VII Міжнародна науково-практична конференція
"Глобальні та регіональні проблеми інформатизації в суспільстві і
природокористуванні '2019", 15-16 травня 2019 року,
НУБіП України, Київ

VII International scientific conference
"Global and Regional problems of Informatization in Society
and Nature Using '2019", 16-16 May 2019,
NULES of Ukraine, Kyiv

Nonlinear interaction of separate components of the production process, taking into account the decreasing marginal utility of individual components, can be presented as:

$$y = \beta_0(\bar{s}) + \sum_{i=1}^{n} \beta_i x_i + \sum_{i=1}^{n} \sum_{j=1}^{n} \alpha_{ij} x_i x_j + \overline{\gamma'} \cdot \overline{Rnd} + \varepsilon(\alpha_{ii} < 0; i = 1, 2, \ldots n) \qquad (4)$$

If there is accessibility to information of the production process components on individual (separated) farms over a sufficiently long period, using the panel regression it can be found the estimators of equation (4), and as the next step, the solution of the optimization problem (3).

It is necessary to emphasize the fluctuations in wheat prices of the food market and prices of the components of the production process, which significantly affect the choice of strategy for the development of a separate farm.

REFERENCES

[1] Fao.org. (2003). Food security int he Russian Federation. [online] Available at: http://www.fao.org/docrep/007/y5069e/y5069e03.htm [Accessed 15 Jan. 2019]

[2] Rank, S. (2019). What Was the Iron Curtain?. [online] Historyonthenet.com. Available at: https://www.historyonthenet.com/what-was-the-iron-curtain [Accessed 1 May 2019].

[3] Skrypnik, A., Bukin, E. and Rodyna, M. (2014). World wheat market instability inspired by emerging markets. The rise of the 'emerging economies': Towards functioning agricultural markets and trade relations?. [online] Available at: https://www.aaea.org/UserFiles/file/IAMOForum2014call14_October2013.pdf.

[4] Fao.org. (2019). FAOSTAT. [online] Available at: http://www.fao.org/faostat/en/ [Accessed 1 May 2019].

Vitalina Babenko
Doctor of Economic Sciences, Professor
V. N. Karazin Kharkiv National University
Department of international e-commerce and hotel&restaurant business, Kharkiv, Ukraine
ORCID: 0000-0002-4816-4579
vitalinababenko@karazin.ua

FACTORS OF THE DEVELOPMENT OF INTERNATIONAL E-COMMERCE

Abstract. The object of research is the e-commerce market. The development of e-commerce allows you to conduct business on a global scale, to offer goods and services to enterprises, regardless of spatial and temporal constraints, to reduce the costs of conducting and servicing operations, which, accordingly, allows you to lower prices and gain leadership in the global market. One of the problem areas is to identify the trends that existed in foreign markets, which is currently in place in Ukraine, and, accordingly, what kind of experience can be taken up by it in order to more actively implement the sphere of e-commerce in all areas of economic activity. An analysis of approaches to the definition of the concept of "electronic commerce" was conducted, the state of the legislative regulation of the sphere of electronic commerce was determined at both the global and national levels. It is determined that on the basis of interaction of business entities in the Internet environment it is possible to distinguish between different types of e-commerce, the main participants of which are consumers, business and government. The statistical analysis of the state of development of e-commerce in the world has shown that today this sphere is rapidly increasing its volumes. The world leaders, of course, are the countries with the highest level of implementation of information technologies in all spheres of activity, however, Ukraine has become the leader of Europe in the

VII Міжнародна науково-практична конференція
"Глобальні та регіональні проблеми інформатизації в суспільстві і
природодокористуванні '2019", 15-16 травня 2019 року,
НУБіП України, Київ

VII International scientific conference
"Global and Regional problems of Informatization in Society
and Nature Using '2019", 16-16 May 2019,
NULES of Ukraine, Kyiv

dynamics of e-commerce development. It is proved that Ukraine has the potential to expand the influence of e-commerce companies, as 35% of the population still does not use the Internet, and a large number of users favor foreign services due to mistrust of national enterprises and an imperfect legislative framework. In addition, Ukrainian companies are basically based on the principles of the business-to-consumer model, which, accordingly, enables other enterprises to occupy those market segments that are not offered at all through e-commerce services.

Keywords: e-commerce, internet economy, factors of the development, business model.

The development of Ukraine's integration policy in the sphere of e-commerce depends to a large extent on the development of integration processes in the context of the globalization of the world economy and the dominance of open economic systems. Being one of the members of the world community, Ukraine can not be separated from the transformation of the recent integration processes in the sphere of e-commerce. Historical relations of cooperation, which connect Ukraine with the countries of the post-Soviet area, in particular, are undergoing serious changes due to the socio-political situation of our country over the past four years.

An important stage in the study of strategic prospects for the development of Ukraine's integration processes in the sphere of e-commerce in the global system of international trade is the choice of a system of indicators for assessing the development of integration. E-commerce with international partners has an impact from a variety of factors, the most important of which are: the overall state of the economy; the world market situation; economic status of major trading partners; level of state regulation of foreign economic activity.

Thus, relying on the domestic legislative framework [1], the methodological recommendations of the Institute of Economic Forecasting of the National Academy of Sciences of Ukraine [2], [3] the theoretical and logical analysis of leading specialists in the field of international integration [4], [5], as well as official statistical sources [6] - [9], as a basis for assessing the development of e-commerce in the global system of international trade, it is expedient to consider a system of indicators that determine the trade and economic status of integration associations, namely: x_1 − export within the association; x_2 − total export of the association; x_3 − import within the association; x_4 − total import of the association; x_5 − direct foreign investments, internal and external flows and reserves (annual); x_6 − gross domestic product; x_7 − total volume of trade (annual); x_8 − total volume of trade, export; x_9 − balance of payments, current operations accounts (annual).

In order to study the differences in the development of integration unions in the regions of different clusters, it is necessary to identify discriminatory functions that are useful for determining the differentiation of the development and impact of the international trade system on the formation of the corresponding cluster, as well as for obtaining stable relationships. In order to determine the main directions of international integration in the sphere of e-commerce development, discriminant functions in standardized variables that describe the model of differences in the level of development of integration processes should be analyzed.

Consequently, the model of differentiation in the development of integration processes in the sphere of e-commerce in 2017 has the form of discriminatory function in the standardized variables:

$$f(x) = -8{,}67098x_1 − 6{,}36273x_2 − 9{,}60139x_3 + 21{,}273x_4 + 1{,}50212x_5 − 5{,}68611x_6 − 11{,}567x_7 − 0{,}450606x_8 + 0{,}167332x_9$$

The calculated discriminant function explains 95% of the differences in the distribution of e-commerce associations into clusters according to the criterion for their development in the global system of international trade, and therefore is decisive. It allows to determine the impact

VII Міжнародна науково-практична конференція
"Глобальні та регіональні проблеми інформатизації в суспільстві і
природокористуванні '2019", 15-16 травня 2019 року,
НУБіП України, Київ

VII International scientific conference
"Global and Regional problems of Informatization in Society
and Nature Using '2019", 16-16 May 2019,
NULES of Ukraine, Kyiv

rating of economic development indicators on the differentiation of integration associations. Weights for each variable in the received function are distributed as follows:

$$x_4 > x_7 > x_3 > x_1 > x_2 > x_6 > x_5 > x_8 > x_9.$$

The analysis of weight coefficients for variables in the calculated function allows us to draw the following conclusion: the differences in the development of e-commerce in the world are in the following ranking of factors of international trade: the total import of the association (x_4); total trade (annual) (x_7); import within association (x_3); export within the association (x_1); total export of the association (x_2); gross domestic product (x_6); foreign direct investment, internal and external flows and reserves (annual) (x_5); total trade, export (x_8); balance of payments, current account (annual) (x_9).

Consequently, the quantitative analysis, namely the difference in the indicators several times, indicates a large uneven impact of the identified factors on the development of the sphere of e-commerce in the international trade system in the regions of the world.

REFERENCES

[1] The Global Competitiveness Report 2014–2015. Editor Prof. Klaus Schwab, Prof. Xavier Sala-i-Martín. Geneva: World Economic Forum, 2015.

[2] V. Babenko, V. Sidorov, Ju. Pankova, International economic relations and sustainable development: monograph. Ruda Śląska: Drukarnia i Studio Graficzne Omnidium, 2017.

[3] V. Babenko, O. Syniavska, Technology audit and production reserves, 2018. DOI: https://doi.org/10.15587/2312-8372.2018.146341

[4] V. Babenko, O. Nakisko, I. Mykolenko, Technology audit and production reserves, 2018. DOI: 10.15587/2312-8372.2018.124538

[5] V. Babenko, Abdel-Badeeh M. Salem, International journal of economics and statistics, 2018. URL: http://naun.org/cms.action?id=18790

[6] V. Babenko, O. Mandych, O. Nakisko, Transformational processes the development of economic systems in conditions: scientific bases, mechanisms, prospects: monograph. ISMA University. Riga: "Landmark", 2018.

[7] V. Babenko, Scientific Research Priorities" – 2017: theoretical and practical value, Nowy Sacz, Poland, 2017.

[8] V. Babenko, E. Alisejko, Z. Kochuyeva, Innovative technologies and scientific solutions for industries, 2017. DOI: https://doi.org/10.30837/2522-9818.2017.1.006

[9] V. Sidorov, V. Babenko, M. Bondarenko, Innovative technologies and scientific solutions for industries, 2017. DOI: https://doi.org/10.30837/2522-9818.2017.2.070