

1. Syndicated loan system. As noted by A. V. Razumova, A. P. Protskaya, blockchain contributes to a significant simplification of syndicated loans through the formation of standard contracts and automation of various procedures, from issuing loans to monitoring and repayments. A significant role in this regard is given to smart contracts – we are talking about digital codes that are self-executing and automatically perform specific actions when certain conditions are met [4, p. 125].

2. Authentication. In the activities of banking organizations, blockchain technology can be used to provide authentication services for a number of documents:

- contracts;
- loans.

This is done by checking authenticity before considering valid.

Summing up, blockchain formation mechanisms offer significant potential for commercial banks as a transformative technology that they can implement to improve services and modernize, optimize customer service. In addition to this, the blockchain provides an opportunity for banking organizations to significantly save money on transaction costs and level risks by updating records in several systems. Thanks to the analyzed technology, a secure environment is formed in which the likelihood of fraudulent activities, as well as data loss due to cyber attacks, is minimized.

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THE DEVELOPMENT OF E-COMMERCE IN THE DIGITAL ECONOMY

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Summary. *Electronic commerce has completely transformed commercial transactions in the digital economy. It has disrupted traditional business models,*

and this form of commerce involving online buying and selling has now become an integral part of modern society. As a result, electronic commerce has become a crucial component of the global economy, driving economic growth, and fostering innovation.

The digital economy, emerging in the late 1990s, has revolutionized the social economy through the utilization of the Internet and new technologies. With globalization and the widespread adoption of digital technologies, it has become a significant contributor to global economic growth and a driving force behind global trade, investment, and development. Its impact extends to various aspects, including global trade, investment, and employment. E-commerce, as an important part of the digital economy, is of great research significance.

In recent years, e-commerce has become an essential aspect of global retailing. The emergence of the Internet has greatly transformed the buying and selling of goods, just as it has in numerous other industries. The digitization of modern life has allowed consumers worldwide to benefit from online transactions. With over five billion Internet users and the continuous advancement of Internet technology, major e-commerce service providers are striving to offer users a more professional platform, thereby reducing transaction costs. This allows potential buyers and sellers to expand their market reach by minimizing the expenses associated with gathering information. Moreover, as e-commerce technology continues to develop, an increasing number of offline businesses are opting to transform and actively pursue e-commerce ventures. Online stores differ from traditional businesses as they encompass various forms of economic exchange, including the sale of physical goods, digital goods, and services.

Unlike a conventional business, an online store can take many forms in which the economic exchange includes a variety of goods and services. There are three types of goods that are sold online: sales of physical goods (exchanging monetary value for the purchase of tangible physical goods); sales of digital goods (exchanging monetary value for the purchase of intangible goods that exist in digital form); and sales of services (exchanging monetary value for value for customers who want to achieve certain results). The types of e-commerce have been expanding in recent years, with the active use of Internet platforms that allow this business to grow effectively (table 1).

Table 1 – Types of e-commerce, their characteristics, and types of Internet platforms

Types of E-Commerce	Characteristic	Platforms used
Business to Consumer (B2C)	the sale takes place between the business and the consumer	1688.com, Fyndiq; Ozon, Wal-Mart, Target
Business to Business (B2B)	sale by the manufacturer of a product or service to another business	1688.com, Allproducts, Globalspe, Boeing,
Direct to customer (D2C)	the brand sells directly to its final buyer, bypassing the retailer, distributor, or wholesaler	InstaGram, Pinterest, TikTok, Facebook, SnapChat, Kufar.by
Consumer to Consumer (C2C)	sales between consumers	eBay, Etsy, Fivver, Wildberries, Craigslist
Consumer for Business (C2B)	an individual sells his services or products to a business organization	Priceline, Zazzle, UpWork
Business for Government (B2G)	sale of goods and services between the business sector as a supplier and a public authority as a buyer	Amazon, Taobao, JD.com, Synergetics Inc. in Ft. Collins, Colorado
Consumer to Government (C2G)	consumers pay for various public services	government website
Government to business (G2B)	government agencies supply services for business	Alibaba

The most important types of e-commerce are the ones covered above (B2C, B2B, D2C, C2C). E-commerce is to information network technology as a means to exchange goods as the center of business activities. “E-commerce”, “electronic” is a technology, is a means, and “business” is the core purpose, all the means are to achieve the purpose and generated. E-commerce is an evolving concept.

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