic crisis, the COVID-19 epidemic, the development of electronic communications, changing demand in various segments of the market for goods and services – all contribute to the movement of trade online. Analyzing the development of electronic trade in Ukraine and in the world is an actual task today.

Analysis and research of publications

Research on the state of electronic trade many scientists have cited Ukraine and the world. Authors such as Gamova I.V., Dainovsky Yu.A. Sinyavska O.O., Kolyadenko S.V., Kraus N.M., Goloborodko O.P., Voynarenko M.P., Skorobogata L.V., Glinenko L.K., Dubovik T.V., Kleoba L. .G. and others covered issues and trends in electronic trade development in their work. However, insufficient attention is given to identifying the prospects for the development of electronic trade, as well as to researching trends in the COVID-19 epidemic and the emergence of crisis phenomena. The problems of electronic trade functioning require updating and analysis of new trends affecting the development of electronic trade in Ukraine. The purpose of the article is to analyze the problems and potential of the development of electronic trade in general and e-money in particular in the current situation.

Statement of the main material

According to the Law of Ukraine «About electronic commerce», electronic commerce is an economic activity in the field of electronic sale, sale of goods by remote means to the buyer by means of

electronic transactions using information and telecommunication systems [1].

Electronic trade is expanding globally and is emerging as a distinct industry. Every year, from 30% to 70% of business in all countries (regardless of their level of development) goes online. [2, p. 126]. Electronic trade is also the most advanced area of the digital economy. The digital economy is a type of economy characterized by the active introduction of the use of digital storage technologies, processing and transmission of information in all spheres of human activity.

Electronic trade is based on information technology. The digital economy is an economy based on digital computer technology. The digital economy means manufacturing, selling and delivering products through computer networks. [3, p. 107]. The digital economy is also sometimes referred to as the internet economy, the new economy, or the web economy. The digital economy produces such innovative trends as BioTech, NanoTech, BlockChain, RetailTech, FinTech, LegalTech, Digital Marketing, Grid Technology, GovTech. [4].

The BioTech trend involves the use of living organisms and biological processes in manufacturing, agriculture and medicine. The NanoTech trend means microelectronics, molecular biology and more. The RetailTech trend involves startups in the trading industry. FinTech provides B2B and B2C financial services. The LegalTech trend involves on-line mediation between the client and the law firm. Insurtech is a combination of traditional insurance with the latest technology (changing the contracting process to improve customer service). GovTech's Digital Economy Trend is the creation of platforms for e-petitions, crowdsourcing, and more. In June 2014, a Department of Digital Economy was established under the Ministry of Economic Development and Trade of Ukraine. One of the main tasks of the department was the development of broadband Internet access, the creation of an information society and the widespread introduction of electronic administrative services. An innovative trend Grid technology is connecting computers from many administrative domains to achieve certain goals. Market demand for innovative trends is constantly increasing. This demonstrates the great potential of electronic trade.

Problems of new types of economies, including the digital economy, are actively discussed in domestic and foreign scientific literature, in particular in the works of S. Kolyadenko. [3, P. 105]. The digital economy is one of the technologies used by many countries in the world to increase the efficiency of national economies and use modern information technologies to increase profitability. The e-Economy category has two components: the Internet

Economy (e-business environment) and the Digital Economy – where the production, exchange, distribution and consumption of «electronic goods» take place. Calculations are made using electronic money [5, P. 19]. The e-Economy category has two components: the Internet Economy (e-business environment) and the Digital Economy – where the production, exchange, distribution and consumption of «electronic goods» take place. Calculations are made using electronic money [5, P. 19]. Consider the global trends in the development of e-commerce market (Table 1).

Table 1
Countries by volume of e-commerce market, billion dollars [6]

Country	2015	2016	2017
China	672	911	1208
USA	340	384	431
Great Britain	99	110	121
Japan	89	100	111
Germany	61	68	76
France	42	46	49
South Korea	38	42	46
Canada	26	30	35
Brazil	19	22	24
Australia	19	20	22
Ukraine	1.2	1.68	1.9

As you can see from Table 1, China is the biggest player in the e-commerce market. According to China, this indicator is followed by the United States, followed by European countries and Japan. Ukraine has low performance relative to developed countries. At the same time, this demonstrates the potential for large volumes of this market in the future. Moreover, the growth of the electronic trade market of Ukraine can go faster than the average in the world. Thus, it can be concluded that electronic

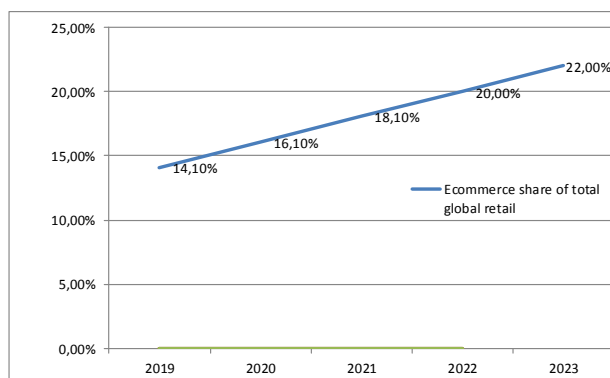


Fig. 1. Forecast of the fate of the world e-commerce according to the site www.statista.com (compiled by the authors according to the site <https://www.statista.com/>)

trade in Ukraine has great potential and strategic prospects for further development.

Most of the electronic trade market in Ukraine is occupied by companies that use 4 business models: e-shop (supermarket), e-bulletin board, e-marketplace and price aggregator, and a significant part of companies use hybrid models of bulletin board + price aggregator (Ria.com), «Supermarket + Marketplace» (Rozetka.com, Lamoda.ua) [7, P. 91]. The most popular electronic trade sites in Ukraine are the OLX bulletin board, Rozetka Internet supermarket, Prom.UA and Aliexpress sites. Consider the e-commerce fate projections (Figure 1).

For the intensive development of e-comm, it is necessary to focus on such global trends as customer loyalty programs and personalization of transactions, mobile commerce, public communications, interaction with remote regions of the country and efficient logistics.

Figure 2 shows the share of e-commerce in retail trade in Ukraine in 2013–2018.

An analysis of the growth rates of electronic trade volumes shows that the growth rates in Ukraine are approaching the global average. This situation may be associated with an increase in Internet distribution in Ukraine. Ukraine’s electronic trade market demonstrates sustainable development potential. It can be hypothesized that trends in the development of the electronic trade market may change dramatically due to internal and external factors. The potential of electronic trade market can be estimated at 1–3% of annual growth of electronic trade.

The Ukrainian electronic trade market is not large in volume in the world. However, the growth rate of Ukraine’s electronic trade market is equivalent to that of developed countries. This market can stimulate both domestic and foreign trade. Digital technologies create opportunities to trade in goods and services under the conditions of temporary closure of stores. Such problems can be the impetus for modernizing the economy and increasing

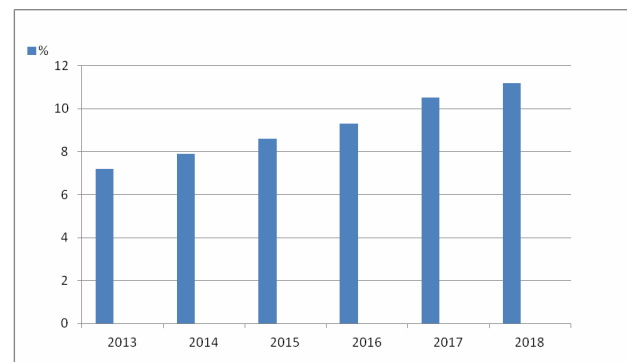


Fig. 2. Share of e-commerce in retail trade in Ukraine in 2013–2018 [8, P. 53]

competitiveness. Online digital banking can provide access to financial services without physical access to the bank. The development of IT and information economy is stepping up the search for new types of information-based financial instruments – electronic money. Cryptocurrency has become such a financial innovation. Online shopping can be considered as a separate way of sales. Cryptocurrencies challenge the existing monetary system and its underlying principles.

With quarantine 2020, the potential of electronic trade is dramatically increasing. This sometimes remains the only opportunity for businesses to legally work through communications and mail. In Ukraine, 15% of people do not have access to the Internet, and modern 4G communication may appear in 90% of Ukrainians by 2022. The importance of the mobile Internet for securing electronic trade is driven by the convenience of the client to cooperate with the bank at any place and time. The main advantage of mobile banking applications is that the bank adapts to the customer and not vice versa, this aspect increases the number of clients and financial transactions. For e-commerce it is important to ensure the functioning of innovative banking services: 1) mobile banking and Internet banking; 2) self-service zone for the client; 3) POS terminals in trading networks, including NFC chips. The problems of e-commerce and digital banking are to some extent related to the limitation of the use of electronic currencies, including bitcoin and others. Bitcoin is a decentralized digital currency created and operated on the Internet.

Bitcoin issue occurs by calculating the mathematical operations of computers involved in the network. Therefore, bitcoin lacks precious metals, commodities or currencies. It is based on math, Internet and user confidence. Bitcoin's uniqueness is that it is both a currency and a stand-alone payment system. It is actually an attempt to create a digital analogue of gold. Various variants of electronic money classification can be found in the literature: virtual currency, hybrid money, money surrogate, cryptocurrency, claims, private electronic money, speculative financial instrument, financial pyramid,

digital analogue of raw materials and precious metals. Consider the features and risks of the Bitcoin cryptocurrency side (Table 2).

Bitcoin cannot be changed by the country's central bank. Therefore, it can be considered as a social tool developed and used by the online society. For central banks, such electronic money is a «threat» to the monopoly position. On the other hand, you can look at this problem in the following way: if there is no legal rule for banning bitcoin, then people can use this tool for calculations and storage. Electronic money is nowadays compared to the creation of digital analogues of gold. Also used in the scientific literature are the terms virtual currency, hybrid money, money surrogate, cryptocurrency, claims, private electronic money, speculative financial instrument, financial pyramid, digital analogue of raw materials and precious metals.

Bitcoin and other cryptocurrencies refer to decentralized digital currencies. In Ukraine, the problems of economic security in the regulation of cryptocurrencies remain debatable. The term «monetary surrogate» introduced by the NBU in 2014 was abolished in 2018 [9].

In the context of the 2020 economic crisis, it is important for public financial institutions to harness innovation and technological progress. When regulating many innovative phenomena, public authorities are de facto forced to perceive «electronic money» as existing independently of government action.

E-hryvnia as a means of making instant retail payments to individuals can become an alternative to existing means and tools of retail payments – cash, payment order, payment cards and electronic money. Advantages of e-hryvnia are security, fast obtaining of the status of the user and speed of calculations. Consider the features of e-hryvnia, compared to cryptocurrency and other forms of money (Table 3).

The advantage of cryptocurrencies is the anonymity and no intermediaries. Trading by electronic means of payment has the prospect of business expansion. In a viral epidemic, the National Bank of Ukraine proposes to minimize cash use.

Table 2

Specific features and risks of using Bitcoin cryptocurrency

Specific features	Risks
1. Decentralization	1. Absence of legal guarantees
2. Anonymity	2. Value is determined by the level of trust in the system (including security)
3. Inability to cancel transactions	3. The objective possibility of specific hacking attacks
4. The complexity of mining (extraction)	4. Exchange rate volatility
5. Computer (processor) time and resources	–
6. Deflationary nature of the emission (emission limit according to the algorithm)	–

Table 3

Characteristics of e-hryvnia compared to Bitcoin and other forms of money. (developed by the authors)

Index	E-hryvnia	Cash	Bitcoin	Money in bank accounts
Essence	Fiat currency	Fiat currency	Electronic currency	Fiat currency
Technology	Databases (1) or DLT (2)	Printing	Blockchain	Databases
Identity	Anonymous, part anonymous or identified	Anonymous	Anonymous	Identified
Limits on retail operations	Yes	No	No	Depending on type of operation
Issuer	National bank	National bank	Users	National bank
Difficulty for user	Requires awareness	No need awareness	Requires awareness	Requires awareness

Many businesses are moving to online commerce. Crisis phenomena actually accelerate the implementation of the most effective areas of long-term strategies. For example, in quarantined quarantine in Italy, buyers are increasingly interested in bitcoin as a safe way to transfer money during a crisis. Banco Sella allowed the use of cryptocurrency for trading transactions [10]. That is, bank customers can trade cryptocurrencies and pay for goods and services using Bitcoin electronic currency. It can be concluded that in terms of economic security, e-hryvnia is more like a non-cash facility than a cryptocurrency. In quarantine, people sit at home, but some of them work. Accordingly, demand for electronic trade services will increase. However, quarantine measures in Ukraine in 2020 lead to a decline in traditional commerce, which can be an impetus for an increase in electronic trade volumes by 3–7% annually. In this way, the potential of electronic trade development will affect the demand of IT professionals.

Conclusions

The current crisis in the economy has given some impetus to the benefits of e. Ukraine’s electronic trade market demonstrates sustainable development potential. It can be hypothesized that trends in the development of electronic trade market may change dramatically due to internal and external factors relative to the Ukrainian economy. The Ukrainian electronic trade market cannot claim to be the first by volume in the world. However, the growth rate of Ukraine’s electronic trade market is in line with developed countries. This market can stimulate both domestic and foreign trade. Electronic money plays an important role in the electronic economy. When regulating electronic money, public authorities are forced to perceive «electronic money» as existing regardless of government action. However, e-money is different from fiat money and has special properties regarding the potential of electronic trade. The article found that there is no single definition of bitcoin among scientists and professionals. The authors discuss the specific features and risks of using bitcoin cryptocurrency and propose options for its

classification

Based on the experience of developed countries, it can be stated that electronic trade in Ukraine has some potential for development. Such innovative trends in the digital economy as BioTech, NanoTech, BlockChain, RetailTech, FinTech and others have been identified. The current electronic trade market is about \$ 2 billion. The potential of e-commerce market can be estimated at 1–3% of annual growth of e-commerce. However, quarantine measures in Ukraine in 2020 lead to a decline in traditional commerce, which can be an impetus for an increase in e-commerce volumes by 3–7% annually. It is proved on the basis of world experience that the potential of e-commerce can increase with the wider use of e-money, in particular in the conditions of bank branches decrease.

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ОСОБЛИВОСТІ І ПОТЕНЦІАЛ РОЗВИТКУ ЕЛЕКТРОННОЇ ТОРГІВЛІ В СУЧАСНИХ УМОВАХ

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Економічні кризи впливають на обсяги торгівлі та стабільність фінансової системи України. В умовах епідемії COVID-19 і виникнення кризових явищ в економіці актуальним є пошук напрямів розвитку торгівлі в умовах сьогодення. В роботі досліджено особливості, проблеми та перспективи розвитку ринку глобальної та вітчизняної електронної торгівлі. Виявлено, що електронна торгівля стрімко нарощує свої обсяги. Встановлено, що Україна має потенціал до розширення обсягів сфери електронної торгівлі. Сучасні інформаційні технології можуть бути ефективними для підвищення прибутковості торгівельних підприємств. Проблеми функціонування електронної торгівлі потребують дослідження нових тенденцій розвитку в Україні. Метою статті є аналіз потенціалу розвитку електронної торгівлі в цілому та дослідження особливостей електронних грошей в сучасних умовах. Ринок електронної торгівлі України є невеликим у порівнянні зі світовими лідерами. Проте швидкість зростання ринку електронної торгівлі України відповідає рівню розвинених країн. Елект-

ронні гроші можуть відігравати важливу роль в електронній торгівлі. Децентралізовані електронні валюти складають певну конкуренцію фіатним грошам. Водночас потенціал електронних валют може давати поштовх розвитку електронної торгівлі. Електронні гроші в сучасних умовах порівнюються з створення цифровими аналогами золота. Також у науковій літературі використовують терміни віртуальна валюта, гібридні гроші, грошовий сурогат, крипто валюта, права вимоги, приватні електронні гроші, спекулятивний фінансовий інструмент, фінансова піраміда, цифровий аналог сировини та дорогоцінних металів. Торгівля за допомогою електронних засобів платежів має перспективу для розширення бізнесу. В умовах вірусної епідемії Національний банк України рекомендує мінімізувати користування готівкою. Багато підприємств переходять в електронну торгівлю. Кризові явища фактично прискорюють реалізацію ефективних напрямів довгострокових стратегій розвитку електронної торгівлі.

Ключові слова: електронна торгівля, електронна комерція, електронні гроші, цифрова економіка, криптовалюта, інноваційні тренди

ОСОБЕННОСТИ И ПОТЕНЦИАЛ РАЗВИТИЯ ЭЛЕКТРОННОЙ ТОРГОВКИ В СОВРЕМЕННЫХ УСЛОВИЯХ

Ткаченко А.М., Севастьянов Р.В.

Экономические кризисы влияют на объем торговли и стабильность финансовой системы Украины. В условиях эпидемии COVID-19 и возникновения кризисных явлений в экономике актуальным является поиск направлений развития торговли в современных условиях. В работе исследованы особенности, проблемы и перспективы развития рынка глобальной и отечественной электронной торговли. Выявлено, что рынок электронной торговли увеличивается в размере. Установлено, что Украина имеет потенциал к расширению объемов сферы электронной торговли. Современные информационные технологии могут быть эффективными для повышения прибыльности торговых предприятий. Проблемы функционирования электронной торговли требуют рассмотрения новых тенденций развития в Украине. Целью статьи является исследование потенциала развития электронной торговли в целом и исследования особенностей электронных денег в современных условиях. Рынок электронной торговли Украины является небольшим по сравнению с мировыми лидерами. Однако скорость роста рынка электронной торговли Украины соответствует уровню развитых стран. Электронные деньги могут играть важную роль в электронной торговле. Децентрализованные электронные валюты составляют определенную конкуренцию фиатным деньгам. В то же время потенциал электронных валют может давать толчок развитию электронной торговли. Электронные деньги в современных условиях сравнивают по созданию цифровыми аналогами золота. Также в научной литературе используют такие термины как виртуальная валюта, гибридные деньги, денежный суррогат, криптовалюта, права требования, частные электронные деньги, спекулятивный финансовый инструмент, финансовая пирамида, цифровой аналог сырья и драгоценных металлов. Торговля с помощью электронных средств платежей имеет перспективу для расширения бизнеса. В условиях вирусной эпидемии Национальный банк Украины рекомендует минимизировать пользование наличными. Многие предприятия переходят в электронную торговлю. Кризисные явления фактически ускоряют реализацию эффективных направлений долгосрочных стратегий развития электронной торговли.

Ключевые слова: электронная торговля, электронная коммерция, электронные деньги, цифровая экономика, криптовалюта, инновационные тренды

FEATURES AND POTENTIAL OF ELECTRONIC TRADE DEVELOPMENT IN MODERN CONDITIONS

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Economic crises affect trade volumes and the stability of the national financial system. In the context of the COVID-19 epidemic and the emergence of crisis phenomena in the economy, it is actual to look for directions of trade development in the present conditions. The features, problems and prospects of global and domestic e-commerce market development are investigated in the paper. Electronic trade volumes are growing steadily. It is substantiated that Ukraine has the potential to expand the scope of electronic trade. Modern information technologies can be effective for increasing the profitability of trading enterprises. Problems of functioning of electronic trade need to analyze new trends and developments in Ukraine. The purpose of the article is to analyze the potential of development of e-commerce in general and to study the features of e-money in the current conditions. Ukraine's electronic trade market is small compared to world leaders. However, the growth rate of Ukraine's electronic trade market is similar to that of developed countries. E-money can play an important role in e-commerce. Decentralized electronic currencies compete with fiat money. At the same time, the potential of e-currencies can give impetus to the development of electronic trade. Electronic money is nowadays compared to the creation of digital analogues of gold. Also used in the scientific literature are the terms virtual currency, hybrid money, money surrogate, cryptocurrency, claims, private electronic money, speculative financial instrument, financial pyramid, digital analogue of raw materials and precious metals. Trading by electronic means of payment has the prospect of business expansion. In a viral epidemic, the National Bank of Ukraine recommends minimizing cash use. Many businesses are moving to electronic trade. Crisis phenomena are actually accelerating the implementation of effective directions for long-term electronic trade development strategies. An analysis of the growth rates of electronic trade volumes shows that the growth rates in Ukraine are approaching the global average. This situation may be associated with an increase in Internet distribution in Ukraine. Ukraine's electronic trade market demonstrates sustainable development potential. It can be hypothesized that trends in the development of the electronic trade market may change due to internal and external factors. The potential of electronic trade market can be estimated at 1–3% of annual growth of electronic trade.

Keywords: electronic trade, e-commerce, e-money, digital economy, cryptocurrency, innovative trends

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