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SOME ASPECTS OF UKRAINIAN TRADE ENTREPRENEURSHIP IN MODERN CONDITIONS OF QUARANTINE RESTRICTIONS

Today proves that the economies of all countries are affected by the global crisis caused by the quarantine of Covid-19. Crisis phenomena are exhausting and force to look for new directions of development of trade business. The practical experience of world traders shows the advantages of small and medium-sized businesses on the path of economic growth. But quarantine restrictions in a few months give losses to businesses by about 50% or more.

Systematization of risks, considered in the works of modern researchers has identified the main factors, namely:

- 1) suspension of activity,
- 2) liquidity deficit,
- 3) large-scale reduction and narrowing of the structure of consumer demand,
- 4) loss of the domestic market,
- 5) uncertainty in foreign markets.

In these conditions, new priorities of business strategies arise.

The main strategy is:

- 1) increasing the level of digitalization of public services,
- 2) raising the level of entrepreneurial competencies,
- 3) increase in e-commerce [1].

The quarantine consequences for global traders today are overshadowed by the spread of digital trading. The pandemic has also radically affected consumer behavior. Digital commerce replaces retail trade in goods and services.

The big difference between digital trade in cities and rural areas is an urgent problem for Ukraine [2].

Progressive humanity has entered the era of digital business, digital economy and digital state.

Ukraine has identified the digital economy as a strategy and basis for its development in the near future. We have significant potential and favorable conditions for the growth of the E-commerce segment.

The growth of digital networks and services also entails the risks and costs associated with cyber threats. Ukrainian business has been hit by serious hacker attacks. Entrepreneurs faced viruses, cyberattacks, forgery of electronic signatures. But today they have already proven in practice their ability to meet high world standards of information security [3].

There are significant barriers to the use of digital commerce in rural areas. This is the lack of proper infrastructure, transport links, lack of digital competencies in small and medium-sized businesses. About 65% of villages in Ukraine do not have quality Internet coverage [2].

Legal support of e-commerce is a matter of global space. World traders need unification and harmonization of legislation at the regional and international levels.

Thus, state support for the e-commerce segment at all levels will give a significant impetus to economic recovery in the post-quarantine period.

1. Heiko, T. Yu. Priorytety rozvytku pidpryiemnytstva v Ukraini v umovakh pandemii COVID-19 ta v postkarantynnyi period. Visnyk sotsialno-ekonomichnykh doslidzhen : zb. nauk. prats. Odesa : Odeskyi natsionalnyi ekonomichnyi universytet. 2020. № 2 (73). S. 62–71.

2. Ostashko T. O., Kobuta I. V. Zminy u svitovii torhivli ta torhovelnii politytsi v umovakh pandemii Sovid-19: vyklyky i mozhlyvosti dlia Ukrainy. Ekonomika i prohnozuvannia. 2020, № 3 S.7-24.

3. <https://bit.ly/3bMSNPg>