

## ELECTRONIC TRADE PLATFORM AS A NEW STEP OF COMMERCE

Recently, the trend of switching to electronic document management has been increasing in the practice of trade. On the one hand, electronic document management involves the introduction of advanced information and communication, financial, marketing technologies, and on the other hand, it stimulates the development of technologies themselves, as well as the creation of effective trading, logistics, information and other systems on this basis. The success in the field of electronic commerce is clearly evident by the fact that almost 100 percent of competitive types of public procurement procedures are carried out by the organizers only on the electronic trading platform.

Electronic trading platforms are an information trading system designed for the organization and conducting of public procurement procedures in electronic format, which is accessed through a website on the global computer network.

Creating Electronic trading platforms in international practice is based on such certain principle as: accessibility, transparency and reliability of procurement procedures. The development of electronic trading platforms has contributed to the emergence of their varieties.

According to the specialization of the participants, there are such platforms as:

- vertical
- horizontal
- mixed.

By the type of control:

- independent
- private
- industrial.

Depending on the entities that create and use electronic trading platforms, the following classification is distinguished:

- sellers (buyer-driven)
- buyers(seller-driven)
- representatives of the third party (third-party-driven).

Depending on the subjects of the transaction:

- government customers
- sellers of debtors' (bankrupt) property
- commercial customers
- buyers
- representatives of a third party

The main advantage of electronic trading platforms is the ability to combine information about suppliers and buyers of various goods and services in one information and trading space and provide participants of electronic trading platforms with a number of services. The main task of such services is to increase the efficiency of the economic activities of electronic trading platforms users.

Customers get the opportunity to conduct electronic auctions, optimizing costs, and suppliers – participate in ongoing purchases, posting information about the products and services offered. The development of electronic trading platforms as an electronic trading tool in the Republic of Belarus will make it possible:

- introduction of new procurement procedures in case of changes in legislation, as well as the transition to full digitalization of the procurement process;
- formation of an electronic catalog of goods, including information about its price, minimum lot for the order, HS and EAN 13 codes, packaging and delivery conditions in accordance with Incoterms 2010, etc.;
- market analysis and decision support throughout the procurement cycle.

The development of electronic trading platforms is an important area of increasing export of goods or services. At the same time, in addition to the advantages, a number of problems can be identified. For example, it can be insufficient information of business entities of Belarus about the opportunities and conditions of work on international and regional electronic trading platforms.

At the same time, when you are working on electronic trading platforms, there are certain risks that can be divided into technological and commercial ones. Technological risks include poor-quality provider communication, the likelihood of hacking cryptographic protection tools and internal attacks on the databases of trading platforms, leakage of confidential information, etc. For importers, there are commercial risks of product quality inconsistency and loss of confidence in the exporter, lack of access to after-sales service, contract price discrepancies with market indicators, etc. Commercial risks for the exporter are also the loss of control over pricing, possible competition from intermediaries, complication of logistics, reduction of profits and added value.

Despite the possible risks, online trading platforms make it possible to significantly simplify operations at all stages, make trading more operational and

transparent. Therefore, international business increasingly use an alternative to physical points of sale in the form of opening an electronic platform and, accordingly, reducing the cost of obtaining the necessary flow of consumers and expanding sales markets. Therefore, e-commerce determines the transition of the world economy to the cycle of digital economic development.

1. . . . . :  
/ . . . . , . . . -  
// - : , 2016. - 302 .
  2. , . . . . ,  
/ . . . . , . . . //  
. - 2020. - . 1,
22. - . 59-65
3. , . . . - -  
// . - 2020. - 5. - . 30-36 / . .

## **THE ROLE OF THE CYNOLOGICAL SERVICE OF THE CUSTOMS AUTHORITIES OF THE REPUBLIC OF BELARUS**

Cynology is the science of dogs, which studies the anatomy and physiology of the dog, the origin and evolution of dog breeds, their breeding and selection, feeding and housing, training and use in the interests of humans [2].

The creation of the canine service is a very important and serious step for customs officers. To date, thanks to the canine service, the customs authorities of the Republic of Belarus have solved many crimes related to the transportation or distribution of drugs.

Canine methods of detection are characterized by maximum detection sensitivity, mobility, possibility of use in the field, prevalence in customs structures, and relatively low maintenance costs.