



Electronic Commerce as A Type of Entrepreneurial Activity AT PSEDA

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Abstract: *The article studies the concept of electronic commerce, its origin and significance in the modern world. The positive and negative aspects of this phenomenon were considered. The relationship of e-commerce with entrepreneurship was also studied, areas of life that are affected by the studied object are highlighted.*

Keywords: *Electronic Commerce, Business, Entrepreneurship, Cooperation, Informatization.*

I. INTRODUCTION

At the present time, the development of network and computer technologies is so great that the Internet surrounds us everywhere. It is in all spheres of human life. We can not imagine our life without it. The Internet also influence many plants and factories, and in general on the economy. With the advent of network technologies, enterprises have a new opportunity, so to say, a "push" to further development. Now the Internet as a public environment allows you to conduct business more freely. It is beneficial for enterprises to use the Global Network. It increases the competitiveness and sustainability of the enterprise. Using the Internet, you can distribute any advertisement quickly and in a short term. It means people learn more about any enterprise and, accordingly, buy its products more actively. In turn, the company's profit is growing.

Nowadays, e-commerce is developing dynamically and is gaining momentum. The new «branch» of business has gained great popularity in society and is presented by such forms as virtual (electronic) stores.

They are similar to traditional shops, but there are significant differences. skills as well as necessary professional competencies [7].

The use of interactive technologies in development of future graduates' competencies is one of the main requirements that were set for professional educational organizations in the development of information society [8]. Information society, in turn, requires specialists who are ready to carry out independent activities at the workplace, skillfully handling necessary skills, easily adapting to changes in the content of labor, able to master new knowledge, acquire new competencies within a short time [9]. This requires organization of a more effective learning process using interactive learning technologies [10]. The use of interactive teaching technologies is also due to the fact that they support and develop a personality-oriented focus of learning, which has become more demanded in demand with the spread of the competency-based approach [11]. The study of interactive learning has been done by many scientists [12]. However, this issue has not lost its relevance and requires additional study, since it takes on new forms in the context of a professional educational institution [13].

II. INTERACTIVE TECHNOLOGIES IN EDUCATIONAL PROCESS

Nowadays, e-commerce is developing dynamically and is gaining momentum. The new «branch» of business has gained great popularity in society and is presented by such forms as virtual (electronic) stores. They are similar to traditional shops, but there are significant differences.

To start talking about the essence of e-commerce, it is necessary to remember the story. American companies, American Airlines and IBM, created a reservation system for flights in 1960. The system was organized for ordinary passengers in order the reservation procedure was convenient and available for them. As a result, e-commerce owes its appearance to this particular event. Later, the advent of the Internet, plastic payment cards, various electronic payment technologies influenced its development.

The term e-commerce is rather vague. This fact can even be called a feature of electronic commerce, because it can be used in any economic field, which is connected with information technology.

A lot of authors have tried to understand this concept, therefore, on the Internet and in the scientific literature, you can find lots of interpretations considering one or another side of «electronic commerce». But scientists cannot come to a consensus. Therefore, we think it is necessary to consider different points of view on this issue.

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David Cosier is an American economist and researcher who was one of the first to describe e-commerce. He described this as electronic commerce, the basis of which is traditional commerce. Adding of innovative technology gives it «flexibility». David Cosier and his followers believed that the concepts of «e-commerce» and «e-commerce» are synonymous.

So, for example, L.S. Klimchenya represents e-commerce as part of e-business, and she understands e-commerce as a manifestation of a particular case of e-commerce. O.A. Kobelev, and D. Amor, and I. Goldovsky agree with her. So, we will mean by e-commerce entrepreneurial activity, which is focused on the sale of goods and services using electronic technologies through Internet resources.

S. V. Pirogov includes in the interpretation of the described concept not only the performance of commercial operations, but also the management of production processes. He believes that e-commerce can provide the best management of trade and investment flows and respective financial risks.

In any case, there are lots of interpretations of the concept of «electronic commerce» in scientific works. Some of the authors associate it with the term «electronic business», somebody else with «electronic commerce», while others mention to the term «marketing» in the interpretation.

III RESULT AND DISCUSSION

So, based on the foregoing, we believe that e-commerce can be interpreted both in a narrow (entrepreneurial activity aimed at selling goods (services) on the Internet for profit) and broad (any economic activity that is conducted using electronic information technology) meanings of the word. It's necessary to understand what e-business and e-commerce is. These two concepts are often confused.

E-business is any activity which is carried out through Internet technologies for the promotion and advertising of goods and services.

E-commerce is a sub-industry of the business on the Internet, that is, it is an integral part of it. E-commerce is various forms of transactions in which companies interact with each other using information technology and telecommunication networks. It allows companies to interact with each other quicker and allows them to choose a supplier, regardless of where it is located in the world. E-commerce also helps companies to promote their products and services to the global market.

E-commerce is divided into five categories:

1. Business-business. This direction is carried out between companies. For example, a dealer can place orders and monitor how they are executed. So, it gets information about available stocks of products in warehouses. The supplier, in turn, can also have a connection to the warehouse bases and monitor the partner's stocks, replenishing them in time.

2. Business-consumer. Now this direction is the most widespread. Well-known online stores have brought a lot of new and unusual things into our lives.

3. Business-administration. This is the interaction of commercial organizations with the state. For example, international organizations use the Internet for procurement.

4. Consumer-consumer. This may include such a form of trading as online auctions. This is also a very forward-looking

area of e-commerce. Now Molotok.ru and eBay are the most famous electronic auctions. Now there are millions of users who make purchases on similar sites.

5. Consumer - Administration. This direction is still quite poorly developed. This is the interaction of state structures and consumers, for example, in the tax sphere.

E-commerce develops fast enough because it has several advantages. Firstly, the number of Internet users is growing. Secondly, the products are sold at more favorable conditions for consumers (saving time) and sellers (reduced costs).

An online store is the system in which electronic sales are carried out, where you can see any product, its characteristics, price and much more.

How is a virtual store organized? It has a domain address with a number of hypertext pages, may be with accompaniment of multimedia elements. An example is the well-known electronic store Ozone.

The electronic trading system, as a rule, has two sides: front and back. The first side or web- «showcase» is intended for buyers. They can get acquainted with goods and services, form their order and monitor its status. The second side (management) is used by store managers. In another way, Back-office is a section of a site or a separate website. Only company employees involved in trading business processes have the right to use it. It is designed for view received orders, for example, by e-mail, for view information about consumers and their preferences, as well as to update information about goods and services.

The process of deal in the online store involves an agreement about the content of the goods and methods of delivery. Payment for goods can be carried out immediately or in a certain period of time. Delivery is carried out in various ways: both by a courier and by mail or emergency delivery services. The catalog of goods and services allows the buyer to find the right product quickly. Sometimes visitors of the online store do not look through all the pages of the product catalog, but are limited to a few. This method, unfortunately, works slowly, but allows to compare products of different suppliers and choose the most suitable. Often electronic stores «ask» to register on the site, but this is necessary in order to compare how often the user visits this store, so to speak, it is necessary for statistics.

Certainly, online stores have benefits over usual, traditional stores. In the future, they have all reasons for development and prosperity. It saves time of customers, gives a wide range of goods and services and it is also convenient for the seller because it significantly reduces costs of the seller for staff, premises, etc.

This type of store has also some disadvantages. These are some of them: compulsory registration, late delivery, unsafe payment method, high prices and others.

Given the minuses of electronic stores, it is necessary to think what prospects will exist for the development of electronic business and e-commerce.

First of all, it is necessary to improve the quality of delivery. Then probably people will buy more using the services of an electronic store. Mail impedes the development of e-commerce significantly. It is necessary to improve the quality of the Internet connection. A poor connection often leads to system crashes.

In some regions there is not any Internet connection at all or it is so bad that it is impossible to perform any basic actions on the Internet.

From the previous paragraph follows the following prospect for the development of electronic commerce. There will be more users if the Internet connection is better.

For example, many people of older age cannot use the services of electronic stores, because they do not know how to use the Internet or do not trust such stores at all.

For comparison, take the countries of the West. There, the rate of Internet use among the population is 100%. The development of information technology is an equally important area.

Despite the fact that they are distributed good enough, it is necessary to move forward and improve them. It will be possible to pay for any product using the phone. So, electronic commerce is gradually crowding out traditional. It's difficult to say what trade dominates because traditional trade is mixed with electronic trade. This happens because of the fact that online trading has not reached its perfection yet, and traditional trading has not lost its significance. E-commerce imperfection arises because of the fact that customers of online stores often complain that when they buy a product it turns out that it was not in stock or it was in the wrong color. It may be that delivery takes a lot of time by mail. We are hopeful that e-business and e-commerce will develop, because almost everyone has access to the Internet now, it means that great opportunities are opened in front of a person. He/she can open his/her own electronic store, where he/she can "promote" his/her products using the bright and attractive advertising of his/her site.

Similarly, Internet technologies will be used in e-business and e-commerce. It means that these interconnected industries will develop together.

IV. CONCLUSION

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