

SUSLIKOV STANISLAV, PhD (Economics), Associate Professor Department of Innovative Entrepreneurship Management and International Economic Relations, NTU "KhPI", Kharkiv, Ukraine

KOSMIN OLEKSANDR, Aspirant Department of Innovative Entrepreneurship Management and International Economic Relations, NTU "KhPI", Kharkiv, Ukraine

THE IMPACT OF INTERNATIONAL E-COMMERCE ON THE PRESERVATION AND DEVELOPMENT OF SMALL BUSINESSES DURING A STATE OF WAR

In the modern world, e-commerce has become a key tool for business development. It provides entrepreneurs with the opportunity to engage in trade and attract customers through the Internet, regardless of geographical location. In the context of a state of war, international e-commerce proves to be particularly important for the preservation and development of small businesses. It enables entrepreneurs to withstand the negative impacts accompanying a state of war and ensures the stability and survival of their enterprises.

One of the main advantages of international e-commerce for small businesses is the ability to expand the geographical reach of their markets. Conditions during a state of war often lead to a decrease in demand for goods and services in the domestic market. Through e-commerce, entrepreneurs can open up new markets beyond their own country, offering their products and services to customers from around the world. This allows for increased sales volumes, attracting new customers, and ensuring a stable income during a state of war [1,2].

Furthermore, international e-commerce helps entrepreneurs reduce dependence on local suppliers and resources. In conditions of a state of war, there may be restrictions on the supply of goods and services from local suppliers due to disrupted supply chains or reduced production volumes.

Through e-commerce, entrepreneurs can find alternative suppliers from abroad, ensuring the continuity of production and the sale of their products. [3,4]

Conditions of a state of war can also lead to a decrease in customers' physical access to stores and retail outlets. E-commerce provides entrepreneurs with the opportunity to sell their products and services online, ensuring the preservation and development of their businesses during a state of war.

The adoption of e-commerce also helps small businesses reduce costs on infrastructure and rental space. Instead of traditional stores, entrepreneurs can create their own websites or utilize e-commerce platforms, allowing them to save money on rent and preserve resources that can be used for other needs such as advertising and business development.

International e-commerce also contributes to strengthening international partnerships and cooperation. Conditions of a state of war can lead to restrictions on foreign trade and barriers to international business. However, thanks to e-commerce, small entrepreneurs can engage in cross-border trade, establish contacts with international customers and partners, and expand their global presence. This promotes the development of international business and creates new opportunities for small enterprises even in conditions of a state of war [5].

However, it is worth noting that the implementation of e-commerce is not a direct solution for all small businesses during a state of war. There are certain technological, infrastructural, and legal challenges that can complicate the use of e-commerce for some entrepreneurs.

For example, access to fast and reliable internet may be limited in areas of armed conflict, which complicates the execution of online operations. Technical issues like power outages or damage to network infrastructure can lead to reduced accessibility of e-commerce.

Additionally, legal aspects can impact the use of e-commerce during a state of war. Governments may impose restrictions on international trade or exercise control over electronic transactions to ensure national security.

To successfully implement e-commerce during a state of war, it is important to consider these challenges and seek appropriate solutions. Entrepreneurs can explore alternative methods of e-commerce, collaborate with cybersecurity experts to protect customer data, and mitigate potential cyber-attacks. [6]

Furthermore, it is important to view e-commerce as part of a broader survival and development strategy during a state of war. Entrepreneurs can combine e-commerce with other strategies such as local business initiatives, partnerships with wholesale buyers, or accessing funding through government support programs. Understanding the context and nuances of the state of war will help entrepreneurs find the most effective and secure solutions for their businesses [7].

Considering all the aforementioned factors, before implementing e-commerce during a state of war, entrepreneurs should conduct a thorough analysis and evaluation of opportunities and risks. Developing flexible strategies, business plans, and utilizing alternative solutions can help ensure success in such uncertain conditions.

References:

1. Suslikov S.V. Management System of Enterprise Competitiveness in Conditions of Uncertainty / S.V. Suslikov, M.A. Klymenko // Economics: time realities. Scientific journal. – 2023. – № 3 (67). – P. 56-64 – Retrieved from <https://economics.net.ua/files/archive/2023/No3/56.pdf>.
2. Lozhachevska, O.M., Hnatenko, I.A., Sukhomlin, L.V., & Melnyk, O.Y. Modeling of the infrastructure of entrepreneurship of neo-innovation management at the national and regional levels in the conditions of decentralization. Investytsiyyi: praktyka ta dosvid, – 2021. – № 18. – P. 5-10.
3. Spatari M. E-commerce: recent trends and impact on labour. Working paper for UNI commerce global union. – 2019. Retrieved from: <https://uniglobalunion.org/wp-content/uploads/e-commerce-report-syndex-october-2019-en.pdf>.
4. Diuzhev V. The Cluster approach to the formation of innovative susceptibility priorities within the framework of the Euroconcept «Green U-turn» to renewable energy in Ukraine / Viktor Diuzhev, Stanislav Suslikov, Olga Savchenko, Viktoriia Matrosova and Victoria Veriutina // E3S Web Conf. – 2021. – Volume 255. DOI: <https://doi.org/10.1051/e3sconf/202125501020>
5. Усов М. А. Інвестиційна привабливість інноваційних проєктів [Електронний ресурс] / М. А. Усов, О. О. Гаврись, С. В. Сусліков // Приазовський економічний вісник : електрон. наук. журн. – 2019. – № 2 (13). – С. 189-194.
6. Формування механізму управління ризиками переробних підприємств: монографія / За ред. І. М. Посохова, В. Г. Дюжева, Ю. В. Жадан, І. О. Новік. – Харків: Видавництво Іванченка І. С., 2022. – 278 с. – Представлено: с. 3-16 ; 195-241.
7. Міжнародні економічні відносини: бакалаврський курс : навч. посібник. Ч. 2, т. 2 / С. І. Архіреєв [та ін.] ; ред. кол.: І. М. Посохов [та ін.] ; Нац. техн. ун-т «Харків. політехн. ін-т». – Харків : Іванченко І. С., 2020. – 702 с.