

## **Electronic Trade and its Role in General Trade Activities**

by

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### **Abstract**

It is indisputable that one of the current topics at present is e-commerce and related processes. The article aims to reveal e-commerce services and their importance in the global economy. The countries where the e-commerce service was formed were analyzed and their share in the economy was shown. Large multinational companies engaged in this type of business are also mentioned. The tables analyze past and future sales of some countries.

**Keywords:** E-commerce, transnational e-commerce organizations, information and communication technologies, trade policy, online intermediaries, political trading platform, customer interface, international trade

### **Introduction:**

E-commerce offers unparalleled opportunities for developing and developed countries. The development of technology has helped international business very effectively and efficiently. Today, millions of people around the world find it convenient to use Internet services. This choice provides a high-income stream for e-commerce developed multinational corporations. Business entities use the Internet in various areas, advertising, online services, digital technologies in general, taking into account low costs trying to connect with one of the effects on e-commerce is to increase competition and offer consumers lower prices and more choices. Moreover, e-commerce has proven to create and destroy jobs directly and indirectly (Sobirov et al., 2015; Giaglis, Minis, I. (University Of The Aegean, Chios, Tatarakis, A. (University Of The Aegean, Chios, & Zeimpekis, 2004). New jobs will be created in the field of information and communication technologies, which means that the demand for software service workers will increase. And again, this would mean that you have to spend on these processes. Brokerage exchanges and private suppliers are swallowed up by large e-commerce corporations (Alimova & Alimova, 2017; Kenebayeva, 2017). Forty percent of Internet users worldwide have made more than 1 billion online purchases online. To cite just one example, e-procurement accounted for 11 percent of all U.S. purchases in the third quarter of 2019, a clear leader in terms of gross domestic product (Micklewright & Marnie, 2005; Muhammad et al., 2012; Ritchie, 2004).

### **Research Focus:**

The origins and roots of e-commerce date back to the 1960s, when American Airlines and IBM began creating automation systems for booking flights. In the future, the development of computer networks and data transmission systems, payment cards and other electronic payment systems, and undoubtedly the commercialization of the global Internet, will contribute to its development. The basic concept of "e-commerce" is its application in all sectors of the economy

through business processes, computer networks and other modern ICT. There are a number of factors that influence the growth in the development of e-commerce website design, and they can be as follows:

- i. Maximize customer satisfaction on a regular basis
- ii. Be able to offer what consumers want in advance
- iii. Existence of a constantly strong competitive environment

Following these trends or developing another unique advantage, being at least one step ahead of your competitors, is essential for the success of any e-business today. E-commerce is a type of service where a manufacturer can demonstrate their product or service at the touch of a button. It generates the necessary funds for its activities in a short period of time without any additional costs. It allows consumers to buy services and goods at a single cost. Today, the e-commerce business is not only selling things on an online platform, but the user is fully informed about all the activities of the industry through the interface, where there is a secret that the whole sales process itself creates a commercial area (Piven & PAK, 2006; Xu, 2010). Surprising animations and pictures, an interactive background, a vibrant color scheme are some of the key features that customers can see in the e-commerce interface. Not only some online retailers but all countries are aware of this. For example, the UAE has its own political platform for online commerce. At the same time, he has developed a specific strategy for all companies, taking into account its domestic policy and the resources available to it, and monitors its use in the field of activity.

### **Analysis and results:**

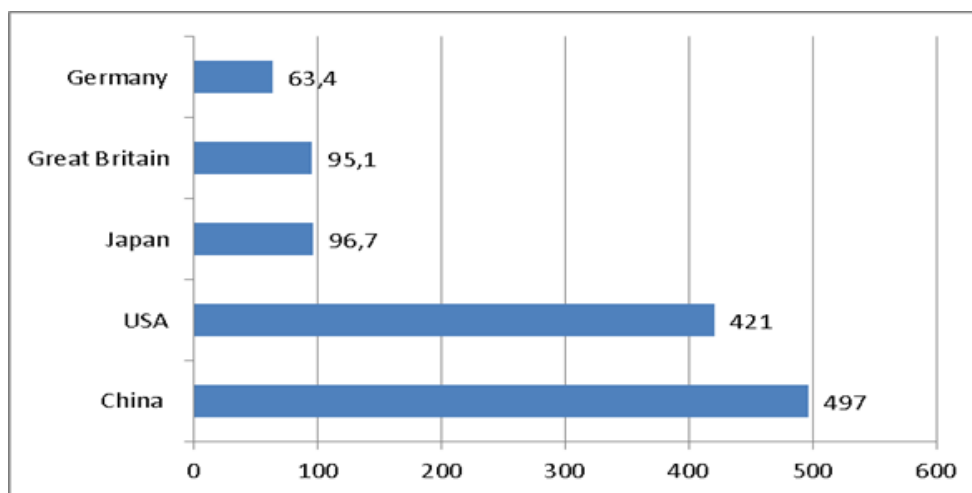
Information and communication networks play an important role in the development of production and business. In particular, the Internet and e-commerce are radically changing the way firms operate as producers and consumers. Now the need for the following goods and services is declining, and eventually these operations will disappear altogether.

- i. Product design
- ii. Inventory
- iii. Distribution

These services are provided directly by a single marketing area, which means that the product is produced simultaneously and delivered on a pre-order basis. In the process, the Internet and e-commerce will change the roles and relationships of different parties, create new supply chains, and create a new direction in services and business. In consequence, the result is ideal. These include ease of customer service, quick access to the market, and speedy completion of the process with prior knowledge of the order deadline. While e-business covers all aspects of running an online business, e-commerce is particularly relevant to the sale of goods and services. The history of e-commerce begins with the first online sale: on August 11, 1994, a man sold a CD written by his Sting group to a friend through his website, NetMarket, an American retail platform. It was the first step in e-commerce. Today, the industry is so developed that the income received by a group of individuals working in this field is equal to the value generated by entire countries throughout the year. The largest e-commerce companies hold a large share of the e-commerce market, and they are:

- i. Amazon
- ii. Zappos
- iii. Home Depot
- iv. Zalando
- v. Ali Baba
- vi. Rakuten
- vii. Flipkart
- viii. Otto

Surprisingly, these companies bring trillions of dollars to their countries, and the figure below shows the companies that these countries own and the revenue that these countries have seen in the industry.



**Figure 1 Companies and revenue**

In 2017, China's revenue from online commerce was \$ 497 billion, with an annual growth rate of 14%. After China, the highest results were recorded by the United States (\$ 421 billion), Japan (\$ 96.7 billion), the United Kingdom (\$ 95.1 billion) and Germany (\$ 63.4 billion). Amazon, Zappos, Walmart, eBay are the largest multinational companies in the industry, and in 2017, the average cost per online shopper in the world was \$ 1,425 per person. For these countries, well-established Internet technologies, the necessary knowledge and skills in the field of media, the availability of high-speed Internet services in all regions, good international relations, no barriers to trade its absence guaranteed a high return in this area (Bansal, 2006; L. & 1998, n.d.). The introduction of 5G devices into the economic and social life of the United States, Japan and Europe in the coming years will pave the way for these countries to maintain their leading position in e-commerce for another 10 years.

### **Conclusion:**

In conclusion, it can be said that internet technologies, like other means of trade, are a great help in the development of international trade. This will increase the volume of international trade through e-commerce. From highly developed economies to open countries, economic systems flow along with the flow of goods and services. A single market will be formed for all, the most important thing is that everyone will have equal rights in this market and

everyone will have free access to market services. E-commerce can also have a significant impact on sales of services. Only with the help of computers and the Internet can a person evaluate his services in the world market. In addition, e-commerce directly and indirectly creates new jobs, as well as leads to job losses. New jobs will be created in the field of information and communication technologies, and jobs will be created due to increased demand and productivity. As the amount of income in the hands of the population increases, the share of savings increases, which makes it possible to insure oneself against unforeseen risks in the future.

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