

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.

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THE BRAIN DRAIN FROM UKRAINE

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In the knowledge economy, the very existence of highly developed human capital determines the ability of the country to intensify and effectively use the resources available to it. In recent years the brain drain has increased. It has a significant impact on the economic security of Ukraine.

The brain drain is a process of mass emigration in which specialists, scientists and skilled workers leave the country or region for political, economic, religious or other reasons. Evaluating this process, it can be assumed that the countries from which the specialists leave, suffer a very significant economic, cultural, and sometimes political damage. Conversely, countries that host emigrant professionals will acquire huge and cheap intellectual capital.

The age of most Ukrainians who temporarily leave the country or want to go to a permanent place of residence is from 20 to 49 years. If in 2015 the unstable political situation and lack of security appeared on the foreground, today Ukrainians focus on material aspects such as inflation, rising prices and low living standards.

Almost three of the five respondents admitted that they do not see their future in Ukraine. Every second is not satisfied with the size of the salary and the level of economic development. Slightly fewer than half consider that it is impossible to stay in a country where laws are not being implemented and corruption is flourishing. And two of five are worried about an unstable political situation.

A survey of the International Human Resources Portal showed that the population answered very negatively the question "How do you think, why many Ukrainians go to work abroad?".

1. I do not see mine and my family's future in Ukraine.
2. A salary is small in Ukraine.
3. The economic situation is severe.
4. Laws are not being implemented and corruption is flourishing.
5. Political situation is unstable.
6. Quality of life is better abroad (good medicine, affordable insurance).
7. You can make good money abroad, even if your job is not very prestigious.
8. It is difficult to feel safe in Ukraine. [1]
9. It is impossible to achieve self-fulfillment as a professional.
10. It is easier to start your own business abroad.

In general, Ukraine should stress the potential benefits of qualified emigration, assuming the measures to mitigate the effects of this phenomenon. The brain drain is a largely inevitable process that can accelerate as Ukraine enters European and world markets. Instead of making decisions that restrict labor emigration, it is crucial, that appropriate policies on "human resource exports" depend on the state and society's ability to provide favorable conditions for the education and professional development of highly skilled professionals within their own country. Stable and attractive Ukraine is the best solution to minimize the negative effects of outflow of skilled personnel and encourage the return of highly skilled migrants from abroad, as well as attracting skilled foreigners from other labor markets [2].

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INTERNATIONAL TRADE AT THE PRESENT STAGE

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One of the oldest and most important forms of the international division of labor is international trade. In the framework of the international division of labor, there is a regular exchange of goods and services provided in accordance with the International Standards in force in the field of trade. This is any interstate exchange activity with goods, services and other results of human labor or elements of nature. It is a set of foreign trade of all countries of the world economy and creates the sphere of international trade and money relations.[1]

International trade is the most important form of realization of the principle of comparative advantage; it is another aspect of international specialization. It allows all countries to expand production and consumption, increase competition and influence economic growth.

International trade consists of the export and import of goods and services. Export means that goods and services produced in one country are sold outside of its borders. As a rule, goods which domestic prices are lower than the prices on the world market are exported. There are visible and invisible exports. It seems to belong to the export of goods, and to the invisible - the provision of services created in this country to consumers from other countries. Imports are goods and services created outside of a given country, but imported and consumed in it. As a rule, goods are imported which prices on the world market are lower than those of the domestic market. The main quantitative indicators of international trade are the volume of world exports, imports and trade. There are several types of international trade. Depending on the types of trade distinguish trade in goods and services. According to the method of interaction of the subjects, traditional and countertrade trade and trade in specialized products are distinguished.

International trade is an important part of the global economy. At the present stage of its development, more and more countries are joining the processes of globalization of world trade relations. The paper discusses the types and directions of international trade.

International trade is carried out in two main areas: directly and through intermediaries. When trading directly, there are no fees for intermediaries, which reduce transaction costs and speeds up trading. But for the implementation of such trade requires a solid knowledge of the partner, high qualifications and experience. Trading through intermediaries is easier for its subjects, but it requires more transaction costs. Here the main role is played by international exchanges, fairs, exhibitions and auctions.[2]

An important element of international trade is the world price, or the price of the world market. This is the monetary expression of the international value of goods of appropriate quality. The level of world prices is determined by a number of factors: the level of expenditures for the production of a unit of production, the level of competitiveness of goods on the world market, the nature of the state's impact on foreign economic activity, currency fluctuations. A characteristic feature of world prices is their multiplicity of a homogeneous product. This is due, firstly, to the difference in the trade policy of states on the world market; secondly, state and interstate monetary policy; thirdly, the conjuncture of world markets; fourth, differences in pricing methodology. The price may vary significantly depending on the place and time of sale, the terms of the transaction, the type of