

5. Zafar, J. "An Analysis of E-Human Resource Management Practices: A Case Study of State Bank of Pakistan", *European Journal of Social Sciences*. – 2012. - Vol. 15, Number 1, pp. 215-234.
6. Swaroop, K. R. "E-HRM and how IT well Reduce the cost in organization", *Journal of Marketing & Management Review*. – 2012. - Vol.1 (4), pp.133-139.
7. Kaur, P. "E-HRM: A Boon or Bane?" *ANVESHANAM a National Journal of Management*. – 2013. - Vol.1, NO.1, pp. 35-36.
8. Fahimeh B. N.: *Electronic Human Resource Management System: The Main Element in Capacitating Globalization Paradigm*. [Electronic resource]. – 2014. – Mode of access: [http://ijbssnet.com/journals/Vol\\_5\\_No\\_2\\_February\\_2014/17.pdf](http://ijbssnet.com/journals/Vol_5_No_2_February_2014/17.pdf). – Date of access: 13.03.2019.

УДК 339.9

## MARKETPLACE AS A NEW SEGMENT OF E-COMMERCE

*Е. В. Зеленко, студентка группы 10507218, ФММП БНТУ,  
научный руководитель – старший преподаватель Н.П Буланова*

*Resume – The article deals with the issues related to the essence, special features and advantages of the marketplace – a new segment of e-commerce. Its development in the Republic of Belarus and abroad is also considered.*

*Резюме – В статье рассмотрены вопросы, касающиеся сущности, особенностей и преимуществ маркетплейсов – нового сегмента e-commerce; развитие их в Республике Беларусь и за рубежом.*

**Introduction.** Information technology is rapidly changing the world. The rules of doing business, sales, advertising, logistics are also changing. To replace e-commerce websites and online stores there have been created electronic trading platforms and price-aggregators, also known as the marketplace. They are called "the model of the future", "the threat to online stores." Marketplaces are leading in trade ratings and help market participants to find each other. In 2016, compared to 2014, the traffic of online stores increased by only 4%, while the marketplace added 78%. The marketplace is growing 19 times faster than the Internet stores. Thus, consumers are increasingly making a choice in favor of the marketplace [1].

The popularity of marketplaces is easily explained: you can place countless products, provide convenient conditions for purchase, and provide the necessary guarantees and high quality products. All this is very attractive for the buyer: there is no more need to browse dozens of sites or go to the Mall, as everything you need can be bought on one electronic platform.

**Main part.** Marketplace is a market square, place of trade. In e-commerce and online business, a marketplace is a place where all market participants concerned can meet, negotiate, sign contracts and cooperate. Marketplace in e-commerce is an online platform that collects, systematizes information about the goods and services of different companies registered in the system, and provides such information at the request of the buyer in a structured form suitable for comparison, selection and purchase of the selected product.

The following data show why the online marketplace is more promising than separate online stores and online service providers: the first three places, giving almost a third (32.6%) of the total annual retail turnover in 2016, took three online marketplaces: "Alibaba" group, the site "Rakuten" and "eBay". The fourth and fifth places are occupied by two hybrid online marketplaces (online stores, partially using and cooperating with external sellers) - "Amazon" and "Jingdong", which account for 16.8% of turnover. Thus, marketplaces and hybrid marketplaces are already responsible for almost half of all retail in the world [2].

There are discussions about what peculiarities of work of this or that trading platform are, whether it can be considered as marketplace or not. But there are several important points that must be presented at the marketplaces. Firstly, it is the presence of the organization – the operator of the trading platform; secondly, the streamlined processes of connecting new merchants (suppliers) and bringing their range to the audience; thirdly, the established model of mutual settlements with merchants and customer service processes.

Let us now consider the benefits of the marketplace model for participants. In this business model, there are three stakeholders: buyers, suppliers of goods and services (merchants) and the operator company that implemented the marketplace. The benefit for the consumer is obvious: on one site he can quickly and conveniently get a specific offer. All the necessary shopping cart is collected on one site, and all the problems can be solved on the principle of "single window" (without reference to each of the suppliers directly).

As for the range, buyers are beginning to understand that even the largest hypermarkets cannot offer such a wide range of products as online marketplace. Not to mention the fact that the marketplaces have the opportunity to choose the best prices for the same product. Another trend is leaving brands behind. Instead of searching for a well-known brand, buyers are now looking for a product or service with the maximum number of honest good reviews on the global network. And to find and compare reviews on the marketplace is more convenient and easier than on commercial portals of a different type.

As for Belarus, by the end of 2018 the e-Commerce market grew by 20% to 1.352 billion Belarusian rubles (631.5 million dollars at the exchange rate of the national Bank of Belarus), and its share in retail trade amounted to 3.1%. In 2016, this share was only 2%.

In the future, the representatives of the marketplace foresee the transition from the global to the thematic services. This pattern can be traced around the world when the market becomes mature. A number of projects are already being implemented in specific sectors in Belarus. For example, the portal Dom.by focused on the topic of construction and related products.

**Conclusion.** The benefits that accrue from integration into the marketplace to the suppliers are that they get access to wide audience. Such a platform helps to create a new business or stay afloat for various market players. For the owner of the marketplace it is innovation, relative cheapness, no problems with logistics, and the opportunity to earn from the first sale. The owner is responsible for service and marketing tasks. The marketplace model is relevant for a large number of industries, as it is an easy way to expand the range without increasing costs. World practice shows that the majority of companies that become marketplaces are e-commerce players, large retailers, postal and logistics operators, financial organizations, and IT-companies.

In conclusion, it should be noted that marketplaces grow faster than the market. According to some estimates, by 2020, global marketplaces will occupy up to 40% of the online trading market. Unlike online stores that sell goods from a warehouse, the services of the marketplaces aggregate the offers of suppliers of goods or services on one site, and then give convenient tools for searching, help in carrying out transactions and regulate the interaction between the client and the supplier. The presence of a third party (suppliers) makes the marketplace model more complex than the usual business models in e-commerce, but they are more flexible and easier to scale. So the benefits of marketplace as a new segment of e-commerce are obvious and more and more companies are switching to this model of doing business.

#### REFERENCES

1. Маркетплейсы становятся драйверами электронной торговли [Электронный ресурс] / Belretail. – Режим доступа: <https://belretail.by/article/marketpleysyistanovyatsya-drayverami-rostelektronnoy-torgovli>. – Дата доступа: 16.03.2019.

2. О бизнесе [Электронный ресурс]. – Режим доступа: <https://probusiness.io/markets/3657-vse-khotyat-nazyvatsya-marketpleysami-a-vot-i-ne-vyydet-direktor-kufara-obyasnil-pochemu.html>. – Дата доступа: 15.03.2019.

3. Рынок электронной коммерции в Беларуси [Электронный ресурс] / Prime Press – Режим доступа: [https://primepress.by/news/kompanii/rynok\\_e\\_commerce\\_v\\_belarusi\\_v\\_2018\\_g\\_vyros\\_na\\_20\\_do\\_1\\_352\\_mlrd\\_bel\\_rub-7085/](https://primepress.by/news/kompanii/rynok_e_commerce_v_belarusi_v_2018_g_vyros_na_20_do_1_352_mlrd_bel_rub-7085/). – Дата доступа: 19.03.2019.

#### УДК 338.1

#### ATTRACTION OF FOREIGN INVESTMENTS IN THE CONTEXT OF NATIONAL SECURITY

*Е.В. Золотова, студентка группы 10507216, ФММП БНТУ,  
научный руководитель – канд.пед.наук, доцент А.И. Сорокина*

*Resume - In this article key indicators of the volume of investment into fixed capital are analyzed, the share of direct foreign investments in Belarus is revealed. The interrelation of foreign investments and economic security of the country is revealed. Elements of structure of economic security and also factors that influence attraction of foreign investments are allocated. On the basis of this research the author offered the strategy of attraction of foreign investments.*

*Резюме - В данной статье проанализированы основные показатели объёма инвестиций в основной капитал, выявлена доля прямых иностранных инвестиций в РБ. Выявлена взаимосвязь иностранных инвестиций и экономической безопасности страны. Выделены элементы структуры экономической безопасности, а также основные факторы размещения иностранных инвестиций. На основе данного исследования автором предложена стратегия привлечения иностранных инвестиций.*

**Introduction.** Nowadays foreign investments influence economies of countries on the planet. One of the main roles among the conditions that impact on financial formation of the country is direct foreign investments. It is connected with the fact that direct foreign investments bear knowledge, technologies, the new ways of the organization of business-processes, a possibility of modernization of production, giving the chance of accelerating economic growth.

**Security of country under the influence of foreign investments.** Foreign investments are very significant for effective formation of economy of the country. Investments can become rising in some fields of the industry and agriculture, and an economic situation in general. This processes promotes strengthening of the general basis of economic and national security of the country.