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MODELS AND PROBLEMS OF USING DIGITAL PLATFORMS IN ONLINE TRADING

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Abstract:

In today's world, business conditions are changing rapidly. These changes affect all existing business models and the process of relationships between key market participants. The existing technological capabilities of interpersonal and business communications, the increasing requirements for the level of service and the speed of providing the required services dictate the need for fundamental changes in approaches to building a business. Therefore, more and more companies are coming to understand the need to introduce digital technologies and transform existing business models.

Keywords: Global regulation, international trade, online platforms, transaction platforms, network effects, trade policy, digitalization, digital transformation.

RELEVANCE OF THE TOPIC.

At the present stage of development of international trade, online platforms have a decisive impact on its development, as new business models are emerging, on the basis of which it becomes possible to significantly reduce marginal costs and increase productivity. The relevance of the problems studied in the article increases as the format of international trade changes, when in a recession new tools are needed to increase the efficiency of export-import operations between countries. The theoretical and methodological framework of the aspects under consideration includes foreign and domestic research in the field of digitalization and digital transformation of the world economy.

The paper attempts a conceptual justification and typology of online platforms and their significance in the system of international exchange. The main advantages of cross-border transaction platforms are shown, it is concluded that the attributes of online platforms may not be unique or specific, but it is their competent combination that often determines the intensive growth of platforms.

In the current conditions of the COVID-19 pandemic, the role of online platforms in international trade is increasing, and this happens both at the national (through, for example, the growing use of delivery services) and at the international levels (ensuring the operation of international payment systems, or individual components of global chains value creation).

The paper also considers approaches to the global regulation of online platforms. It has been established that the adaptation of trade policy rules developed at the international level regarding the activities of online platforms plays a very important role, and one of the key aspects in this regard is the prohibition of tariffs on e-commerce transactions. At least, developed countries adhere to this approach. However, developing countries often dispute it, pointing out the distortion of the rules of fair international competition as an argument.

The purpose of the study is to identify the features of the state of global digital platforms, as well as trends in their further development.

The object of research is digital platforms.

The subject of the study is the models of online commerce.

RESEARCH METHODS:

The article used the methods of scientific analysis used in economic research, built on a comprehensive analysis of the global experience in the development of digital platforms using a systematic approach, comparative analysis and generalization.

The research materials were the classification of digital platforms on the example of Java, SAP HANA, Android OS, iOS, Intel x86, Bitrix, Amazon Web Services, Microsoft Azure, TensorFlow, Cloud Foundry, General Electric Predix, ESRI ArcGIS, ESIA, "CoBrain-Analytics", ERA-GLONASS, Uber, AirBnB, Aliexpress, Booking.com, Avito, Boeing suppliers portal, Apple AppStore, PLATON, AviaSales, FaceBook, Alibaba, Telegram, Yandex Taxi, Yandex Search, Facebook and others.

SCIENTIFIC NOVELTY OF THE RESEARCH:

The explosive growth and development of online platforms is due to their well-known advantages:

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– the presence of network effects that increase the usefulness of the platform due to the addition of an increasing number of users to it;

- the ability to scale without mass, that is, without the presence of any significant tangible assets;

– panorama and global coverage, that is, the possibility of increasing the presence in foreign markets without physically penetrating them;

– using a large set of user data, which allows to optimize the provision of services;

- Disruptive innovations and others.

Modern world markets for goods and services can no longer function without online platforms, since they involve new goods and services in international trade. From the point of view of the international mobility of factors of production, online platforms have several advantages. So, in the context of pricing in the global e-commerce markets, online platforms contribute to the fact that they do not allow to realize the position of a monopolist and set high prices (this is achieved due to the specifics and diversity of the online platforms themselves). Also, online platforms increase the confidence of business and investors, which contributes to the international movement of capital and the economic growth of countries in general. International labor mobility as a factor of production is also supported by the fact that online platforms facilitate employment [Rudyak, Moga, 2020], which in general will also help to reduce unemployment across the global economy.

In the future, the role of online platforms in global trade will be strengthened by further simplifying transactions and improving the infrastructure of platforms, which will contribute to high-quality modernization and reduce the costs of international exchange. Clearly, as a result of the COVID-19 pandemic, both global supply chains and platforms will be reconfigured to positively contribute to global economic growth. However, the cumulative positive effect of the development of online platforms seems to us to be differentiated and will depend on the degree of digitalization of the economies of certain countries.

Digital platform monetization strategies

Model	**Specifications**
Free	the platform offers free services, monetization is carried out through the delivery of advertising content (Facebook, Yandex Market)
Shareware	the platform offers free services in the basic version, the user pays for advanced functionality (Yandex Music)
Commission fee	charging fees for using (transactions) the platform (eBay, Uber)
Access payment	payment for access to information on the platform (Science Direct, electronic media)
Differentiated access payment	providing benefits for certain categories of platform participants, in cooperation with which other participants are interested, paying the full cost of payment (dating sites)

When planning a project in the field of cross-border e-commerce, it is important to understand who exactly the proposal is addressed to, who is the potential buyer, since, in an effort to "sell to everyone", the company runs the risk of not selling to anyone.

Each exporter, before entering the export market, must decide on what model he will sell.

It is recommended to start online export from the model that already has some competences, that is, if the sale of products in the country is carried out only in bulk to legal entities, then you should not initially enter international markets, trying to make retail sales to individuals in small lots.

The recommendation is related to the fact that different models include business processes that differ from each other, for this reason, for example, for a wholesale company, starting a retail trade in terms of complexity can be comparable to opening a new business. If all this is put on the start of a new direction for the company's export online trade, then the task will not be easy.

But this does not mean that you should not switch from one trading model to another. Often there are situations when companies enter the market, starting to trade according to one business model, and after some time, having achieved success, they simultaneously begin to practice sales according to another business model.

B2B (business-to-business) Internet platforms are platforms where sellers and buyers are legal entities and find each other in order to conclude a transaction.

There is also a **B2G** model (business-to-government) – relationship between business and government. An example of B2G-systems is the system of electronic public procurement. Within the framework of this topic, we refer this model to B2B.

B2C (business-to-consumer) – a form of electronic retail in which a commercial relationship

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exists between an organization and a private so-called end consumer.

C2C (consumer-to-consumer) – a term for a seller-end-buyer electronic commerce scheme in which the buyer and seller are not entrepreneurs in the legal sense of the word. This model characterizes amateur traders who sell some of their personal belongings one-time.

B2B2C (business-to-business-to-consumer) – an extended model that includes retail sales of goods purchased under the B2B model to the final consumer under the B2C model. The B2B2C model helps exporting companies bring their product to market by selling it on the B2B model of the company, which then resells the product on the B2C model.

Many companies do not single out the B2B2C model separately, but attribute it either to the B2B model, arguing that it should not matter to the seller whether his product will be resold later, or to the B2C model, explaining that it does not matter from whom the item was originally purchased.

CONCLUSION.

Digital platforms are disruptive innovation, reshaping traditional markets and creating new markets.

The market power of digital platforms – by penetrating the business models of market players, digital platform owners increase their influence and begin to control supply chains, gain additional leverage over pricing and can influence the balance of supply and demand by creating artificial information asymmetries.

Challenge for the state - states are faced with a previously unknown model of market control, they must not allow the digital monopolization of markets and at the same time want to use digital platforms for economic development and economic/political expansion.

Challenge for traditional businesses - traditional businesses are clearly benefiting from the use of digital platforms right now, and in doing so, they are taking a lot of strategic risks, losing control over distribution channels and becoming dependent on digital platform owners.

The key task is to find a managerial balance between effectively stimulating the development of national digital platforms and regulating their activities in the interests of all user groups.

Digital platforms can contribute to the discovery of new sources and untapped potential, both on the supply side and on the demand side, and involve underutilized tangible, intangible, human and other resources and assets in economic activity. As a result, conditions and opportunities are formed for the emergence of new types of interactions, markets and industries.

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