

ELECTRONIC TENDERING AS A STEP FOR THE FORMATION OF A SINGLE ECONOMIC SPACE

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DOI: 10.32342/2616-3853-2019-2-12-9

Key words: *e-bidding, information system, e-commerce, internet, e-market.*

The state and development of e-business largely determine the pace of the country's approach to building an information society, creates the basis for accelerating the integration of its economy into the world. Therefore, the problem of the development of e-business in Ukraine is timely and definitely topical. That is why the advantages and disadvantages of electronic bidding are systematized via problem analysis in the article. Given the fact that the pace of transformation of the global electronic environment is significant, the topic requires continuous and comprehensive elaboration. The purpose of the article is the definition of terminology of electronic trading and systematization of approaches to classification their advantages and disadvantages.

Methods of research used in the process of writing the article include the use of general scientific and empirical techniques of economic science, that are based on a systematic approach. In addition, generalization and comparison were used in the process of work such general research methods.

The widespread spread and use of the Internet in the world has become the basis of economic interaction at the microeconomic level. Electronic technology is currently the most demanded tool for implementing the potential of business. Internet availability for companies and individuals makes them potential buyers and potential vendors. And the increase in the number of both of them gives a huge effect to growth consumption and production.

Now the benefits of electronic tendering are obvious. Namely the time saving for the design of competitive documentation and the development of healthy competition for small and medium businesses. And most importantly - the impossibility of conspiracy of the contestants. According to various estimates, on average in the B2B segment, the economy is between 5% and 15%, while in the state sector (B2G) it is up to 25%. Among the main reasons that hinder the development of the Ukrainian market, we can distinguish: 1) the absence of a legal framework that would regulate the on-line purchase / sale process, the implementation of electronic payments for paid goods / services, which would establish transparent rules of the game on the market (for sellers and for buyers); 2) weakly developed national system of electronic payments; 3) low efficiency of most existing Ukrainian trading platforms; 4) low level of Internet penetration (especially in the regions).

However, the prospects of e-commerce in Ukraine are enormous; those participants will succeed markets that offer a unique product or service, have found their niche in the market offer the best price-quality ratio-optimal for price and terms delivery.

Activation of the Internet market of Ukraine, in our opinion, possible under such conditions as a deeper penetration of the Internet; development of electronic marketing, improvement of logistics infrastructure; active use of mobile technologies; wide use of mobile devices for online purchasing transactions.

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Одержано 12.11.2019.