

## **ANALYSIS OF THE DETERMINANTS OF THE DEVELOPMENT OF E-COMMERCE USING DIGITAL ASSETS IN UKRAINE**

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At the present stage of development, the economy is characterized as post-industrial or information-based. This means that information and knowledge are the main production resources, rather than traditional industrial production. As a result, the use of information technologies leads to a change in traditional business methods and the emergence of a new type of economic activity - e-commerce.

Over the last few years, e-commerce in Ukraine has demonstrated significant growth compared to other countries. E-commerce is characterized by a higher level of market penetration, which demonstrates significant potential for development in our country.

The development of e-commerce using digital assets in Ukraine is influenced by various determinants. Some of the key determinants are: The level of internet penetration in Ukraine is a crucial determinant of e-commerce development. The availability and ease of use of digital payment systems are also important determinants. With the development of secure and reliable digital payment systems, consumers are more likely to engage in e-commerce transactions. The effectiveness of logistics and delivery infrastructure is another determinant. Government policies that promote e-commerce can also impact its development. Consumer behavior and attitudes towards e-commerce are also crucial determinants. The level of cybersecurity measures put in place is also an important determinant of e-commerce development. The availability of digital assets such as cryptocurrencies is also a determinant of e-commerce development. Education and awareness of e-commerce and digital assets are important determinants. Educating consumers and businesses about the benefits and risks of e-commerce and digital assets can promote their adoption and growth. Competition in the e-commerce industry can also impact its development. Economic stability is a crucial determinant of e-commerce development. A stable economy can encourage consumer spending, while an unstable one can lead to reduced consumer confidence and decreased e-commerce activity. The pace of technological advancements is another important determinant of e-commerce development. Cross-border trade can also impact e-commerce development. As businesses and consumers engage in cross-border e-commerce, there is potential for increased market reach and expansion. The level of mobile internet usage is a determinant of e-commerce development. Trust and reputation are important determinants of e-commerce development. Building trust and maintaining a good reputation can lead to increased consumer confidence, repeat purchases, and positive word-of-mouth.

Addressing these determinants can help to promote the growth and success of e-commerce in Ukraine.