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E-COMMERCE: CONTENT AND PLACE IN THE GLOBAL TRADING SYSTEM

Abstract. This article examines the nature, evolution, and key components of e-commerce as a form of trade enabled by information technology. It analyzes the main business models (B2B, B2C, C2B, C2C, B2G) and the stages of industry development—from the advent of EDI in the 1960s to the implementation of AI and mobile platforms today. Particular attention is paid to the ecosystem approach and the role of marketplaces, financial services, logistics, and social commerce in modern global trade. The benefits and risks of online sales are described, as well as trends such as the growth of mobile transactions and cross-border trade.

Keywords: E-commerce; информационные и коммуникационные технологии, бизнес; онлайн-маркетинг.

E-commerce is a form of trade operations implemented using information and communication technologies and global computer networks. It covers the full cycle of business processes related to the sale of goods, services and information via the Internet, and radically transformed traditional approaches to trade,

increasing

their accessibility and efficiency.

E-commerce covers all types of online transactions, from purchases and sales to money transfers and other online financial transactions. These include trade and financial transactions, as well as related processes: supply chain management, online marketing, payment processing, and electronic data exchange. The idea of e-commerce emerged in the middle of the XX century against the background of the development of computer networks.

At first it was simple data exchanges between companies, but over time it has evolved into complex digital platforms covering the entire trading cycle.

E-commerce works as a single system, where different components complement each other. Let's take a closer look at the main ones.

Online shopping is a basic tool for selling goods and services directly to customers. Unlike regular stores, they are open around the clock: you can pay for goods from your computer or smartphone at any time, without queues or trips. They usually include search, shopping cart, payment, and order tracking - all of which make life easier for customers and help sellers save up to a third of their costs compared to offline outlets. There are universal platforms with thousands of products, niche ones (for example, only for electronics), and branded storefronts. Their main advantage is collecting data about customers' tastes, so that they can then offer exactly what they need.

Marketplaces gather hundreds of sellers on a single platform, where they compete for customer attention. Such sites solve the problem of a meager assortment of single stores: there you can find millions of positions from small merchants. Customers return because of reviews, ratings, and ads, while sellers receive analytics and delivery assistance (fulfillment). Platforms earn on commissions - usually 10-20 percent of the transaction. For small businesses, this

is a chance to enter the global market without their own servers and warehouses; statistics show that their turnover is growing twice in 3-4 years, changing the entire retail sector.

Software sales are purely digital-downloads or cloud subscriptions, without packages or couriers. We are talking about applications, operating systems, or corporate programs; they earn money either on a one-time basis, or according to the SaaS model. Once created, copies are almost free, prices are flexible, and markets like Asia or Africa are wide open. In e-commerce, this is 15-20 percent of the digital part, plus a push for new products like pre-installed software on gadgets.

Financial services are the heart of payments: cards, wallets, installments, even crypto. They handle everything instantly, with fraud protection through machine learning and 3D-Secure. Costs drop from 3-5 percent in regular trade to 1-2 percent online, especially at the border. They also give micro-loans based on the purchase history, attracting those who previously did not hold out.

Logistics with couriers closes the "last mile": from the warehouse to the door. Now it's GPS tracking, smart routes and pick-up points; IoT speeds up delivery to 1-2 days in most cases, saving 20-25 percent. Drones and robots are being tested in cities-ideal for heavy order traffic.

Components don't hang in the air, but are intertwined through APIs and partnerships. The store connects the marketplace for products, the bank for payment, the courier for sending, and here is the full cycle from selection to support. This speeds up money turnover every 2-3 times and brings satisfied customers to 95 percent.

We take everyday things: transferring money to your family via the app is a B2C payment, and public services like ordering help are G2C. Both use finance and ID, blurring the line between commerce and administration. As a result, e-commerce penetrates everywhere, increasing the network effect: the more players, the more valuable the entire system is. Research confirms a 40-50 percent increase

in capitalization with this combination, helping businesses from regions and countries catch up with the leaders.

The ecosystem approach to e-commerce is based on the ideas of the platform economy. According to Metcalfe's law, the value of any platform grows not linearly, but in proportion to the square of the number of users - the more people there are, the more useful the system is for everyone.

Research shows that when all the elements are tightly integrated, the capitalization of such platforms soars by 40-50 percent, and it becomes almost impossible for competitors to break through without a network. As a result, global trade benefits: there is less uncertainty for participants, supply chains work like clockwork, and small businesses from the hinterland get a chance to compete on an equal footing with the giants.

The interrelation of elements gives a steady boost to development. Technology connects everything in a single network-hence the strategic advantage and deeper integration into the global economy.

To understand online trading, it is useful to classify it by interaction models-from B2B to G2C. This typology from works on the digital economy helps to understand who is trading with whom, at what scale and with what effects.

It sets the methodological framework: we analyze the structure, predict trends, and see the place of each model in the overall picture of trading.

The business-to-business (B2B) model focuses on cross-company transactions, where some firms deliver goods, services, or resources to others in large batches. Here, everything is built around long-term contracts, systems like EDI for electronic document exchange, and bundles with ERP programs that manage enterprise resources.

B2B specifics in wholesale deliveries, where prices are adjusted to the volume, unnecessary intermediaries are avoided, and most importantly, supply chains are debugged so that nothing hinders production. This segment

accounts for 70-80 percent of the total e-commerce market: corporations simply need automation to cut costs by 20-30 percent. As a result, purchases of equipment or raw materials are made online. Firms instantly share specifications, delivery schedules, and order statuses.

The business-to-consumer (B2C) model is leading the way in online retail, where companies directly offer products and services to ordinary people through websites and apps. The main thing here is a bet on convenience: so that the client can easily find what they need, see personal recommendations, get the product quickly, and come across discounts or reviews that will push them to buy.

Everything revolves around small deals, where those who have a clear interface at first glance win, the site works on the phone without glitches, and bonuses like cashback or clubs return customers - up to 40 percent of them come again. Globally, B2C already captures a quarter of retail, forcing sellers to fight for attention with algorithms that guess desires based on their browsing history. Take clothing or gadget stores: a couple of clicks - and the order is on the way, plus a selection of "similar" items just for you.

The consumer-for-business (C2B) model differs in that the initiative comes from an individual offering goods, services, or content to companies, thereby maintaining the traditional hierarchy of market relations. In this scheme, freelancers, independent experts and individual suppliers place their offers on special platforms, acting as sellers, and legal entities become customers.

Key features include reverse pricing, in which the contractor determines the cost; a focus on unique services such as graphic design, software development, or expert advice; and rating and review systems that reduce information asymmetry between parties. This model contributes to the formation of a flexible labor market: freelancers' incomes often exceed the level of traditional salaries by 20-50 percent, while companies gain access to a global pool of specialists without the need for

formal hiring. As an example, we can cite freelance service platforms where programmers offer ready-made solutions for specific corporate tenders.

The C2C model involves the direct exchange of goods or services between individuals through online platforms that act as intermediaries. Services such as Avito or eBay minimize risks by acting as payment guarantors, resolving disputes, and organizing logistics; their commission usually ranges from 5 to 15 percent (Statista, 2025).

This model is focused on used goods, local transactions and auctions - entry barriers are minimal. It is estimated that C2C accounts for about 10 percent of total e-commerce turnover in developed markets (eMarketer, 2024), stimulating shared consumption and reducing waste. Transactions here are often impulsive, and success depends on the reputation of sellers and buyers; typical examples are selling personal items or renting tools to neighbors.

In contrast, the B2G and G2C models regulate the interaction of business and government with citizens. In B2G, companies supply goods or services to government agencies through tenders, while G2C provides digital services such as issuing passports or paying taxes (for example, Gosuslugi portals in Russia).

In fact, the effectiveness of each model depends on local laws, the availability of technologies, and what customers expect-this is what determines how the entire system develops.

The development of e-commerce has been gradual, reflecting breakthroughs in technology, changes in laws, and growing confidence in online transactions.

From the 1960s to the present, it has evolved from a simple file sharing service to a global ecosystem. Each step added new tools, models, and volumes, making trading the digital backbone of the global economy. It is important that the success of one period served as a springboard for the next, providing a constant rise.

Stage 1: Origin (1960-1980s).

It all started with EDI-electronic data exchange systems that appeared in the United States and Europe in the 1960s. Companies began sending invoices, invoices, and specifications over the net, without paper, reducing order processing from days to hours. It was purely B2B: giants like automakers coordinated deliveries through closed channels.

By the 1970s and 1980s, electronic catalogs were added- databases of goods at terminals. They removed manual input errors and improved the accuracy of opt-ins. The market was small (less than 1 percent of trading), but the trust base was laid. Problems: no internet, expensive hardware, only for corporations.

Stage 2: Infrastructure (1990s).

In 1991, the World Wide Web was launched, and in 1994-1995, the first online stores appeared. Payments were revived by SSL encryption (1995) and PayPal (1998) - now individuals can pay securely. Directories have grown into shopping cart sites by launching B2C¹.

Confidence grew: the market went from zero to \$ 100 billion by 1999. Browsers like Netscape and servers made it possible to scale. The focus is retail for books and electronics, but logistics and data laws have been a drag. Small businesses are now online for the first time.

Stage 3: Mobile era (2000s-early 2010s).

Smartphones (iPhone 2007) and apps made trading mobile - volumes increased 3-5 times. Apple Pay and Google Wallet (2011), plus geolocation personalized purchases.

Mobile took 50 percent of sales by 2015, social networks helped with marketing, the omni-channel synchronized online and offline. 3G/4G accelerated everything, reviews raised confidence. The market will reach \$ 1.5 trillion by 2014, with a focus on Asia.

¹ Biryukova O.V., Ruls S. The United States in International Trade in Services: Features of Participation and Approaches to Regulation // USA and Canada: Economics, Politics, Culture. 2025. No. 3 (663). Pp. 46-62.

Stage 4: Integration and AI (2015-present).

Marketplaces (40-50 percent of the market) with fulfillment dominate, AI provides recommendations (90 percent accuracy), chatbots and analytics. Social trading provokes impulses, big data optimizes logistics.

Technologies like 5G, blockchain, AR / VR add transparency and convenience. Trust is at its peak (95 percent), a \$ 6 trillion market (2023), cross-border revenue growth ^{транскраничкий} of 25 percent, plus green trends and B2B digitalization.

The evolution of e-commerce has transformed it from a highly specialized tool to a global system that defines the structure of world trade and requires adjustment of market strategies².

Among the key benefits are reduced costs for retail space and staff, eliminating unnecessary intermediaries, obtaining sales analytics and expanding sales markets.

Disadvantages include Internet addiction, cybercrime risks, and high competition. The balance of advantages and disadvantages determines development strategies in different countries.

The principle of e-commerce is based on the interaction of the client with the server: product selection, checking availability, payment through digital systems, order processing and delivery. For digital goods, access is provided instantly, while for physical goods, access is provided through logistics. This loop is optimized by algorithms that minimize time and errors.

Models are divided by sales items: physical goods (clothing, appliances), digital products (books, programs), physical services (delivery), and digital services (online courses). Currently, sales via mobile devices dominate, with smartphones accounting for more than 70 percent of transactions. Mobile orientation requires adapting interfaces to fit touch screens³.

² Demida V.D., Sidorik V.S. Trends and Challenges in International Logistics in the Context of Globalization // Novainfo.ru. 2025. No. 146. Pp. 67-68.

³ Kim K.A., Potapova O.N. Application of Artificial Intelligence Technologies for Personalization of Customer Experience in E-Commerce // Russian Economic Bulletin. 2026. Vol. 9, No. 1.

Social commerce and live broadcasts are particularly active in stimulating spontaneous purchases - a trend that is noticeable in Asian countries, where such formats have already become the norm. Cross-border trade is facilitated by digital payments and streamlined logistics, giving small businesses access to international markets⁴.

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