

EVALUATION OF THE EFFECTIVENESS OF BUSINESS-PROCESSES IN INTERNATIONAL E-COMMERCE SYSTEM

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Today, the organization of trade transactions via a global computer network is the center of attention of many specialists. Rapidly growing Internet audience of Ukraine is a new market for companies of various profiles. The absence of geographical barriers for advertising and distribution of goods and services are attracted new enterprises to Internet business. One of the most important tasks of modern e-Commerce is replacing the traditional mechanism of trade on structural, functional and technological levels.

Studies show that addressing the technologies of e-business, e-Commerce, it is necessary to speak not only about the use of Internet technologies, but also about a completely new field of commercial activity in which the Internet – a means of their functioning. So, this paper proposes the development of a set of models for evaluation of efficiency of business processes in e-Commerce systems which, based on methodologies for functional modeling, performance evaluation of business processes, regression methods and econometric analysis allow to estimate the demand for products, analyze loss-sphere system, study the performance of traffic to the web site, assess the structural effectiveness, assess the impact of loss factors on the effectiveness of the system of e-Commerce. Object of research – system management structures e-Commerce in the Ukrainian market. So, the proposed models allow to solve the following set of tasks:

- exploring the current state of the problem of resource management, e-Commerce, taking into account the constant demand for the products;
- analysing the unprofitable areas of the system by constructing multi-factor models;
- assessing and analyze the traffic of the website by examining the data in Google Analytics;
- developing of experimental methods and conduct testing of the model in terms of computational experiment.

Realization of the proposed techniques and its implementation in practical activities will allow to justify the choice of theoretical and methodological foundations of management decision-making and to develop practical recommendations for improving the formation mechanism of assessment of business processes in international e-Commerce.

References:

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