

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу
Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Карина НЕМАШКАЛО

ЕЛЕКТРОННА КОМЕРЦІЯ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 Управління та адміністрування
075 Маркетинг
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Маркетинг**

Статус дисципліни
Мова викладання, навчання та оцінювання

**вибіркова
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Розробник:
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Юлія КОТЕЛЬНИКОВА

Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

**Харків
2024**

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department
Marketing
Protocol № 2 of 02.09.2024



AGREED

Deputy rector for educational and methodical work

Karina NEMASHKALO

ELECTRONIC COMMERCE

Program of the course

Field of knowledge	07 Management and administration
Specialty	075 Marketing
Study cycle	First (bachelor)
Study programme	Marketing

Course status
Language

**Elective
English**

Developers:
PhD (Economics),
Associate Professor

Iuliia KOTELNIKOVA

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of Marketing

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Programme

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**Kharkiv
2024**

INTRODUCTION

In today's digital world, where internet technologies increasingly impact all areas of life, electronic commerce has become a significant factor in business development, offering new opportunities for entrepreneurship, market expansion, and business process optimization. The relevance of the course is driven by the rapid growth of online sales, the development of digital trading platforms, and the increasing role of social media marketing, alongside the use of emerging technologies such as artificial intelligence and big data to enhance customer interaction. Therefore, studying the course “Electronic commerce” will contribute to shaping a modern professional profile for students and developing practical skills essential for working in a digital economy environment.

The purpose of the course is to equip students with theoretical and methodical knowledge of the fundamental technical, legal, and marketing aspects of electronic commerce (e-commerce) and its development in the modern world, as well as practical skills for conducting e-commerce activities.

The objectives of the course are to equip students with knowledge and practical skills regarding:

- planning and implementing e-commerce strategies;
- technological aspects of creating online stores;
- conducting market research and implementing digital and neuromarketing strategies to attract and retain customers;
- using electronic payment systems that enable online transactions;
- evaluating the effectiveness of e-commerce;
- legal aspects of conducting e-commerce and ethical issues.

The object of the course is the process of developing a system of knowledge and skills related to conducting e-commerce among higher education student.

The subject of the course is the theoretical and practical aspects of organizing and conducting e-commerce in the digital environment.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO3	GC7, SC14
LO7	GC9
LO8	SC13

where, LO3. The ability to apply the acquired theoretical knowledge to solve practical tasks in the field of marketing.

LO7. The ability to use digital information and communication technologies, as well as software products, necessary for the proper conduct of marketing activities and the practical

application of marketing tools.

LO8. The ability to apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

GC7. The ability to apply knowledge in practical situations.

GC9. Skills in using information and communication technologies.

SC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SC14. The ability to propose improvements to the functions of marketing activities.

COURSE CONTENT

Content module 1. The essence and key principles of electronic commerce.

Topic 1. Electronic commerce in the Internet Space.

1.1. Definition of the term “electronic commerce”.

Evolution, content, and definition of e-commerce. What do statistical data say about e-commerce?

1.2. Features of electronic trading.

E-commerce: characteristics and features. Technologies and tools of e-commerce. Advantages and disadvantages of e-commerce.

1.3. Legal and regulatory foundations of e-commerce.

Legislative acts and regulations that define the legal framework for online business.

Topic 2. Traditional and electronic commercial activities.

2.1. Differences between e-commerce and traditional forms of trade.

Definition of traditional trade. Key stages in the development of traditional commerce.

2.2. Comparative analysis of traditional and electronic commerce.

Characteristics of traditional commerce (location and trade format (physical stores; direct contact with customers and service). Advantages and disadvantages of traditional commerce.

2.3. E-commerce trends.

Key trends in e-commerce: personalization of purchases; integration of social networks; transparency in supply chains and ethical practices.

Topic 3. Electronic business.

3.1. Electronic business (e-business): content and principles of operation.

The essence of the term “e-business”. Preconditions for the development of e-business. Main objectives of e-business. Key properties of e-business.

3.2. Principles of e-business.

Using consumers as a source of information. Evaluating each customer as a separate market element. Creating a value society (using information exchange technologies such as forums, chats, and games). Replacing unfriendly interfaces with educational ones. Ensuring integrity and consistency of actions. Providing maximum

information. Utilizing the advantages of informational cooperation. Viewing assets as liabilities. Breaking the traditional value-added chain. Managing innovations as a portfolio of alternatives. Engaging creative individuals.

3.3. Structure and types of e-business. Classification of e-business models. Principles of organizing e-business.

Structure of e-business: e-commerce; electronic banking; online advertising; e-insurance; e-education. Key e-business models: B2B, B2C, B2G. Main tools of e-business. Key features of e-business.

Topic 4. E-commerce systems in the B2B corporate sector.

4.1. B2B E-commerce systems: content and principles of operation.

The essence of the term “B2B e-commerce”. Main components of B2B systems: platforms, software. Principles of B2B commerce operation.

4.2. Types of B2B e-commerce platforms.

Types of platforms: marketplaces, private exchanges, proprietary online stores. Comparison of different platform types: advantages and disadvantages. The impact of platform selection on business processes.

4.3. Technologies and tools for B2B e-commerce.

Content Management Systems (CMS) and their role in B2B. Integration with CRM and ERP systems. Use of artificial intelligence and automation technologies to optimize processes.

4.4. Challenges and prospects of B2B e-commerce.

Main challenges for companies when implementing B2B e-commerce: security, privacy, integration with existing systems. Prospects for the development of B2B e-commerce: new technologies, changes in consumer behaviour, market trends.

Topic 5. E-commerce systems in the consumer sector B2C. E-commerce systems G2C and G2B.

5.1. B2C e-commerce systems: content and principles of operation.

The essence of the term “B2C e-commerce”. Main elements of B2C systems: online stores, mobile apps, social media. Principles of B2C commerce operation. Interaction between companies and consumers in the digital environment.

5.2. G2C E-commerce systems: content and features.

Definition of G2C e-commerce. Main services provided through G2C: e-services, online applications, informational portals. Advantages of G2C for citizens: convenience, speed, accessibility.

5.3. G2B e-commerce systems: content and operation.

The essence of G2B e-commerce. Interaction between government and businesses: electronic tenders, licensing, tax services. Main advantages of G2B for companies: streamlining bureaucracy, improving access to government resources.

5.4. Technologies and tools for B2C, G2C, and G2B e-commerce.

Content Management Systems (CMS) for B2C. Integration with government registers and databases for G2C and G2B. Use of emerging technologies, such as blockchain and artificial intelligence, to improve security and efficiency.

5.5. Prospects for the development of B2C, G2C, and G2B e-commerce.

Main challenges for businesses and the government: data security, consumer rights protection, accessibility of services. Prospects for the development of B2C, G2C, and G2B: new technologies, changes in consumer behavior, integration of government and business services.

Topic 6. Electronic payment systems

6.1. The essence of electronic payment systems: definition and functions.

Definition of electronic payment systems. Main functions of payment systems: payment processing, information storage, security assurance. The relationship between electronic payment systems and e-commerce.

6.2. Types of electronic payment systems.

Varieties of electronic payment systems: systems using plastic cards, e-wallets, mobile payments, cryptocurrencies. Comparison of advantages and disadvantages of different types of payment systems.

6.3. Technologies of electronic payments.

Main technologies underlying electronic payment systems: encryption, tokenization, blockchain technologies. Innovations in the field of electronic payments: contactless payments, QR codes, NFC technologies.

6.4. Regulation of electronic payment systems.

Regulatory acts governing the activity of electronic payment systems. Security and data protection requirements. Collaboration with financial institutions and government bodies.

Content module 2. Organization and technology of conducting e-commerce

Topic 7. Market and consumer research.

7.1. Features of online market research.

Definition of “online market research”. Main objectives of online research: studying consumer needs, analysing the competitive environment, evaluating the effectiveness of marketing campaigns. The importance of online research for business decision-making in the digital age.

7.2. Methods of online market research.

Main methods: online surveys, web analytics, social media. Overview of data collection tools. Advantages and disadvantages of using online methods compared to traditional ones.

7.3. Market segmentation in the online environment.

Definition of market segmentation in the context of online research. Segmentation criteria: demographic, behavioral, and psychographic. Using web analytics data to identify target audiences.

7.4. Analysis of online consumer behavior.

Factors influencing consumer behavior in the online environment: internet culture, recommendations, reviews. Decision-making models for consumers online. Methods for studying online consumer behavior.

Topic 8. Product policy in e-commerce.

8.1. The content of product policy in e-commerce.

Definition of “product policy”. Main components of product policy: assortment, quality, branding, packaging. The importance of product policy for successful business operations in e-commerce.

8.2. Forming a product assortment in e-commerce.

Criteria for selecting an assortment: the needs of the target audience, competitive analysis, market trends. Methods of forming an assortment. Using analytics data to optimize the product range.

8.3. Branding in e-commerce.

The essence of branding and its role in building consumer loyalty. Main elements of branding: logo, colour palette, unique selling proposition. Using content marketing to strengthen the brand.

Topic 9. Pricing on the electronic market.

9.1. The essence of pricing on the electronic market.

Definition of “pricing”. Main factors influencing pricing in e-commerce: costs, competition, demand. The importance of pricing strategy for business success in the digital environment.

9.2. Pricing methods in e-commerce.

Main methods: cost-based pricing, market-based pricing, psychological pricing. Overview of strategies: value-based pricing, market entry pricing strategies, dynamic pricing.

9.3. The impact of competition on pricing.

Analysis of the competitive environment in e-commerce. Using competitors' pricing strategies to adapt one's own pricing policy. Methods for monitoring competitors' prices: data collection systems, analytical tools.

9.4. Pricing strategies for e-business.

Main pricing strategies: “prestige” pricing strategy, discount strategies, bundling. Using promotions and sales to attract consumers. Pricing adaptation strategies in response to market changes.

Topic 10. Promotion Strategies in E-commerce.

10.1. The essence and significance of promotion strategies in e-commerce.

Definition of “promotion strategy”. Main objectives of promotion in e-commerce: increasing brand visibility, attracting target audience, increasing sales. The importance of a comprehensive approach to promotion in the online environment.

10.2. Online marketing tools.

Overview of key tools: SEO (Search Engine Optimization), contextual advertising, social media marketing, email marketing. Using content marketing to attract and retain customers.

10.3. Limitations of promotion strategies in e-commerce.

Main issues: growing competition, changes in search engine algorithms, insufficient effectiveness of traditional methods. Challenges related to security and consumer data protection.

Topic 11. The effectiveness of e-commerce.

11.1. The essence and significance of e-commerce effectiveness.

Definition of “e-commerce effectiveness”. Main criteria for assessing effectiveness: financial indicators, customer satisfaction, impact on brand. The importance of monitoring effectiveness for the successful operation of businesses in the online environment.

11.2. Methods for assessing e-commerce effectiveness.

Key methods: financial analysis, website analytics, customer surveys. Using KPIs (Key Performance Indicators) to assess business outcomes. Comparison with competitors as an evaluation tool.

11.3. Challenges in assessing e-commerce effectiveness.

Main issues: changes in consumer preferences, influence of external factors (economic, political). Adapting evaluation methods to a changing environment.

Topic 12. Neuromarketing and the development of online consumer loyalty

12.1. The essence of neuromarketing.

Definition of “neuromarketing”. Key principles of neurobiology affecting marketing. The importance of neuromarketing for e-commerce.

12.2. Psychological aspects of consumer behavior in the online environment.

The impact of emotions on consumer decision-making. Understanding the needs and motivations of online consumers. Using psychological triggers to attract and retain customers.

12.3. Neuromarketing in e-commerce practice.

Applying neuromarketing in online sales. Using neuroscience to optimize advertising campaigns. The impact of neuromarketing on web design and user experience. The role of neuromarketing in increasing consumer loyalty.

The list of practical studies in the course is given in table 2.

Table 2

The list of practical studies

Title of the topic and/or task	Content
Topic 1 Task 1	Case solutions.
Topic 2 Task 2	Case solutions.
Topic 3 Task 3	Solution of tasks involving the analysis of specific examples of successful e-businesses and their strategies.
Topic 4 Task 4	Solution of a task analysing successful B2B e-commerce platforms and the lessons for other businesses.
Topic 5 Task 5	Solution of a task analysing different B2C models, such as direct sales, marketplaces, and subscription services.
Topic 6 Task 6	Solution of the task “Factors influencing the choice of an electronic payment system for a business”.
Topic 7 Task 7	Solution of the task “Comparison of several popular electronic payment systems based on features, fees, accessibility, and security”.

Topic 8 Task 8	Solution of the case “Analysis of product policy in electronic commerce using the example of popular online stores”.
Topic 9 Task 9	Solution of the task “Strategy for price success”.
Topic 10 Task 10	Solution of the task “Analysis of advertising campaigns of online stores”.
Topic 11 Task 11	Solution of the task “Calculation of the effectiveness of electronic commerce”.
Topic 12 Task 12	Solution of the task “Research on neuromarketing techniques used by famous companies”.

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Title of the topic and/or task	Content
Topic 1-12	Search, selection and review of literature on a given topic
Topic 1-12	Preparation for practical classes
Topic 1-12	Performing an individual task (presentation)
Topic 1-12	Preparing for the current test
Topic 1-12	Preparing for the exam

The number of hours of lectures, practical studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture-discussion (Topic 1, 3–10, 11), problem-based lecture (Topic 2, 12).

Visual (demonstration (Topic 1–11).

Practical (practical studies (Topic 1–12), case-study (Topic 1, 2, 8).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, and seminar classes and is aimed at checking the level of readiness of the higher education student for completing specific tasks and is assessed by the total number of points scored: for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam during the exam session (maximum score is 40 points, minimum score that allows the student to pass exam is 25 points).

The final grade in the course is determined:

– for courses with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: tests (colloquiums) (estimated at 20 points (two colloquiums during the semester – the total maximum number of points – 40)); presentation (maximum score – 5 points (three presentations during the semester, total maximum number of points – 15 points)); presentation of an individual task (maximum score – 5 points).

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

Exam card example

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS
First (bachelor) level of higher education
Specialty 075 “Marketing”
Study Programme “Marketing”
Course “Electronic commerce”

Tests. Answer the test questions (30 points).

1. E-commerce is

1. relationship aimed at making a profit
2. the sphere of the digital economy
3. buying and selling goods and services via the Internet
4. transferring money from one electronic account to another

2. The most powerful driver of the online shopping market for Ukrainians is:

1. quality of goods/services
2. speed of delivery
3. cost of delivery
4. name (brand) of the supplier

3. Most sellers in e-commerce attract buyers using

1. one sales channel
2. two sales channels
3. three or more sales channels

4. Where is a simple electronic signature used?

1. for performing banking transactions by individuals
2. for exchange between the customer and the supplier on large electronic trading platforms
3. for sending and receiving important documentation from the tax inspectorate

5. E-commerce does not include

1. delivery of goods to a specific address
2. search for premises for sale
3. market research
4. support for buyers after the sale

6. How is advertising on the Internet implemented?

1. banner
2. online store
3. spam
4. all of the above are true

7. For payment via the Internet, the following are used:

1. credit cards
2. digital money
3. cash
4. special checks
5. all of the above are true

8. The main tools of e-business are

1. social networks
2. instant messengers
3. forums
4. spam

9. Correctly indicate one of the advantages of e-commerce for an enterprise

1. cost reduction
2. cheaper products and services
3. large selection of goods and services

10. A universal place that provides support for all aspects of e-commerce and creates favourable conditions for the purchase and sale of various groups of goods and services is

1. online auction
2. electronic trading platform
3. online storefront
4. electronic supermarket

11. A specially equipped place designed to provide the seller with the opportunity to put up their goods for sale, and to provide buyers with the opportunity to familiarize themselves with the available goods and purchase the necessary goods is

1. online store
2. electronic supermarket
3. shopping mall
4. online store

12. What are the main promotion channels in e-commerce?

1. messenger marketing;
2. search engine marketing (SEO)
3. price aggregators
4. presentations

13. E-commerce and e-business are

1. equivalent concepts
2. e-commerce includes e-business
3. e-commerce is a component of e-business

14. Is the statement that e-education is a part of e-commerce true?

1. Yes
2. No

15. B2C includes

1. electronic payment systems
2. industry trading platforms
3. distance education
4. CRM systems

16. To which type of e-commerce does the public procurement system belong?

1. B2C
2. B2G
3. C2C
4. B2B

17. The disadvantage of e-commerce for the seller is

1. built-in advertising, marketing, information tools
2. incompatibility of payment systems of different countries
3. complexity of the process of returning and exchanging goods
4. delivery of goods to a specific address

18. The B2B business model is ...

1. companies that sell goods/services to government agencies
2. companies operating in the consumer market, where legal entities sell goods/services to individuals
3. companies operating in the inter-corporate market, where some legal entities provide services and sell goods to other legal entities

19. To which type of e-commerce does the tender procurement system belong?

1. B2B
2. B2G
3. B2C

20. What functions are characteristic of many price aggregators?

1. comparing prices, customer reviews, and product features
2. sending orders directly to manufacturers
3. providing financial support to buyers
4. organizing direct sales of products

21. What is one of the main features of e-commerce compared to traditional commerce?

1. physical contact with the product before purchase
2. availability of only local buyers
3. possibility of access to the international market
4. limited number of products in the catalogue

22. Which of the following disadvantages of e-commerce can affect customer satisfaction?

1. convenience of the purchase process
2. lack of the ability to personally inspect the product
3. possibility of secure payments
4. higher prices for products

23. Which of the advantages of e-commerce is key for businesses?

1. possibility of free delivery
2. increased competition with traditional stores
3. reduced costs for renting premises
4. lack of online payment

24. The electronic payment system is designed to carry out:

1. settlements between individuals
2. settlements between the buyer and the seller
3. settlements between banks
4. all of the above are correct

25. What are the main functions of G2C and G2B e-commerce systems?

1. ensuring data security
2. ensuring access to public services
3. carrying out sales and purchase transactions for goods and services
4. software development

26. What are the advantages of implementing G2B e-commerce systems for business?

1. reducing customer service costs
2. increasing bureaucracy
3. weakening control over transactions
4. increasing corruption

27. What is e-government?

1. a government that uses only electronic means of communication.
2. a government that provides electronic services to citizens and businesses via the internet.
3. a government that does not have a physical location and operates exclusively online.

28. Which of the following systems is the most well-known and widely used in electronic government management systems?

1. CRM (Customer Relationship Management)
2. ERP (Enterprise Resource Planning)
3. XML (Extensible Markup Language)
4. WWW (World Wide Web)

29. A system of non-cash payments between banks (for goods sold, securities, services provided), which is based on the netting of mutual claims and obligations of the parties participating in the payments)

1. acquiring
2. cryptography
3. bank factoring
4. clearing
5. processing

30. What allows you to measure the effectiveness of your website and marketing campaigns?

1. SWOT Analysis
2. Intuition
3. Google Analytics
4. Random Testing

Practical tasks (10 points).

Task 1 (6 points). The online store is targeting three market segments for its product sales.

In the first segment, the sales volume in the previous period was 4,000 units, with a market size of 180,000 units. It is expected that the market size in this segment will increase by 4%, and the online store's market share will increase by 2%.

In the second segment, the online store's market share is 6%, and the sales volume was 7,500 units. It is expected that the market size will decrease by 2%, while the online store's market share will increase to 10%.

In the third segment, the market size is 630,000 units, and the online store's market share is 1%. No change is expected in the market size, but the online store's sales volume will decrease by 1,000 units.

Evaluate the online store's sales volume, considering the changes.

Task 2 (4 points). The company provides an online learning platform. Data analysis has been conducted for the last month:

Variant 1: Marketing Courses

Number of new users: 3000 people
Number of active users at the end of the month: 9000 people
Total revenue from users of this course: 1.6 million UAH
Average monthly expenditure per user: 350 UAH
Number of users who stopped using the platform: 400 people

Variant 2: Programming Courses

Number of new users: 2000 people
Number of active users at the end of the month: 7000 people
Total revenue from users of this course: 1.8 million UAH
Average monthly expenditure per user: 400 UAH
Number of users who stopped using the platform: 350 people

Perform an analysis of the following metrics: average revenue per user (ARPU), customer churn rate (Churn Rate), and revenue churn for each course variant. Make a conclusion.

Approved at the meeting of the department of Marketing,

Protocol №_____ of «__»_____ 20__ year.

Examiner

PhD, Associate Professor Iuliia KOTELNIKOVA

Head of the Department

Doctor of Economics, Professor Lyudmila HRYNEVYCH

Assessment criteria

The final grade for the exam consists of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages, which differ in complexity, labour intensity, and significance for solving the task. Therefore, individual tasks and stages of their solution are assessed separately from one another in the following way:

Theoretical tests (maximum score is **30 points**). Test tasks consist of 30 tests. 1 point is given for each correct answer.

Practical tasks include tasks of different levels of complexity on different topics of the course. The total mark for completing practical tasks is **10 points**.

Task 1 (diagnostic) – 6 points

methodically and arithmetically correctly calculated sales volume in segment 1, full explanations of the calculations are provided – 2 points;

methodically and arithmetically correctly calculated sales volume in segment 2, full explanations of the calculations are provided – 2 points;

methodically and arithmetically correctly calculated sales volume in segment 3, full explanations of the calculations are provided – 2 points.

Task 2 (heuristic) – 4 points

methodically and arithmetically correctly calculated the indicators according to the first option of the courses: average revenue per user (ARPU), customer churn rate (Churn Rate), loss of profit due to customer loss (Revenue Churn) and a conclusion was drawn – 2 points;

methodically and arithmetically correctly calculated the indicators according to the second option of the courses: average revenue per user (ARPU), customer churn rate (Churn Rate), loss of profit due to customer loss (Revenue Churn) and a conclusion was drawn – 2 points.

RECOMMENDED LITERATURE

Main

1. A beginner's guide to e-commerce. URL: <https://online.csp.edu/resources/article/a-beginners-guide-to-ecommerce/>
2. Ecommerce. URL: <https://www.bigcommerce.com/articles/ecommerce/>
3. Razo V. Understanding customer behavior in e-commerce. URL: <https://startupnation.com/grow-your-business/get-more-sales/understanding-customer-behavior-in-e-commerce/>

Additional

4. Gvozdytskyi V. Transforming of traditional commerce into e-commerce: Trends in the world and in Ukraine / V. Gvozdytskyi // Development Management. - 2023. - 21(1). - P. 36-45. URL: <http://www.repository.hneu.edu.ua/handle/123456789/29857>
5. Kotelnikova Iu. Using artificial intelligence in internet marketing / Iu. Kotelnikova. Маркетинг в Україні : міжнародна науково-практична Інтернет-конференція, 20 жовтня 2023р. Київ : КНЕУ, 2023. С. 429–431. Режим доступу: <http://www.repository.hneu.edu.ua/handle/123456789/30741>
6. Kurhan N. V. Improvement of electronic money accounting at Ukrainian enterprises / N. V. Kurhan, V. V. Aksyuta // Економіка харчової промисловості. 2021. – Т. 13. – Вип. 2. – С. 58–70. URL: <http://www.repository.hneu.edu.ua/handle/123456789/27205>
7. Птащенко О. В. Development of e-commerce in the conditions of establishment of the global information space / О. В. Птащенко, С. П. Борковець // Обліково-аналітичне та організаційно-економічне забезпечення розвитку регіону: зб. тез допов. V міжнар. наук.-практ. конф., м. Сєвєродонецьк, 27 квіт. 2022 р.: тези допов. – Сєвєродонецьк: Східноукр. нац. ун-т ім. В. Даля, 2022. – С. 132 – 133. URL: <http://www.repository.hneu.edu.ua/handle/123456789/27763>

Information resources

8. On electronic commerce (e-commerce): Law of Ukraine from April 26, 2017. № 67519. URL: <https://zakon.rada.gov.ua/laws/show/675-19?lang=en#Text>
9. On Information: Law of Ukraine from October 2, 1992. № 2657-XII. URL: <https://zakon.rada.gov.ua/laws/show/2657-12?lang=en#Text>
10. On the Basic Principles of Cybersecurity in Ukraine: Law of Ukraine from June 21, 2018. № 2469-VIII. URL: <https://zakon.rada.gov.ua/laws/show/2163-19?lang=en#Text>
11. Official website of the Ukrainian Marketing Association. URL: <https://uam.in.ua/en/home/>