

# Internet Commerce As a Possible Direction for the Development of Entrepreneurship Supply Chain and Information Management

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**Abstract**—Information and communications technology in supply chain management has enabled corporations to use offshore facilities for outsourcing commercial activities. One of the current trends in the global economic space is the formation of an information economy that allows fulfilling the requirements for the interaction organization between business entities at a high organizational level. At the same time, the traditional economy is significantly lagging behind in the development of new economic trends such as digitalization, supply chain and information management, which necessitates to create effective measures aimed at developing the economic information space: in particular, the Internet entrepreneurship supply chain management. To solve this problem, it is proposed to use a combination of quantitative and qualitative methods, including test analysis method, logical-structural and causal analysis, as well as synthesis of literature, strategic analysis method, content analysis, applied economic and statistical methods, and sociological survey. Using these methods allowed determining the set of factors affecting the growth and development of the Internet entrepreneurship supply chain. We classified e-commerce models according to various criteria, formed different directions of the impact of government regulation on the e-commerce market and information management in the supply chain system. The identification of factors holding back the development of e-commerce made it possible to determine the nature of their negative impact on the development of the Internet entrepreneurship supply chain and to give some recommendations on improving the efficiency of state regulation of this sphere and ensuring its greater attractiveness in the minds of consumers. Application of the obtained results will make it possible to prepare regulatory and program documents in the field of state regulation of the Internet entrepreneurship supply chain and determine possible directions for its development in the future.

**Keywords:** *Entrepreneurship, Internet Commerce, Supply Chain Management, Information Management, E-Commerce, Digitization, Free Trading, Transaction Participants.*

## 1. Introduction

In the discussion of supply chain management as a topic or as a set of business-critical issues, the agenda usually consists of a discussion of the logistics network configuration, inventory management, centralized information, demand forecast, leadtime reduction etc. The items on the agenda of a supply chain manager typically

include (i) the design and control of physical product or material flow in the manufacturing supply chains, or the logistics of providing customer service in say, the knowledge and service industry, or (ii) the issues related to enabling services in supply chains, such as the management of information flows, business communication systems, and interoperability issues between supply chain partners. Modern challenges that are currently being formed by the global economic environment, place high demands on the interaction organization between economic entities and contribute to the development of modern business technologies. In this situation, the informatization of economy and the transformation of business processes in the direction of e-commerce can be an effective way out and contribute to solving urgent economic problems.

The creation and development of computer networks in the 20th century has led to significant changes in the life of modern society, in particular to the formation of the information (post-industrial) society and the information economy [1]. The modern e-commerce market is a set of specific virtual technologies that help making life easier for a modern person in the field of buying/selling goods and services. The term "e-commerce" refers to all actions related to the purchase or sale of products through online services or through the Internet.

Currently, each country with an e-commerce market is trying to develop and make it more effective. The countries with a developed e-commerce system include the USA, China, Great Britain, etc. The e-commerce market in Russia, as in other countries of the world, is developed at a rapid pace. However, according to the studies made by the Association of Internet Commerce Companies (AICC), the share of e-commerce in retail trade in Russia was 5.3% in 2018, which is very small value for such a big country. The most probable reason may be the lack of effective state regulation of e-commerce in Russia. At the moment, there is no direct law regulating the Internet commerce and the e-commerce market as a whole in the Russian Federation.

The E-Commerce Development Strategy of the Russian Federation until 2025 [1, 2], developed by the Government of the Russian Federation in 2017, proposed a solution to existing problems in the field of the Internet commerce, as well as should also have contributed to the

economic development of the country, but, unfortunately, remained at the project level. Every year, the need to improve the state regulation system in this area increases, which, together with the e-commerce market growth, determines relevance of the chosen research topic.

## 2. Literature review

There is a huge variety of formulations of "electronic commerce" or "e-commerce" in modern supply chain research. According to the definition of the Economic Dictionary, e-commerce is a business of buying and selling goods and services on the Internet [3].

Issues related to the creation, development history and characteristics of the e-commerce market are considered by many foreign and Russian scientists and researchers. Foreign scholars, who have studied this market, include [4], [5].

A huge number of Russian scientists are studying the e-commerce field, among them [6-10].

In her study, "The Market of Internet Commerce in the Russian Federation", I.A. Sedykh is considering a review of the Internet trading in Russia in 2016. She also evaluates current government policy on regulating the e-commerce market in Russia. Her research opens up prospects for the development of the Internet commerce market both in Russia and around the world [11].

In the article titled "The Financial Model for the Development of Virtual Entrepreneurship in Russia", A.I. Smetanina hypothesizes that financial infrastructure plays an important role in the development of virtual entrepreneurship, the absence of which slows down the development of domestic virtual enterprises and the general rate of economic growth in Russia [1, 2].

In [13] reveals the essence of the concept of "electronic business" and the prospects for the development of this type of entrepreneurship supply chain. The article discusses the relationship of online economics, e-business and varieties of e-commerce, analyzes the trends in the Internet commerce in the Russian Federation. She also emphasized the main models of online business in Russia and its categories.

In [14], the authors discuss the concepts and types of business development through the global Internet, the advantages and disadvantages of the traditional approach to doing business and developing entrepreneurship supply chain. We are talking about the investment attractiveness of projects developed in accordance with these strategies, these projects will be reviewed and evaluated. They also highlight a number of important advantages of online business compared to traditional one.

The article "State policy in the Field of Regulation of the Internet Commerce Market", written by V.I. Murar, analyzes approaches to regulating the e-commerce market in foreign countries and identifies the main directions for improving the regulation and development of the Internet commerce in Russia [15].

In [16] argue that there are all the necessary social, cultural, legal, organizational and technological foundations for the e-commerce development in Russia at present. In their article, they highlight the development trends of the main forms of online trading in Russia. The paper also examined some of the possibilities of using marketing tools, specialized Internet tools during

promoting and selling goods. Particular attention is paid to the features of consumer behavior on the Internet when placing orders and making purchases, as well as the security of commercial transactions when using the Internet technologies. In [17] contains information about the e-commerce impact on the international economic trade in China and its role in the development of the national economy. In [18] analyze and explain the meaning, characterize and classify e-commerce, different factors affecting the e-commerce development, as well as the mechanism of the e-commerce impact on the national economy growth.

The existing scientific works describe in detail the specific nature of e-commerce in supply chain system, but their main drawback is the lack of a systematic vision of this phenomenon, which creates obstacles to determining the main directions of state regulation that can contribute to increasing its effectiveness. Thus, the need to justify the decisive role of state regulation in the process of increasing the e-commerce in supply chain and information management efficiency can be indicated as the main research problem.

## 3. Methods

As part of the study, it is proposed to use a combination of quantitative and qualitative methods in order to carefully analyze the identified problem and the best ways to solve it. As one of the main methods, a test analysis method is used that is optimal for studying state regulation processes. In substantiating the methodological approach to the analysis of state regulation of the e-commerce market for the economic development of Russia, the following methods are used: logical-structural and causal analysis, synthesis of literature reflecting the theoretical, methodological and practical issues of economic development of Russia, to improve the Internet commerce and regulate state policies, as well as to develop recommendations. Using the strategic analysis method (SWOT analysis), it is possible to determine the necessary strategic directions of state policy for the Internet commerce development in Russia. During analysis and development of final recommendations, one can use content analysis, comparative analysis method, applied economic and statistical methods, as well as sociological survey.

The study object is e-commerce in Russia.

The study subject is government regulation in the field of e-commerce in Russia.

The study is aimed at developing recommendations, the implementation of which can eliminate the current problems in the e-commerce field, which, in turn, will directly improve the economic development of Russia.

The study hypothesis is based on the fact that effective state regulation tools in the field of e-commerce have a positive impact on the economic development of Russia.

## 4. Results

The e-commerce supply chain is one of the fastest growing modern markets in the world. In order to assess its current state, it is necessary to determine what is meant under the "e-commerce" concept. Within the framework of this study, the e-commerce is understood as trading not only in goods, but also in services on the Internet. This is

due to the fact that the exchange and sale of goods will not fully reveal the concept and scope of this market. In the broad sense of the word, the e-commerce can be understood as a huge composition of business operations aimed at achieving the financial and economic goals of a company or an enterprise. In the narrow sense of the word, the e-commerce refers to trade using advanced information technologies on the Internet [19].

The number of the Internet users (fixed and mobile) amounted to more than 4.5 billion people in the world in 2019, which is 58.8% of the total world population. All of these people are potential audiences for local and international e-business, including e-commerce.

The Internet trade is gradually becoming part of the global economy, but at the same time, a new direction is developed at different rates in the macro-regions.

In the context of countries, according to a number of analytical agencies, the top 10 countries in terms of the number of Internet users include: China, India, USA, Indonesia, Brazil, Nigeria, Japan, Russia, Bangladesh and Mexico [20], [21].

The Asia-Pacific region is in the absolute segment leaders. This region has almost twice as many users as North America in terms of e-commerce (mainly from China). This trend is explained by the active economic growth of developing countries in Asia and their informatization.

High penetration of the Internet directly affects the Internet trade growth in goods and services, which is being actively developed almost independently of political and economic threats in the region.

Currently, the modern market for trade in goods and services can be divided into three main segments. The modern market for trade in goods and supply chain

includes: Market for trade in goods and services; Regular sale of goods and services; Internet commerce as a related service; Fully online trading

The usual sale of goods and services is understood as retail and wholesale of goods to the customers or enterprises using a cash register, receipt offline. The Internet commerce as a related service implies the presence of an enterprise or an individual entrepreneur with an officially registered sales point, as in the usual trade in goods and services, but in addition, an online commerce service is provided. In this case, the e-commerce also means trade in goods and services, but with the possibility of their courier delivery to the customer's place of residence or to any convenient order delivery point.

The last type of modern market for trade in goods and services is the field of fully online trading. This type of trade implies the absence of an officially registered sales point for the goods and services. In this case, the trade will be carried out on the Internet with the delivery of goods to the buyer using various courier services or to pick-up points.

Since the article is devoted to e-commerce in supply chain, we will consider only two types of the modern market, namely the Internet commerce as a related service and fully online trading. But more emphasis will be placed on the latter kind, that is, fully online trading. This is due to the development and transformation of the modern market in order to meet the needs and life pace of a modern person.

According to the global retail sales statistics, the retail e-commerce sales amounted to \$3.53 trillion worldwide in 2019, and the e-commerce revenue is projected to grow to \$6.54 trillion in 2023 (Fig. 1) [22].

Retail e-commerce sales worldwide from 2014-2023

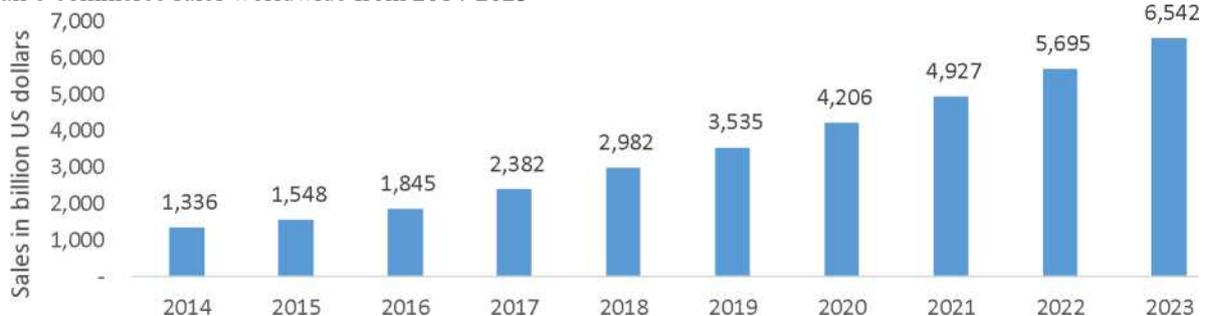


Fig. 1. Retail e-commerce sales worldwide from 2014-2023 [22]

Currently, domestic and foreign scientists use various methods and criteria for the classification of e-commerce models and types. The most common of them are the classification by transaction participants. The following types are distinguished in this classification (Fig. 2).

The "business-to-consumer" (B2C) is a traditional retail model. E-commerce between business and consumer (B2C) occurs when the customers buy goods and services from different companies over the Internet. Currently, this model is one of the most common and popular.



potential. Not only its condition, but also the cost of access to this infrastructure are very important.

If the cost of using telecommunications infrastructure is too high for the income level of the country's population, then people will prefer traditional retail when choosing between electronic and traditional commerce. This will be due to the fact that access to the local and international markets for online sales will be closed for them.

The same situation is with the telecommunications infrastructure, where an access to the Internet and new technologies is an important indicator. The e-commerce is not possible without the Internet access.

At the same time, there is an annual improvement of technological equipment related to the current level of technological progress, which, in turn, means the improvement of processing technologies and the purchase of goods and services. The e-commerce often becomes impossible without access to new technologies.

One of the important engines for the e-commerce market development is the number of Internet users. This is due to the fact that any Internet user is a potential buyer. Thus, the more Internet users are in the country, the greater is the potential audience for the e-commerce market.

The literacy rate of the population can also be attributed to factors influencing the e-commerce market development. This is due to the fact that if the country's population does not know how to use modern technologies (in this case, a personal computer or smartphone), then the market development and (moreover) existence are impossible.

Similarly with literacy, the desire and ability of the population to use e-commerce and modern technologies are important. Attraction of a new audience to online stores contributes to the market prosperity. The willingness of people to use modern technology to make purchases, as well as an understanding of their implementation process, indicate a high level of education of the population, right government policy, good marketing, clear and streamlined online trading system.

A lot depends on the average income of the country's population and the rate of its economic growth. Incomes of a country's population are all material resources received by households as a result of economic activity. In more developed countries with a high level of economic development and a high average income of the country's population, electronic purchases via the Internet will be

carried out more often. This is due to the fact that people are not able to make online purchases in the absence of funds.

Government regulation is an integral part without which the e-commerce market will not flourish. In this study, the state regulation of the e-commerce market refers to the process of the state's influence on the economic life of society and the associated social processes in the field of electronic commerce, during which the economic and social policies of the state are implemented in order to stabilize and develop this economy sector.

Since the e-commerce market is young, there is no single effective practice of state regulation and taxation of this economy sector in the world. However, two main models of state regulation of the e-commerce market can be distinguished at present:

- non-intervention policy, or free trade;
- protectionist politics.

The non-intervention policy, also known as free trade, involves the free movement of goods and services between the countries without known trade barriers. In this case, the state's role is to create and ensure a competitive environment in the market, protect intellectual property and personal data of both buyers and sellers. The state is also responsible for ensuring the transparency of trade and payment transactions in order to prevent cybercrime and fraud.

A clear example of a commitment to the non-intervention policy is the USA. At the moment, there is almost complete self-regulation of the e-commerce market in the USA.

Protectionism policy is aimed at protecting the domestic e-commerce market from foreign competition. This is due to the fact that the e-commerce sector is regarded as a promising and powerful driver of the country's national economy growth, as well as a major source of cash flow to the state budget in the countries with this policy.

A striking example of countries with the protectionist policy are the countries of the European Union and China. These countries develop, apply and implement various measures to support the Internet commerce market. Such measures include government programs to stimulate doing business on the Internet for small and medium enterprises.

Each of the presented types of policies has its own advantages and disadvantages (Tab. 1).

**Table 1.** Comparative analysis of the types of e-commerce state regulation policies

Protectionism policy	
Advantages	Disadvantages
Protection and support of young enterprises	Emergence of internal monopolies
Ensuring stability and security of participants	Possible conflicts with other markets or states
Increase in economic gain	Product selection restriction
Free trade	
Advantages	Disadvantages

Wide range of goods and services	Abundance of foreign goods
Innovation and market expansion	Vulnerability of the national economy
Development of competition	Imposition of alien tastes

The protectionism policy is most often adopted by the countries and states with developing economies, and the non-intervention policy is adopted by strong and developed countries. However, one should pay attention to the fact that each of these policies is almost not used in their pure form, their tools are combined to achieve maximum effect.

Thus, government regulation is one of the most important parts necessary for the successful existence of the e-commerce market in the country. In turn, the Internet policy is manifested in government regulation of the e-commerce market of a particular country. The development of this sector depends on choosing the right Internet policy.

At the moment, there are several areas through which the state (through its regulation) can influence the online trading market (Fig. 5).

The state of any country should develop and apply the appropriate legislative framework for the normal existence, work and development of the e-commerce market. This legislative framework will regulate all actions and transactions carried out in the market, as well as take care of protecting consumer rights. Due to state regulation, these measures will help to avoid fraud. Due to the developed legislative and regulatory framework, as well as state regulation, it will be possible to get rid of the shadow sector bringing huge losses to the country and government.

**Table 3.** The impact of government regulation on the e-commerce market

<u>State regulation</u>
Creation of electronic trading platforms and market place
Formation of the legal framework for consumer protection
Stable market development
Unemployment reduction
Creation of official databases
Attracting a new customer base
Creating a reliable payment system

By using the latest technological developments and improving existing technologies, the state will contribute to the stable development of online trading. State regulation in this area will help to avoid large technological gaps between regions, aligning growth rates.

By creating a reliable payment system in the e-commerce market, the state will be able to regulate the cash flow of settlements between buyers and sellers, promptly and accurately withdraw the amount of tax payments, as well as protect the audience from fraud.

One of the most important elements of state regulation and its impact on the e-commerce market is the creation of an official database of all organizations and private entrepreneurs working in this field. It will be possible to make this system transparent only with the existence of these statistics, which will undoubtedly contribute to the

development of the country's market and the economy as a whole.

Government regulation also affects the attraction of a new audience and customer base. This is due to the fact that if the country's population is aware of the market security and its support by the state, then such a market can be trusted.

Another important point is state support for this sector. State support is understood as the provision of assistance to small and medium enterprises by the state. The help should be understood as state subsidies, reduction of tax rates or their complete absence, especially at the initial stage of business establishment.

Also the important elements of state support include the development and implementation of government programs aimed at helping enterprises engaged in online trading.

With the help of state regulation and support, it is possible to create and develop online trading platforms and marketplaces, which can make it easier for many organizations engaged in ordinary retail to enter the electronic environment. In addition to organizations, the creation of these sites can also help the individual entrepreneurs and people, who have not previously been engaged in online business. In turn, it will create new jobs in the country.

From all of the above it follows that the state regulation affects many areas of the e-commerce market, which, in turn, contributes to its prosperity and economic development of the country as a whole.

However, there is an economic downturn and deterioration in the situation as a whole in the countries where there is excessive government regulation of the e-commerce market.

Within the framework of the current study, the authors were supposed to consider the mechanisms impeding the development of the Internet trade in Russia on the part of consumers.

Based on the survey, the following results were obtained. 405 respondents were interviewed during the survey. Women dominated in the structure of respondents (73.3%). The vast majority of respondents are in the age group of 18-30 years (81.2%).

Some conservative thinking of respondents can be noted, even despite the fact that the vast majority of them are less than 30 years old, since only 38.3% of respondents prefer online stores to the traditional trading form. Nevertheless, one can note a positive point, which is expressed in the fact that 88.4% use the services of online stores essentially.

The majority of respondents, who do not use online shopping (28%), indicated a fear of being cheated. And the following answer takes the second place: "I prefer traditional trading". At the same time, the respondents using online trading indicated the following advantages: a possibility of home delivery and a wide range of products (61 and 69%, respectively, of those who gave a positive

answered to the question: “Do you use online stores?”).

Concerning questions on the length of the period of use of online store services, one can note an approximately equal distribution of respondents among groups, however, the prevailing proportion of respondents belongs to those using online store services for a period of 1-3 years (36.2%); 64.7% of respondents prefer

using a smartphone or tablet for shopping, and only 35.3% use a computer. The best payment method for respondents is cashless payment upon receipt of goods; 45.4% of respondents chose it. The share of respondents, who were cheated on the Internet, can be considered not very large (27.7%). If we consider a distribution on the issue of purchasing goods from other users, then the answers were distributed in almost equal proportions - 49.6% answered negatively and 50.4% positively.

The distribution of respondents by the annual cost of ordered Internet products shows that the largest share is the volume of orders from 1,000 to 3,000 roubles. (40.1%), this is a very small amount. Then are the amounts of 3,000-5,000 roubles (22.4%) and more than 30,000 roubles (20.7%) in descending order. In general, we can conclude that more than half of all respondents surveyed spend small amounts of money on the purchase of online goods.

The main category of purchased goods is the category “Clothing, shoes, accessories” - 81%. The distribution of purchased services is dominated by airline tickets and hotel reservations (66 and 51%, respectively).

The distribution of consumer preferences within the framework of the question on Russian and foreign online stores, as well as the choice between the option of a particular store and a site with many stores showed that the choice is distributed approximately equally (57.7 and 42.3%; 52.7 and 42.3 %), which, most likely, may indicate the non-critical nature of the choice of a particular option for respondents.

Thus, as the main problem arising in the development of Internet trading, we can single out consumer distrust, which is caused by a number of negative factors, in particular, insecurity on the part of the current legislation, problem of long waiting for delivery of ordered goods, ephemeral nature of purchased objects, as well as inability to personally check their quality and compliance with the requirements.

The vast majority of consumers make online purchases only with an aim of saving or acquiring goods that cannot be purchased in the traditional way, which significantly narrows the market and its development potential.

Based on the research and analysis of the experience of other countries, the following recommendations can be suggested:

1) to strengthen state control over the Internet sites offering goods and services, including vk.com and Instagram. Currently, access to these sites is free for the sellers of goods and services. In fact, they do not need any registration, which allows the unscrupulous sellers avoiding taxes and responsibility for their actions, since it is almost impossible to establish the fact of their involvement in the offenses;

2) to optimize logistics flows in order to expedite delivery, which will provoke additional demand for goods from the consumers and ensure the growth of

budget revenues due to the customs payments.

## 5. Conclusion

Using a combination of quantitative and qualitative methods in relation to state regulation in the e-commerce of supply chain and information management field in Russia allowed us obtaining the following results.

1. We determined the set of factors influencing the development and growth of the e-commerce supply chain system. Unlike the systems of factors considered earlier, the e-commerce definition was formulated in a narrow and broad sense, which helped to identify the differences between traditional commerce and electronic. We substantiated one of the most important factors affecting the e-commerce market development, the government's role, and the nominal state regulation of this field.

2. We considered classifications and systematized the existing classifications of e-commerce models on various grounds, which allows developing a methodological approach to the development of state regulation of e-commerce.

3. The directions of the influence of state regulation on the e-commerce market are highlighted, allowing you to create a list of areas through which the state, through its regulation, can influence the Internet trade market, as well as giving a set of recommendations to improve the efficiency of state regulation of electronic commerce. We made a conclusion that too strong government regulation and pressure on the market by the government can adversely affect its development.

4. Based on the survey within the framework of using the test analysis method, we identified the factors limiting the development of Internet entrepreneurship supply chain and causing problems in the e-commerce development in the Russian Federation, as well as gave recommendations to increase its effectiveness. We formulated recommendations to increase the attractiveness of e-commerce in the eyes of consumers.

Using the results obtained will allow determining the content and structure of program documents at the federal and regional levels aimed at improving the efficiency of state regulation in information management and digitalization of the supply chain process in marketing field, as well as possible development paths for this industry in the future.

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