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**E-commerce as an element of the global trade system**

The article studies the nature, characteristics, advantages and problems of the electronic commerce functioning as a new form of economic relations of business entities in a global trading system. The retrospective features, problems, current status and dynamics of the development of electronic commerce in the world are analyzed. The dominant trends and factors that influence the development and transformation of electronic commerce in countries are determined; The leading global and national companies, countries and e-commerce markets in the world are characterized. The influence of trade policy on e-commerce is reasoned. Theoretically substantiated the need to study scenarios of modernization of trade policies on e-commerce.

It is proved that bilateral and multilateral international agreements with the inclusion of e-commerce issues will become the basis for the sustainable and balanced development of world trade. Modern countries differ significantly depending on their willingness to participate in the digital economy and receive benefits. The dominant factor determining the digitalization of international trade is the Internet. Some countries are dynamically introducing e-commerce into international trade relations, while the rest are still cautious. It is noteworthy that due attention should be paid to the willingness of countries to enter into e-commerce and the digital economy more broadly. For developing countries, this will require additional support from the international community. Based on the research, it was concluded that the study of e-commerce as a new form of economic relations of business entities in the global trading system is relevant; a factor in the development of technological infrastructure of the advanced countries; replacement of traditional methods with web-based models, the transfer of trading platforms to the Internet space; instruments of influence on the level of competitiveness of countries and companies, that cover socio-economic and political relations; the impact of trade policy on e-commerce, because bilateral and multilateral international agreements with the inclusion of e-commerce issues will become the basis for the sustainable and balanced development of world trade. The main question for the study of e-commerce remains its further development both at the local level of each state and within the framework of the world community.