

past, it took lots of energy to power the magnets. The new magnets created by the collaborators, however, are smaller and need less energy. This means that, for the first time, their system produces more energy than it consumes. *MIT* and *Commonwealth Fusion Systems* (US private company) plan isn't pure theory - they've raised \$50 million from Italian power company *Eni* to actually build a reactor. Their fusion experiment, called *Sparc*, will produce enough energy to power a small city.

During this time, governments around the world poured billions of dollars into their projects/efforts. All interested in the researchers are waiting for the results - some with a hope of the success of science, some with lust from future dividends. It's no joke: humanity will receive a source of extremely cheap, environmentally friendly, practically inexhaustible energy. This little thing can power an apartment and a factory, a car and an airplane, a space rocket, and a sea liner. We must also take into account that work on the creation of special devices are going on in hundreds of laboratories around the world, including in Ukraine, and several groups have already announced the creation of their existing prototypes.

If the history of the science of the merger were summed up in one word, it would be "arrogance." Many great minds were work on this many years ago and working right now. Nuclear fusion is the energy of the future and it always will be.

References

1. In search of clean energy investments [Электронный ресурс]. - Режим доступа: <https://qz.com/1402282/insearch-of-clean-energy-investments-in-nuclear-fusion-startups-are-heating-up/>

2. Fusion Power Companies [Электронный ресурс]. - Режим доступа: <https://www.americanecurityproject.org/mit-partners-with-commonwealth-fusion-systems-to-make-fusion-power-a-reality/>

3. A new era in fusion research [Электронный ресурс]. - Режим доступа: <http://news.mit.edu/2018/mit-newly-formed-company-launch-novel-approach-fusion-power-0309>

4. Scientists say the dream of unlimited clean energy [Электронный ресурс]. - Режим доступа: <https://nypost.com/2018/03/09/scientists-say-the-dream-of-unlimited-clean-energy-is-about-to-come-true/>

5. Energy and Power Technology [Электронный ресурс]. - Режим доступа: <https://www.power-technology.com/features/bright-sparc-can-mit-scientists-make-fusion-power-reality/>

УДК [339+004.89]=111

THEORETICAL ASPECTS OF THE NATURE OF THE ELECTRONIC COMMERCE

Avakyan G., 21 МБИТ

Sergienko G.V., language adviser

Tavria State Agrotechnological University

e-mail: anna_avakyan_95@mail.ru

e-mail: anya_abc123@mail.ru

The stimulation of the formation of new economic activity forms took place during the rapid development of the global economy in the conditions of globalization and development of information technologies.

Significant role in this is played by electronic commerce, the formation and development of which is conditioned by the successful conduct of economic activity by all subjects of e-business in the international space. Today, electronic commerce has become not only one of the main areas of the economy, but also an integral part of the economic and social activities of people.

A large number of researchers understand the e-commerce as the form of products trade through information and telecommunication systems, which includes all trade and economic transactions and business processes that directly serve such transactions [3].

Characteristic features of e-commerce compared with the traditional [2]:

1) Increasing of the firm competitiveness due to increased costs for business organization, advertising and promotion of goods or services, customer service, support of communications, reducing the time spent on interaction with consumers and business partners, expansion of pre- and post-sales support.

2) The expansion and globalization of markets: for the Internet there are no geographical boundaries, time limits and holidays. Cost and speed of access to information does not depend on the distance to its source. As a result, small and medium-sized enterprises can successfully compete in the global market and users have the opportunity to gain the widest access to goods and services.

3) Personalization of the interaction: with the help of information networks, firms can receive detailed information from each client and automatically provide goods and services at mass market prices.

4) Changes in the infrastructure due to the share reduction or complete exclusion of material infrastructure (e.g. buildings), reduction of the number of personnel and intermediaries.

5) The creation of new products and services, such as e-delivery and support services, provision of referral services, customer contact and supplier services etc.

In today's world, e-commerce has an important role and is one of the most dynamic and profitable business areas. In order to become more familiar with e-commerce, we will consider the characteristics of its main types (table 1) [4].

For a better understanding of the e-commerce mechanism, it is also advisable to define its main functions:

- 1) advertising (a way to attract consumers attention to a specific site);
- 2) demonstration of the goods (display of products by means of the Internet);
- 3) accomplishment of operations (fast and safe calculations, delivery options);
- 4) after-sales service (the assistance provided to the client both during and after the purchase);
- 5) arrangement of long-term relationships with the client (studying the benefits and tastes).

Researchers of e-commerce in Ukraine distinguish the factors influencing its development. Thus, N. Valkova distinguishes four groups of factors: 1) restraining (risk of fraud); 2) neutralizing (responsiveness); 3) stimulating (time saving); 4) enhancing (store information) [1].

Consequently, the development of e-commerce is becoming increasingly important in the context of globalization of economic processes, due to the possibility of achieving global presence and implementation of economic activity on a global scale, global choice of goods, regardless of the geographical position of the subjects.

Today, e-commerce is developing very fast. According to the latest forecasts in the near future, it will be the most used tool for promoting goods.

References

1. Валькова Н. В. Розвиток Інтернет – торгівлі в Україні: динаміка та вплив факторів / Н. В. Валькова // Науковий вісник Ужгородського університету. Серія «Економіка» – 2014. – Вип. 2 (43). – С. 39 – 42.
2. Маловичко С.В. Аналіз сучасних тенденцій та динаміки розвитку електронної торгівлі на підприємствах України / С.В. Маловичко [Електронний ресурс]. — Режим доступу: http://www.problecon.com/export_pdf/problems-ofeconomy-2015-2_0_pages-71_77.pdf
3. Плєскач В. Л. Електронна комерція: підруч. / В. Л. Плєскач, Т. Г. Затонацька. – К.: Знання, 2007. – 535 с.
4. Тардаскіна, Т. М. Електронна комерція [Текст]: навч. пос. / Т. М. Тардаскіна, Є. М. Стрельчук, Ю. В. Терешко. – Одеса: ОНАЗ ім. О. С. Попова, 2011. – 244 с.

УДК 364.124(477)=111

THE BRAIN DRAIN FROM UKRAINE

Skrypka N., 21 МБПТ

e-mail: natahaskrupka.mail.ru@mail.ru