

Thus, it becomes evident that it is impossible to give an unambiguous assessment of the Bologna Process especially in Ukraine where in comparison to Europe there are even more problems.

Analyzing the above-mentioned we may draw the following conclusions.

First, Ukraine does really need to reform the education system as it is dictated by both external – European integration, and internal – economic growth factors.

Secondly, Ukraine should not blindly copy the Western standards concerning the field of education it is not necessary to change the «quality» of training for the sake of the «number» of students. Third, Ukraine should carefully review the proposed methodology and developments in the field of education and take into account the fact that ethical demands rapidly disappear where the economic interests of both entrepreneurs and the government emerge.

That is why taking into account irrationally hidden factors of the process of unification of diplomas and getting an entirely new young generation it is necessary to develop our own brand-new technology of «Bolonisation» for us not to become the «resource-based appendage of the EU» and the guardian of foreign national interests ignoring our own development strategy and historical perspective. We should consider the very process of understanding Ukrainian society, its place in Europe, and its historical mission which is very important for us. This process is hard to be called easy but if Ukraine could develop a healthy, positive attitude to the study of its own, European, and world history it would significantly change the situation in Europe as a whole.

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GROWING OF E-COMMERCE IN GLOBAL ECONOMY: REASONS AND LEADING TRENDS

The theory of economics is constantly improving. And at the same time the world is changing too. Innovations and modern information technologies have covered all spheres. New tools for attracting consumers, artificial intelligence and genetic algorithms which help to find necessary service or commodity, big data sciences which can analyze and process any phenomena, etc.: all of this looks not so unique nowadays. And considering this someone can be surprised that in late 2000s and even early 2010s to buy something from e-store was supposed as a risky idea.

The biggest giants of modern economy are IT companies. And the trend of further using of IT services in commerce is fixed. Nevertheless, every business runs in conditions of uncertainty and unpredicted risks. Recently the whole world was impacted by the shock of COVID-19, and even 2 years had already passed since its start, the forecasts for its continuation are still not clear. But the business has

adapted. In conditions when people can't easily walk in the street and visit stores, exactly e-commerce becomes the safety card for business.

It should be noted that in overall in the frames of a global economy, the total retail sales grow not so rapidly, nevertheless, the volumes of online sales have a stable linear ascending trend. As mentioned in [1], each year the number of online consumers is increasing sufficiently, with reaching 2 billion buyers in 2020 and showing growth rate of more than 25%. As a result, in pandemic 2020 the total amount of e-retail sales is estimated as 4.2 trillion USD.

Based on the data from [1], the total volumes of retail e-commerce sales since 2014 (with forecasts till 2024) are shown in Figure 1.

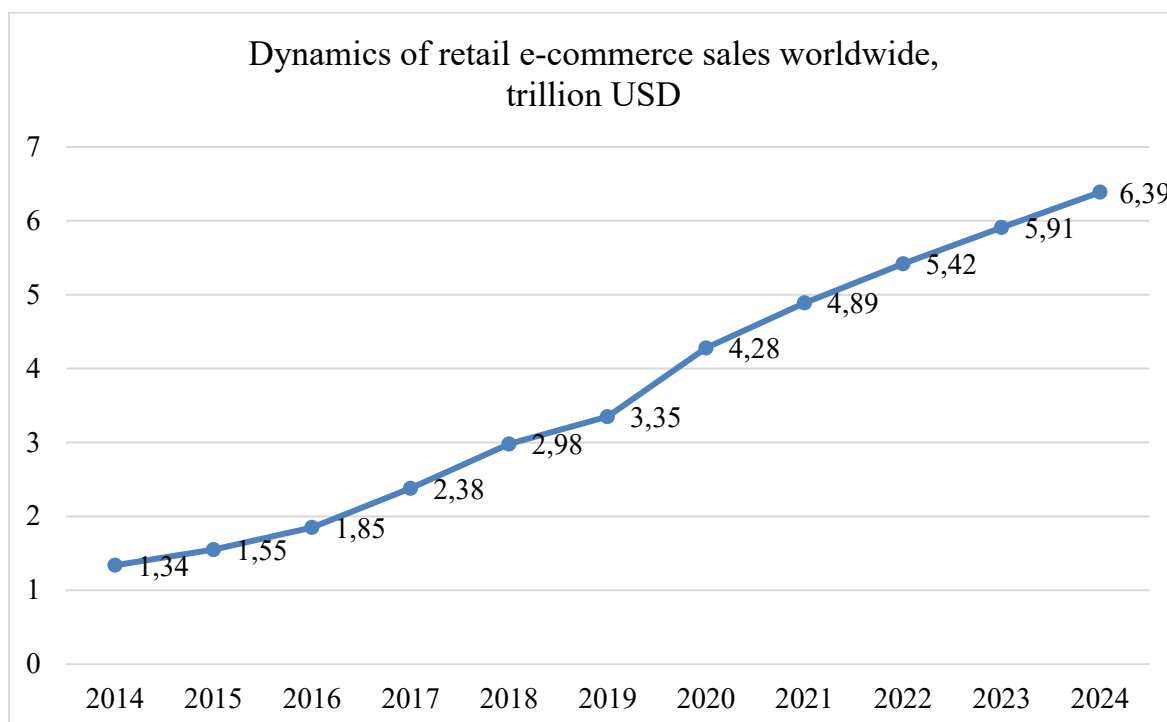


Figure 1. Volumes of retail e-commerce sales in 2014–2024

As can be seen from Fig. 1, there is a constant high growth of e-commerce volumes. In 10 years, the total expected growth rate is 477%. The leading country of e-commerce is still the USA (having almost a quarter of the entire volume), and as shown in [2], in Q1 of 2021 the growth of e-commerce volume in US market was 39% comparing with 2020, with 38% growth globally.

The share of e-commerce sales is growing each year as well, which can be seen in Figure 2 [3].

It should be noted that in general the growth rate in 2022-2025 is forecasted with some decline, nevertheless, it's going to be at least 10% each year [3], and in upcoming years e-commerce share will reach 25% of the total retail sale volume. European countries (excluding the UK) show smaller share (in 2019 it was only 10.1% in the EU), but has higher growth rates (from 4.8% in 2012, i.e. 15.7% growth each year).

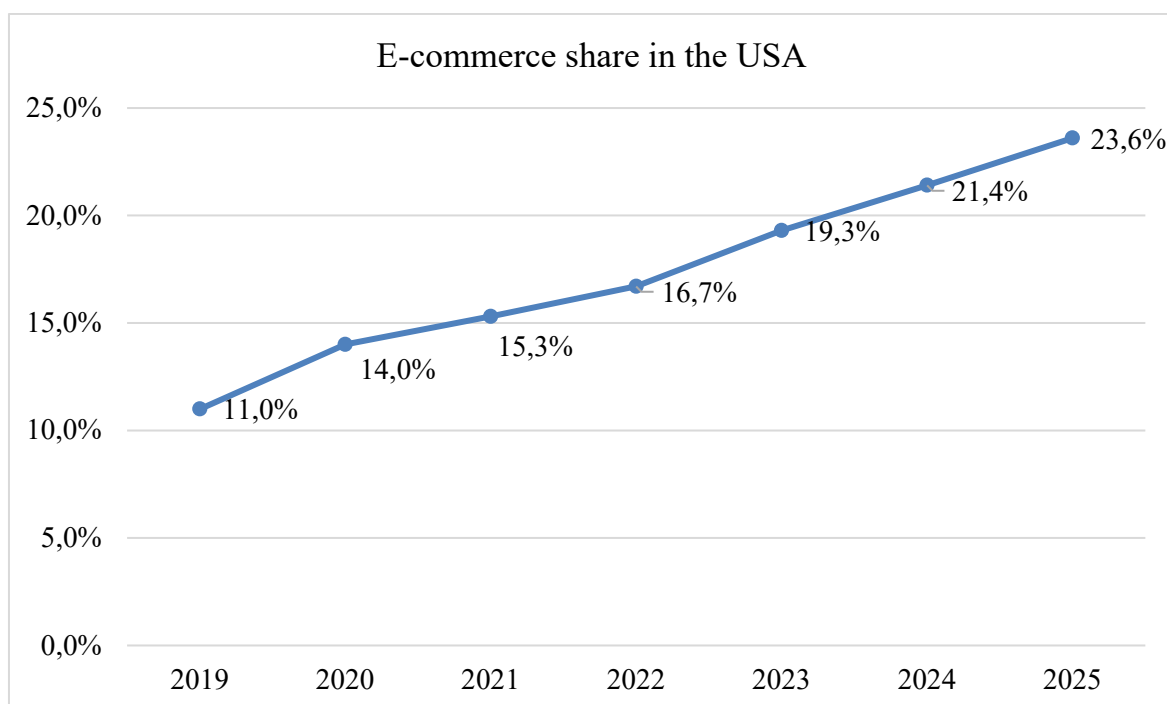


Figure 2. Dynamics of the share of e-commerce sales in the USA, 2019–2025

All the information above makes it possible to conclude that the global retail economy conjuncture is changing rapidly. And COVID-19 pandemic was not a trigger but another (and global, which is important) reason for all businesses to pay the highest attention to e-commerce. And exactly in recent years the world's market leaders of e-commerce (Amazon and Alibaba) became the TOP-biggest world's companies.

As the main reason of such a trend, the author considers the total informatization in the world, especially:

- rapid expanding of Internet access in the world, with adding space technologies for it (hundreds of new satellites each year);
- rapid development of mobile sector, making all people can't imagine life without a smartphone;
- sufficient growth of information and digital technologies, giving an opportunity for users to choose from various online platforms (for browsing, comparing and purchasing any items and services), etc.

Because of these 3 reasons, exactly the Asian Pacific region is constantly showing the biggest growth in e-commerce, especially India and China [1]. In these countries the availability of cheap mobile broadband networks brings the most sufficient quantity of new digital buyers all over the world.

Also, it should be noted that if in the beginning of transformation of traditional commerce into e-commerce (early 2000's) for buyer the change in purchase was in using desktops, then now the transformation in e-commerce includes using smartphone instead of desktop. And in some countries of Asian Pacific region the share of purchases via smartphone reaches up to 75%.

As e-commerce uses all benefits of digitalization and IT, another leading trend of its transformation is using modern digital features, such as: using Metaverse and other gaming platforms, using video influencers and live streaming, new buying features (for instance, known as "Buy now – pay later"), implementation of

blockchain technologies, paying attention to “electronic word of mouth” for product positioning, etc. [4–6].

Thus, it may be concluded that nowadays all the biggest players in world economy had started to work with e-commerce. The progress in this field is overwhelming. From education services, food markets, electronic devices to well-known traditional offline restaurants: all business spheres are coming to e-commerce. High competition brings fast development, and brand-new marketing features are being implemented widely now. And to study existed, to create new techniques for promoting the items and to implement them becomes the No. 1 task for all types of businesses, which will have a great demand in all upcoming years.

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ПРОСТІ МЕТОДИ ЕКСТРАПОЛЯЦІЇ ТА НЕЧІТКІ ПІДХОДИ У ПРОГНОЗУВАННІ СОЦІАЛЬНО-ЕКОНОМІЧНИХ ПРОЦЕСІВ

Для того, щоб закріпити свої ринкові позиції в умовах високої конкуренції, кожен суб'єкт соціально-економічної діяльності повинен постійно шукати резерви підвищення ефективності своєї роботи. Проте невизначені та мінливі умови зовнішнього середовища вимагають використання науково обґрунтованих методів прийняття управлінських рішень на всіх етапах управління виробничим процесом, що у свою чергу, вимагає якісного планування та прогнозування всіх важливих виробничих показників (переважно представлених у вигляді часових рядів), а також постійного корегування поточних планів.