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ОРГАНІЗАЦІЯ РОЗДРІБНОЇ ТОРГІВЛІ ПРОДОВОЛЬЧИМИ ТОВАРАМИ ТА ШЛЯХИ ЇЇ УДОСКОНАЛЕННЯ

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ORGANIZATION OF RETAIL TRADE IN FOOD PRODUCTS AND WAYS TO IMPROVE IT

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Анотація

Організація торгівлі являє собою сукупність упорядкованих і взаємодіючих організаційних елементів (торговельних підприємств, організацій, підсистем), що створюють цілісну систему, а також комплекс цілеспрямованих організуючих дій, що забезпечують функціонування торгівлі. Отже, організація торгівлі охоплює організаційну структуру та організаційну діяльність. Відповідно, організацію торгівлі можна розглядати у двох аспектах – статички і динаміки. Авторами визначені рівні загальної внутрішньої структури ринків як суб'єктів господарювання, функції роздрібно торгівлі, досліджено особливості продовольчих товарів, зазначено параметри, які характеризують роздрібну торгівлю продовольчими товарами. У статті для виявлення тенденцій розвитку роздрібно торгівлі проведено аналіз кількісних характеристик та якісних ознак ринку споживчих товарів на основі аналітичних звітів. Запропоновано схему стратегічних напрямів удосконалення розвитку роздрібно торгівлі, виконання ключових складових стратегічного напрямку надало б українським торговельним підприємствам змогу розвиватися та здійснювати торговельну діяльність з державною допомогою, за допомогою інноваційних методів та у відповідності з міжнародними стандартами.

Abstract

Trade organization is a set of ordered and interacting organizational elements (trade enterprises, organizations, subsystems) that create a holistic system, as well as a complex of targeted organizing actions that ensure the functioning of trade. Consequently, the trade organization covers organizational structure and organizational activities. Accordingly, the organization of trade can be considered in two aspects – statics and dynamics. The authors defined the levels of the general internal structure of markets as business entities, retail

functions, investigated the peculiarities of food products, indicated parameters that characterize the retail trade in food products. The article to identify trends in retail trade conducted an analysis of quantitative characteristics and qualitative features of the consumer goods market on the basis of analytical reports. The scheme of strategic directions of improvement of retail trade development, implementation of key components of strategic direction would enable Ukrainian trade enterprises to develop and carry out trade activities with state aid, through innovative methods and in accordance with international standards.

Ключові слова: організація, управління, роздрібна торгівля, продовольчі товари, споживачі, ринок, ефективність, стратегічний орієнтир, економічний розвиток.

Keywords: organization, management, retail, food, consumers, market, efficiency, strategic benchmark, economic development.

Introduction.

The category "organization" is used in management theory as a process of modeling and designing the structure of management. Thus, the purpose of the organization in management is to support the system in the established values of specific parameters. The organization is a measure of system ordering and a factor of interaction of all structural elements to achieve the goals of the system. So, it is obvious that the organization of trade is a more general and broad concept than trade management.

Retail trade today remains a problematic area in Ukraine and entails negative consequences for the functioning of the domestic market as a whole. Therefore, for its dynamic development, it is necessary to ensure the stability of the economy, forming a regulatory mechanism that will create conditions for competition in the field of trade, protect the interests of both sellers and buyers (consumers). It is also important to regulate the activities of large market players in order to avoid monopolization and support small and medium-sized businesses by stimulating entrepreneurial activity on the basis of social justice.

That is, the modern system of regulation of the retail market should be aimed at achieving such goals as stability, efficiency and honesty and, accordingly, should be based on such principles as: protection of the rights and interests of participants from the state, transparency and accessibility of the information base necessary for decision-making, support of fair competition, the existence of a state regulatory body with clearly defined functions and powers, support of innovations in this field. The implementation of these areas of improvement of the policy of state regulation will contribute to the further development of trade,

market principles in the economy, effective entering the country into the world community, improving the quality of life of the Ukrainian population.

Methods.

In the course of the study, general scientific and special methods of cognition were used. Methods of theoretical generalization, grouping and comparison made it possible to clarify the concept of trade and the specifics of the retail organization. With the help of the logical method, the peculiarities of retail trade organization in the domestic market are determined. With the help of methods of induction and deduction, cause-and-effect communication, the process of market functioning, interaction of consumers and sellers, trade enterprises and derdavas were revealed. The methods of analytical grouping, summary and selective method are used, and graphical methods for building tables and figures.

Presentation of the main research material.

According to the definition of "trade as an industry of the national economy, which sells goods through purchase and sale, and connects production, distribution, exchange and consumption; converts manufactured goods into consumer goods" [1], it should be added that retail can also be considered as a sector (industry) of the economy which is a set of:

- 1) operators selling goods and services to different types of end consumers for their personal, non-commercial use;
- 2) elements necessary for the effective functioning of the infrastructure of the economy.

We highlight semantic ingredients (elements) that reveal the economic nature of the marked concepts and depict the essence of the concept of "retail trade" (Table 1).

Table 1

The state of understanding of the "trading"

1	is a sector of commercial activity
2	is an element (part) of the logistics process connecting the manufacturer of raw materials (products) and the end user of goods
3	is an integrator of economic relations arising in the process of buying and selling goods and services
4	depicts the final stage of the cycle of movement of goods and services from the manufacturer to the end user for personal non-commercial use

Source: formed by authors on the basis of processed literature

The retail research was conducted by scientists from various economic schools. The idea of the essence of the trade category evolved in the process of developing and transforming economic relations and varied depending on the approach used by the researchers. As for

determining the essence of trade, it received an interpretation by various scientists. The beginnings are found in the definition of the Justinian Code: "The merchant is the one who buys and sells." Further in canonical law: "The one who acquires the thing, so that, selling it in the same form, without any changes, to help

out the profit, he is a merchant." Thus, economic thought dominated that trade consists in the implementation of "professional activities", in the purchase of goods for the purpose of their resale, without their processing [2].

The first school of economic science, called mercantilism (from Italian trader) focused on the study of trade relations. For the effective functioning of the economic system, the most important, according to mercantilists, were traders, their work was considered as the main factor of production. Consequently, the source of wealth is the sphere of circulation, not the field of production; wealth was identified with cash [3]. For example, well-known economists, representatives of mercantilism, Thomas Mann and Antoine Montchrestien, investigated such categories of political economy as trade and trade relations. Subsequently, other economic schools considered the source of public wealth different areas, but trade has never been overlooked.

Representatives of the classical school of political economy gave their interpretation of the categories of industrial capital and commodity relations. In studies of the theory of labor value, William Petty analyzed commodity turnover. He wrote that the exchange in different sectors of the economy depends on productivity and is determined by its production costs. William Petty considered the sphere of trade as ensuring proportional monetary exchange of goods depending on their mine value. Adam Smith in his work "Research on the nature and causes of wealth of peoples" singled out as a central problem economic

development of society and improving its well-being. This classic work examines the conditions and pathways that lead people to the greatest well-being [5]. In the second section of the aforementioned work, Adam Smith notes that the division of labor is the result of people's natural tendency to exchange and trade, and the key incentive for exchange between people is selfishness, or defending their own interests.

In matters of trade structure, Adam Smith puts domestic trade in the first place, and only then foreign and transit. Adam Smith reads: "As soon as the division of labor is introduced everywhere, only a small proportion of everyone's needs can satisfy the product of their own work. Much of them it satisfies by exchanging that excess of products of their labor, which remains after satisfaction after meeting their own needs, on the excess product of other people who need it. Thus, each person lives by exchange or becomes to a certain extent a trader, namely society transforms, so to speak, into a trade union" [5].

So, it can be stated that when determining the category of trade, scientists adhered to one of two main positions: some of them identified trade with exchange, while highlighting some of its characteristic features, while others emphasized the main economic function of trade - making a profit as the main determining characteristic that distinguishes trade from exchange. At the same time, regardless of interpretation, most scientists in determining the category of trade also include the provision of auxiliary services that accompany the process of purchase and sale. Consider the main functions of retail (Fig. 1).

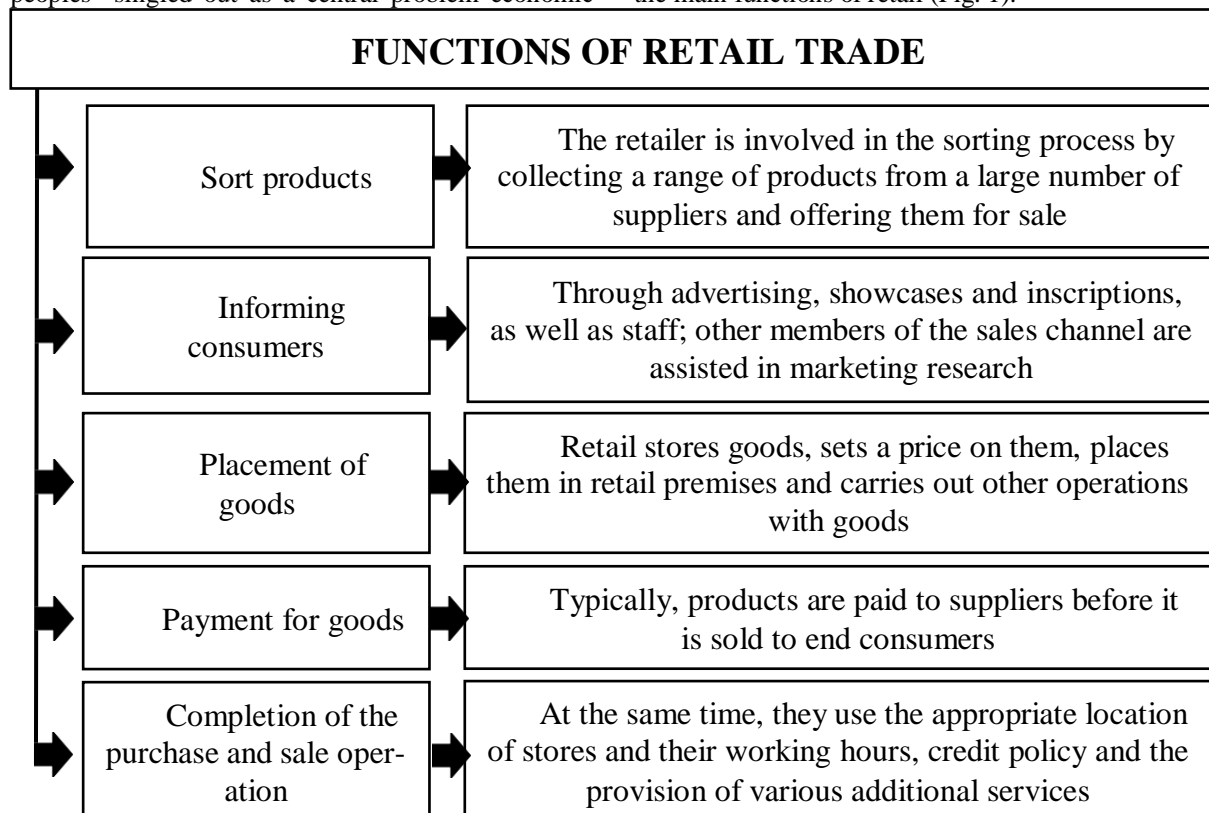


Fig. 1. The scheme of the main functions of retail trade

Source: formed by the authors on the basics

According to the State Tax Service, today one of the most common forms of entrepreneurship in Ukraine is trade activities. In the statutory documents of any enterprise, trade is most often indicated as a type of entrepreneurial activity. Retail is a type of economic activity in the field of turnover, covering the purchase and sale of goods to the end user and the provision of trade services to him. It ensures the movement of goods from circulation to the sphere of consumption [6]. In Macmillan's dictionary of modern economic theory, retail is defined as "the last link in the distribution chain from manufacturer to consumer. Source of goods and services to be purchase by the consumer" [4].

Gilbert defines retail as any business that focuses its marketing efforts on meeting the needs of the end user through the correct organization of sales of goods and services [4, p. 9]. We can conclude that an active study of the retail category and ambiguity in the interpretation indicates the importance of continuing research and using the gained economic thought in practice. The specificity of trading in the markets is that markets not only contribute to the retail process, but also create a whole system of services around them.

The whole system of trading services in the markets is quite complex and diverse – it is created not only by the market itself and by many involved enterprises that act as tenants of retail space in the markets. Thus, S.I. Rudnytskyi, M.O. Vlasova and S.M. Sukachova [7; 8] divide market services into different components (Fig. 2).

The positive point of such classification of the market services system is the allocation of external and internal services and the distribution of external services into separate subtypes. In this classification, the main services of the markets can be distinguished – retail space rental services, all other types of services belong to services that create conditions for the normal functioning of sellers and buyers. At the same time, market infrastructure is business entities and structural units that create the necessary conditions for the implementation of the main functional purpose of the markets as business entities and ensuring the normal functioning of sellers and buyers. Market infrastructure entities provide infrastructure services.

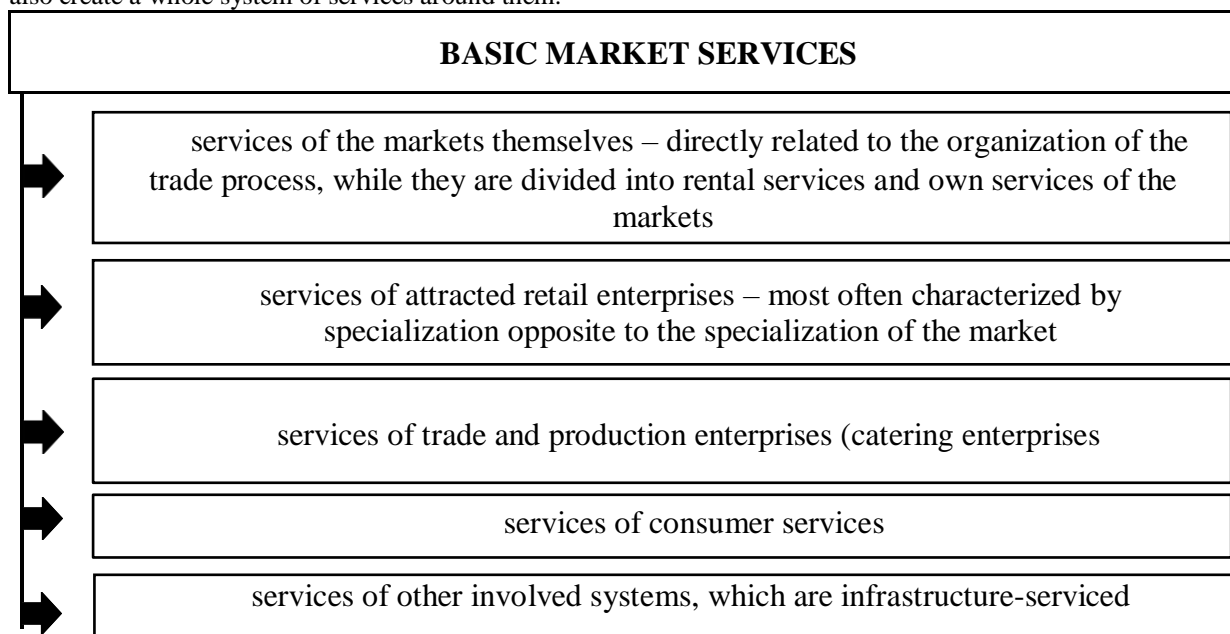


Fig. 2. Classification of market services

Source: formed by the authors on the basics of the foundations.

Normative documents provide for the presence in the markets of laboratories of sanitary-epidemiological, phytosanitary, sanitary and veterinary control, as well as permanent or temporary premises for the work of law enforcement agencies and bodies that supervise and control the activities of markets. These organizations also create the necessary conditions for the implementation of the main function of the markets, so the services of these organizations should also be included in the market services system [5; 8].

Thus, according to the degree of regulation of activities, market infrastructure elements can be divided into regulatory (mandatory) and initiated (voluntary). Regulatory (mandatory) elements of the market infrastructure are state and regulatory authorities, which must be presented on the market to ensure its functioning. Initiated (voluntary) elements of

the market infrastructure are business entities that, on a voluntary basis, provide infrastructure services on the rights of tenants. In turn, the initiated (voluntary) elements of the market infrastructure relative to the organizational structure of the market can be divided into non-stable (dependent) and independent (independent) elements of the market infrastructure. Non-stable (dependent) elements of the market infrastructure are part of the organizational structure of the market by separate units.

Independent (independent) elements of the market infrastructure are independent business entities and act as tenants of the trading place on the market. Depending on the object to which the service is directed, independent elements of the market infrastructure can be divided into 2 subtypes: business entities that provide services to buyers and traders, and

business entities that provide market services as a business entity as a whole. Independent (independent) market infrastructure elements that provide services to traders and market buyers provide related services – the specialization of such business entities complements the specialization of the market, creating better and more comfortable conditions for the purchase and sale of goods. Independent (independent) market infrastructure elements that provide market services as a business entity as a whole provide additional services – services related to all participants in the trade process on the market and, if necessary, they can all be used.

Thus, the infrastructure of markets as business entities consists of regulatory, non-permanent and independent elements of the market infrastructure. These infrastructure elements provide four types of services in the markets – regulatory, market,

accompanying and complementary – all together these services constitute a complex of market services – a single inextricably interconnected system of services that mutually complement and define each other.

Thus, the market as a business entity can provide market, related and complementary services. Certain categories of services cover all types of services provided by the market, so they can be defined as a range of market services. The specific structure of market services will affect their internal structure, so the features of the service structure will necessarily affect the internal structure of the market. Based on the results of the analysis of the structure of market services, it is possible to determine the levels of the general internal structure of markets as business entities (Table 2).

Table 2

Levels of the overall internal market structure

1	market administration	creates an enterprise and manages it, provides market services to everyone for profit
2	market traders	these are business entities that are the direct initiators of the trade process and carry it out on the lease rights of the trading place
3	market sellers	persons who are in labor relations with market traders and are direct participants in the trade process
4	market buyers	participants in the trade process, carrying out acts of purchase of goods or services, entering into civil relations with market sellers
5	Infrastructure	external business entities and internal structural units (services) that create the necessary conditions for the implementation of the functional purpose of the market, the life of sellers and buyers

Source: formed by authors on the basis of processed literature

The dynamic development of retail trade is due to its leading role in the development of the consumer market and the provision of services to the population, especially food products. By scope, goods are divided into industrial goods and consumer goods. The latter are intended for personal use by consumers, which include food (food), non-food and medical products. In accordance with the tasks, we will consider food products and modern ways of retailing food products. First of all, we note that food products are food products in natural or processed form, intended for human consumption as food, drinking water, alcoholic products (including beer), soft drinks, chewing gum, as well as biologically active additives.

Information about these products must be brought to the attention of consumers by the seller or manufacturer of food products. As a rule, information is indicated in the technical documentation, on the labels, as well as by labeling or otherwise. Unlike other goods, the need for food is limited to certain physiological norms. Demand for them is growing to a certain limit, regardless of the level of prices and incomes of the population. The peculiarity of food products is the low elasticity of demand, since these goods are of exceptional importance, and consumers buy food even in the presence of high prices and in conditions of lower incomes. Traditionally, to determine the demand for food products use indicators of the average level of their consumption per capita. The source of information on the parameters of food consumption are the materials of the State Statistics

Committee of Ukraine on sample surveys of households.

Thus, the parameters that characterize the retail trade of food products are as follows:

- 1) volumes of food consumption;
- 2) volumes of commodity products;

3) elasticity of demand for food products (it is advisable to take into account only those products that reach the consumer through the stage of sale. Signs of the consumer goods market based on analytical reports. It is worth noting that retail trade in Ukraine is unstable.

Since 2009, there has been a fluctuation in the volume of trade turnover. Especially noticeable slowdown in retail turnover growth in 2011 (only 19.2% compared to 2010, where the increase was 30.9%). And in 2012, the volume of trade turnover is generally decreasing (by 14.5% compared to 2011),

confirmed by statistics of the State Statistics Committee of Ukraine, from which it is clear that retail turnover tends to increase. In 2013, Ukraine's retail trade turnover increased in comparable prices by 9.6% compared to 2012. In 2014, compared to 2013, the volume of trade turnover increased by 19.6%. Retail trade turnover growth in Ukraine in January 2015 compared to January 2014 amounted to 21.8%, (Table 3) [10].

However, the increase in retail trade turnover in Ukraine in January 2016 against the same month last year (in comparative prices) slowed down and increased only by 6.1%. Regarding the next two years, there is a tendency towards a decrease (2017 – 6.1%,

2018 – 9.1%). The biggest blow to retail in these years was the devaluation of the national currency. It should also be noted the decrease in real incomes of citizens. This situation has developed not only due to a decrease

in the exchange rate of the national currency, but also due to factors such as, for example, an increase in utility tariffs. The reduction in consumer lending also affected the purchasing power of citizens [11].

Table 3

The main indicators of the state of retail trade in Ukraine, 2009-2019

Year	Retail turnover of enterprises (legal entities), mln. UAH	Including the specific weight of the		Indices of physical volume of retail turnover of enterprises to the previous year	Availability of retail objects of enterprises at the end of the year
		Food products	Non-food products		
2009	4731,3	36,3	61,7	133,0	2903
2010	6663,0	38,1	61,9	130,9	2924
2011	9858,6	34,2	65,8	119,2	2855
2012	10010,1	36,0	64,0	85,5	2817
2013	12221,6	35,4	64,6	109,6	2882
2014	16331,7	36,0	64,0	119,6	2908
2015	20790,5	36,3	63,7	121,8	2911
2016	22533,0	36,8	63,2	107,5	2883
2017	25733,9	38,2	61,8	93,9	2757
2018	31737,8	38,8	61,2	90,9	2916
2019	37060,0	40,2	59,8	108,6	2928

Source: compiled by authors according to the State Statistics Committee [10]

However, in 2019, the situation is more optimistic. Compared to 2018, retail turnover increased by 8.6%. Such a high growth rate of retail trade is due to: an increase in the purchasing power of households against the background of real wage growth (in 2019, real wages increased by 9%, against a reduction of 20.2% in 2018), a slowdown in price dynamics on consumer spending market (the average growth of the CIC in 2019 amounted to 13.9% against an increase of 48.7% in 2018), an improvement in consumer confidence of households (in the average monthly calculation in 2019, the consumer sentiment index 51.4 percentage points, which is 5.4 percentage points higher than the same figure in 2018) [10].

It should also be noted that in the retail structure, a greater share is non-food products. But despite this, there is a tendency to increase the share of food

products and, accordingly, a decrease in the share of non-food products [12, p. 51]. It is also obvious that the number of retail objects has decreased in recent years (Table 4).

This is due to the fact that small enterprises unite to confront competitors. That is, small enterprises are combined into large ones. This conclusion can be reached by seeing an increase in the volume of small turnover with fewer trading objects. It should be noted that the main indicator of the relationship of concentration in trade and specialization is not parallel quantitative reduction, and structural changes: over the past ten years, the share of specialized enterprises in the food trade sector has increased from 5.6% in 2009 to 7.1% in 2018, and in non-food trade – respectively from 33.4% to 48.4% [13, p. 19].

Table 4

Dynamics of objects of similar trade of Ukraine, 2009-2019

Years	Availability of retail trade objects of enterprises (legal entities) at the end of the year, thous. Od.	Including		The number of markets for the sale of consumer goods at the end of the year
		Shops	kiosks and petrol stations	
2009	73,6	54,6	19	2890
2010	71,9	52,3	19,6	2834
2011	69,2	50,5	18,7	2785
2012	65,3	47,6	17,7	2761
2013	64,8	48	16,8	2758
2014	64,2	48,4	15,8	2698
2015	62,2	47,2	15	2647
2016	59,8	45,5	14,3	2609
2017	49,6	38,6	11,0	2177
2018	49,6	38,5	11,1	2134
2019	49,3	38,4	10,9	2213

Source: compiled by authors according to the State Statistics Committee [10]

Also one of the reasons is the hostilities taking place in the east of the country, which destroyed many retail facilities. Thus, we can say that there are threats to the development of retail trade in Ukraine, which can harm both public and private interests. At the same time, significant changes are taking place in terms of organizational and legal forms of management in Ukraine's trade. Since 2013, there has been a decrease in the number of joint-stock companies, private enterprises and branches. This tendency is connected with the transition of trade enterprises from one organizational and legal form to another, more attractive for economic activity. However, it is necessary to take into account that a significant part of the similar trade of Ukraine is provided by natural persons and entrepreneurs. That is why it is necessary to ensure appropriate regulation of this area by the state.

It should be noted that under the new economic conditions, the role and place of the state in trade management became less significant and changed its economic and legal content. Thus, in the state's relations with market entities, management functions

are replaced with regulatory functions [14]. The experience of economically developed countries convinces of the need and effectiveness of regulatory state functions based on a perfect regulatory framework, developed market infrastructure and an effective system of social protection of consumers in market conditions.

The search for directions for improving the efficiency of retail objects, the formation of a competitive market of sellers and buyers, the development of the entrepreneurial environment requires a comprehensive study in the field of analysis and evaluation of entrepreneurial activity of retail objects in the regions of the state. This will allow to identify "bottlenecks", shortcomings in the development of entrepreneurship in the field of retail, and on this basis to develop measures to eliminate them. Therefore, we will evaluate the development of entrepreneurial activity of retail trade network objects in the regional context. Provision of the population with retail trade objects of the regions of Ukraine is presented in Table 5.

Table 5

Retail turnover of retail trade enterprises in the regions of Ukraine, 2020-2021, mln. UAH

	Retail turnover in January-April 2021, mln. UAH	Volume indices of retail turnover (in comparable prices), %	
		April 2021 to April 2020	January - April 2021 to January - April 2020
Ukraine	310921,4	130,9	113,0
Vinnitsia	7464,3	148,9	121,8
Volyn	5165,5	133,0	109,7
Dnipropetrovsk	31707,5	131,1	114,6
Donetsk	8601,2	122,2	107,2
Zhytomyr	6361,7	139,0	113,4
Zakarpattia	5222,9	168,7	120,8
Zaporizhzhya	13453,9	126,0	112,9
Ivano-Frankivsk	6060,9	158,9	116,3
Kyiv	29195,5	134,7	120,5
Kirovohrad	5427,0	130,0	109,0
Luhansk	2198,8	126,9	112,6
Lviv	19565,0	147,0	116,3
Mikolayiv	6314,2	121,9	106,9
Odesa	23652,8	122,9	111,8
Poltava	8904,7	130,4	112,1
Rivne	4816,2	138,9	110,8
Sumy	4869,5	128,5	111,1
Ternopil	3625,8	175,1	126,0
Kharkiv	21719,5	112,7	102,9
Kherson	5995,4	128,5	110,4
Khmelnyskiy	5704,2	136,4	113,5
Cherkasy	5818,7	138,9	111,2
Chernivtsi	2992,1	167,6	118,5
Chernihiv	5044,5	130,0	113,1
City of Kyiv	71039,6	125,2	111,4

Source: compiled by authors according to the State Statistics Committee [10]

Analyzing the retail network by the number of trade objects, it should be noted that mostly their number decreased in 2019 compared to 2018. The largest number of trade objects in 2018 was concentrated in Dnipropetrovsk (3686 units), Kyiv

(2961 units), Kharkiv (3653 units), Lviv (3848 units), Odessa (3010 units) regions, and Kyiv (4850 units). Thus, the analysis of the provision of regions with trade objects showed that in 2019 there was a tendency to reduce the number of retail objects, as well as a lack of

retail space, which is why there is a group of regions that need to diversify the development of the retail trade network. Among them are such regions as Mykolaiv (952 units), Chernivtsi (891 units), Ternopil (1113 units), Sumy (1209 units), etc.

Accordingly, comparing the state of retail trade in 2020 and 2021, it should be noted that one of the main factors in the formation of economic development was the factor of the spread of the COVID-19 pandemic. In response to the COVID-19 pandemic, significant

changes have taken place in the lives of many countries of the world, including Ukraine. Thus, a state of emergency was introduced in general in countries or in certain regions or areas; a number of restrictive measures were introduced, which in turn was given a strong blow in the field of trade, characterized by a decrease in sales and efficiency. In Table 6 we can trace the turnover and share of ten leading retail chains in Ukraine [14].

Table 6

Turnover and market share of the ten leading retail chains of Ukraine, 2018-2019

№	Trading network	Million. UAH		Increase in trade turnover 2018/2019, %	Market share, %	
		2018 p.	2019 p.		2018 p.	2019 p.
1.	LLC "ATB-market"	33713	38900	15	7,8	8,9
2.	Fozzy Group	30500	36100	18	7,0	8,2
3.	Metro Cash-CarryUkraine	9560	8800	-8	2,2	2
4.	PJSC "Retail Group"	6200	6800	10	1,4	1,6
5.	LLC "Tavriya B"	4700	6483	38	1,1	1,5
6.	LLC "Auchan Ukraine Hypermarket"	6500	6400	-2	1,5	1,5
7.	PJSC "Furshet"	5550	5200	-6	1,3	1,2
8.	LLC Omega	2754	4470	62	0,6	1
9.	LLC "Eco"	4320	4400	2	1	1

Source: compiled by authors according to the State Statistics Committee [10]

Therefore, we see that 60% of all these retail objects provided an increase in turnover in 2019 [14]. The largest increase is observed in the network of Omega LLC – by 62%; LLC "Tavriya B" – by 38%. A slightly lower rate was the increase in LLC ATB-Market (by 15%), PJSC Retail Group (by 10%). The

decrease in turnover is observed in Metro Cash&Carry Ukraine (by 8%); LLC Auchan Ukraine Hypermarket (by 2%); PJSC "Furshet" (by 6%) and LLC Amstor by 1%. The rating of the leading retail chains of Ukraine by the number of stores and the number of coverage regions is given in Table 7.

Table 7

Rating of the leading retail chains of Ukraine by the number of stores and the number of coverage regions

№	Trading network	Number of stores	Number of coverage areas
1.	LLC "ATB-market"	829	17
2.	Fozzy Group (Fozzy, Silpo, Fora)	477	25
3.	Supermarket "Furshet"	114	21
4.	LLC "Eco"	106	13
5.	PJSC "Retail Group"	70	10

Source: compiled by authors according to the State Statistics Committee [10]

Among the most developed retail chains by the number of stores are networks: LLC "ATB-market", "Fozzy Group", PJSC "Furshet", LLC "Eco", PJSC "Retail Group" [9;14]. The largest trading network by the number of stores is LLC ATB-market, but Fozzy Group is the leader in representation in the regions of Ukraine. In 2012, the first premium store "Silpo" was opened (70% of the range consists of premium group products), and in 2018 it was this chain that opened the largest number of stores [14]. Thus, the assessment of the effectiveness of the retail trade network showed that in general, the indicators of turnover are characterized by relative growth. The highest indicators of retail turnover are observed in Dnipropetrovsk, Kyiv, Zaporizhia, Odesa, Kharkiv regions and City of Kyiv.

The main directions of improving the development of the entrepreneurial environment of the regions of the state in the field of retail trade are: diversification of trade services, the introduction of modern technologies in the field of trade, the formation of intellectual capital as a factor in the development of

entrepreneurial activity in retail trade; improvement of sales and customer service methods, development of new forms of goods sales; introduction and improvement of "E-Commerce" or "internet trade" as an important factor in the development of retail trade; supporting positive trends in retail trade development, search for reserves for increasing the effectiveness of its functioning, ensuring the territorial accessibility of the retail trade network, expanding the trade network, increasing the number of trade services, improving the logistics chain "supply - production - sales" [15;16].

Effective development of the entrepreneurial environment both within each region and the country as a whole will allow to intensify commodity flows, optimize the structure of such flows, improve their movement from supplier to consumer, determine the optimal need for retail and retail facilities, and as a result – to increase the efficiency of the retail trade network. Currently, the world economy is experiencing a period of extraordinary growth and a significant increase in growth. In Europe and Japan there is a tendency to rapid

growth, in China and the USA – to stabilization, and in many developing countries – to the recovery and revival of growth. For enterprises operating in the retail sector, sustainable economic growth is the most favorable factor.

The food retail sector must radically change its own methods and be prepared for major transformations. Consumers armed with technologies that allow you to stay connected and provide more opportunities than ever before, form new trends in the purchasing handling of retail enterprises.

New technologies and the Internet lead to changes that are taking place in the retail industry around the world, and Ukraine is no exception. The largest Ukrainian retailers are already actively investing in the development of new technologies – for example, through cooperation with startups and through

interaction with buyers in social networks. The importance of new technologies, for domestic retail, will grow as organic growth opportunities decrease – by opening new stores. In general, the Ukrainian consumer positively perceives new technologies, because it is the consumer who will push retail networks in the future to the development and implementation of advanced technologies [16].

The main purpose of retail is to ensure stable provision of high-quality goods, a wide range of different categories of the population to meet their demand for these goods. It is retail that completes the process of commodity circulation, because with its help goods produced in other sectors of the economy are brought to the end user. For better analysis, it would be advisable to distinguish retail trade in the context of food products (Table 8).

Table 8

Share of goods sales (produced in Ukraine) by retail trade enterprises, 2017-2020, %				
Name of the product group	2017	2018	2019	2020
Food stuffs	82,2	81,4	80,0	79,4
Meat	95,6	96,5	97,1	96,5
Meat products	93,7	94,1	93,2	93,9
Fish, crustaceans and mollusks	61,8	60,6	72,9	73,2
Milk products	90,4	89,6	89,4	86,8
milk	-	-	95,5	94,0
rennet, processed and sour milk cheese	85,1	83,7	80,3	76,2
butter and milk spread products	96,1	96,5	96,4	95,1
Eggs	98,5	99,2	99,1	99,1
Oils and fats	92,9	92,9	86,5	84,5
including vegetable oils	92,6	92,8	84,0	81,4
Bakery products and flour confectionery	95,1	95,3	92,9	92,1
including flour confectionery	93,1	93,5	90,1	88,5
Sugar confectionery	85,9	85,1	76,1	74,9
Fresh fruits and vegetables	56,3	57,3	46,2	47,2
including fresh vegetables	84,2	85,4	70,5	74,1
Processed vegetables and fruits	67,2	65,5	69,8	70,0
Alcohol drinks	77,5	75,3	73,4	71,1
vodka, liqueur drinks	71,4	67,9	65,8	63,3
low alcohol drinks	93,8	94,1	94,3	95,0
wine	62,1	57,6	52,1	47,8
cognac	79,9	77,1	65,6	66,2
champagne	74,7	69,1	60,3	56,9
beer	89,0	88,8	91,4	90,1
Other soft drinks	91,7	91,7	89,8	88,8
juice	93,5	94,7	94,1	92,7
mineral waters	89,7	88,9	86,4	85,5
Coffee, tea, cocoa and spices	55,2	54,6	69,2	72,0
coffee	42,2	40,2	65,8	68,6
tea	74,0	76,1	72,9	77,0
Homogenized food preparations and dietetic food (including childrens nutrition)	42,8	42,6	59,9	61,6
Other food stuffs	85,5	84,3	81,8	82,3
sugar	97,1	96,9	96,3	96,3
flour	94,9	94,7	91,9	95,7
cereals	92,6	92,1	79,9	79,7
macaroni products	74,9	72,9	65,8	72,9
salt	95,0	94,9	93,4	93,7
Tobacco products (including related goods)	88,1	87,0	85,7	87,0

Source: compiled by authors according to the State Statistics Committee [10]

Thus, retail is a developing industry with great prospects for future growth. According to the analysis, it was established that the share of retail trade in gross domestic product is growing.

In general, the turnover in the country is constantly increasing and has a positive dynamics of development, despite the decrease in the number of business entities engaged in wholesale and retail trade, as well as the impact on the economy of the COVID-2019 pandemic. However, it should be noted that Ukrainian sellers are not competitive enough and lag behind in innovative technologies from international ones. To revitalize commercial activities, it is necessary to introduce innovations, apply updated tools of interaction, consolidation, integration and automation, which will increase the efficiency of retail business both today and in the future. The state, in turn, should stimulate the development of retail trade through state support, improving the investment climate in the industry, and contribute to the improvement of consumer demand of the population. In this case, the actions of the state should be formed in a clear strategy for the development of the trade industry. Amalgamation of actions of the state, business and territorial communities will enable retail trade to develop with the requirements of today. Over the past twenty years, significant changes have taken place in the retail industry, primarily due to the emergence of new organizational forms, the expansion of the

range of products and the optimization of the level of customer service.

In particular, department stores, wagons, gastronomes and kiosks replaced supermarkets, hypermarkets and retail chains, both domestic and foreign, with a wide range of goods and a self-service system. Online stores also compete for traditional retail stores, so there is a need to find improvement of the retail organization (Fig 3).

Today, there are many regulations in the Ukrainian legislative framework that regulate domestic trade in the state, but there is no clear strategy for the development of this industry. Therefore, it would be expedient to develop a Strategy for the development of internal trade for the next five years. It is also important to take into account that the assessment of the level of strategic development of trade enterprises is necessary to ensure a more complete and rational use of the components of development. Therefore, the scorecard should include indicators characterizing the availability, composition, state of resources of components and indicators of the effectiveness of the use of resources of development components. When assessing the level of strategic development of trade enterprises, it is necessary to clearly understand the level of development, the main characteristics of the components, their ratio and use in the process of functioning. It is important to understand the place and role of the constituent elements, their relationship with other components [19].

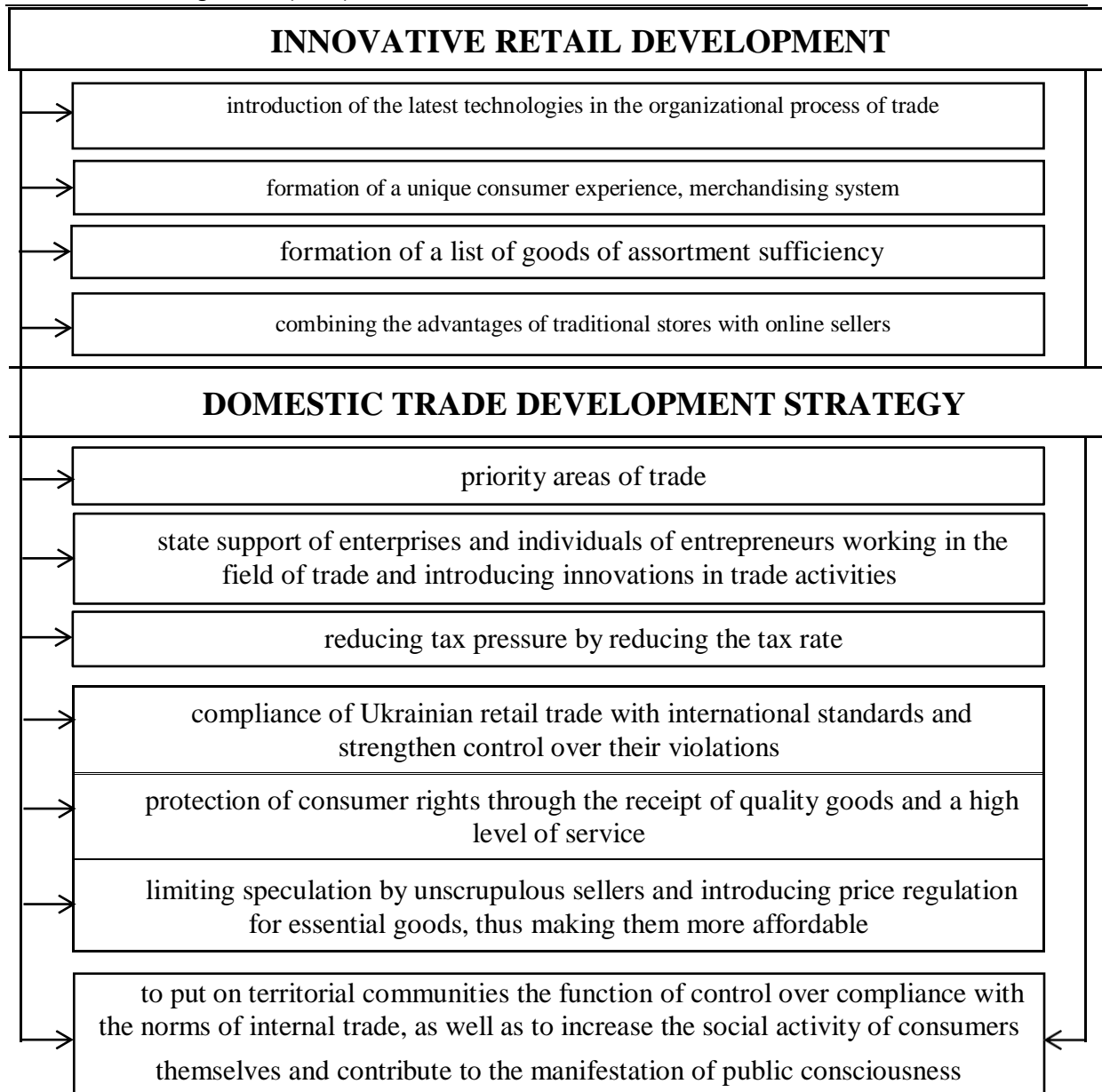


Fig. 3. The scheme of strategic directions for improving the development of retail trade in Ukraine
Source: compiled by authors based on the processed literature [18;20].

The implementation of the above strategy would enable Ukrainian enterprises and individuals entrepreneurs to develop and carry out trade activities with state aid, using innovative methods and in accordance with international standards. As a result, the state will receive more budget filling from retailers and a busy population [20].

Negatively, the volume of sales of goods in retail has affected a significant increase in prices, both for food and non-food products, as a result of the de-impairment of the Ukrainian currency. In such difficult conditions, retail enterprises face the problem of determining prospects for further development and increasing competitiveness in the market. This problem is especially relevant for retail chains, because in the context of globalization, network structures with developed vertical and horizontal connections are very common in the field of retail trade in food products, prevailing in most countries of the world, often determining the nature of competition in the market [8;16].

A significant number of scientific publications are devoted to the study of problems and prospects of retail trade in Ukraine.

However, most of them lack a unified approach to the classification of retail stores. Today, in the field of retail trade of Ukraine, concentration processes characteristic of developed European countries are intensifying. World practice shows that the concentration of trade leads to the fact that 65-85% of the country's retail turnover accounts for three leading companies [1;16]. The economic efficiency of retail chains is due to the use of synergy effect in the field of management, finance and technical and technological using marketing and logistics concepts.

Competition in the retail trade of Ukraine is intensified by foreign trade networks. Today we can talk about the presence of two main groups of retailers: those who enter Ukraine through partners (franchise) – the Ukrainian market is 90% franchise, and those that have their own parent company (these are, as a rule,

companies from Russia – "Sportmaster", "O'stin", "In-city", "Gloria Jeans", "Centro"; Turkey – "Collezione", "LC Waikiki"). Small domestic retailers can not compete with large networks. This led to the fact that only during the last time the number of retail objects of Ukraine decreased by almost 20%, that is, at least 10 thousand people ceased their activities stores [3;9].

On the basis of the research of the retail market of Ukraine, a reduction in the size of retail turnover of Ukraine, strengthening the role of domestic and foreign trade networks on it have been established. Determining the directions of their further development requires an analysis of competitiveness. In the conditions of competition, retail enterprises strive to carry out effective economic activity (functioning) and achieve gradual development. In accordance with the goals of management and the state of resource support, retail enterprises develop and implement various strategies and development mechanisms. The analysis of a number of literary sources allowed us to conclude on the variety of approaches offered by both Ukrainian and foreign studies to the classification of enterprise strategies.

Classification of economic strategies of the enterprise combines different in content and direction of the strategy. Some of them are aimed at the external competitive environment, others are implemented directly at the enterprise, but all of them are united by a single goal – to prevent bankruptcy of the enterprise. Other classifications focus on such strategies of the enterprise as improving the quality of goods, improving the organizational and technical level of production, resource saving, pricing, improving personnel management, and marketing development. As studies show, most often the one who managed to choose an effective development strategy and functioning strategy, which would correspond to both changes in the market and their own internal capabilities, wins.

Efficiency can be expressed as the ratio of costs to sales as a percentage; as the time required for the cash-

ier to perform the transaction; the percentage of customers who make purchases on the "average" day; the size of profits; sales per m²; turnover of commodity stocks; increase in sales, etc. For retailers, the most significant are the key indicators of store performance: sales volume, sales per square meter, conversion rate, average check, number of returns, salary. Sales volume is the main indicator of how much sales were made in the store over a certain period of time. It is best to measure sales not only in monetary terms, but also in the amount of goods sold, for example, pieces [18].

Increasing sales is a 100% way to increase the company's profits. By increasing funds, you can expand the trading enterprise, purchase additional equipment, increase salaries for employees.

You can increase sales through customer loyalty. For the enterprise, it is important not only to attract a client, but also to keep him constantly reminding of himself.

With the help of marketing and advertising technologies, brand managers fight not just for the consumer, but for his emotions, for attachment to the product, for his loyalty, this is what affects consumer behavior [17]. Working on loyalty allows you to turn a client into a supporter of the brand and a regular consumer.

The more regular customers the company has, the higher the profit and lower the cost of advertising and marketing. The next indicator of the efficiency of the retail enterprise is the sale per square meter – this is the revenue for a certain period (day, week, month), divided into the area of the trading hall in square meters.

The negative or positive dynamics of this parameter indicates how effectively the trading area is used and is one of the best indicators of store performance. The trading space can provide maximum revenue from a square meter only if the store uses a visual merchandising system. Wage capacity is an important indicator of the effective activity of retail enterprises. It allows you to really evaluate the growth of costs and the overall efficiency of retail trade. The indicator of salary intensity is influenced by the following factors (Fig. 4)

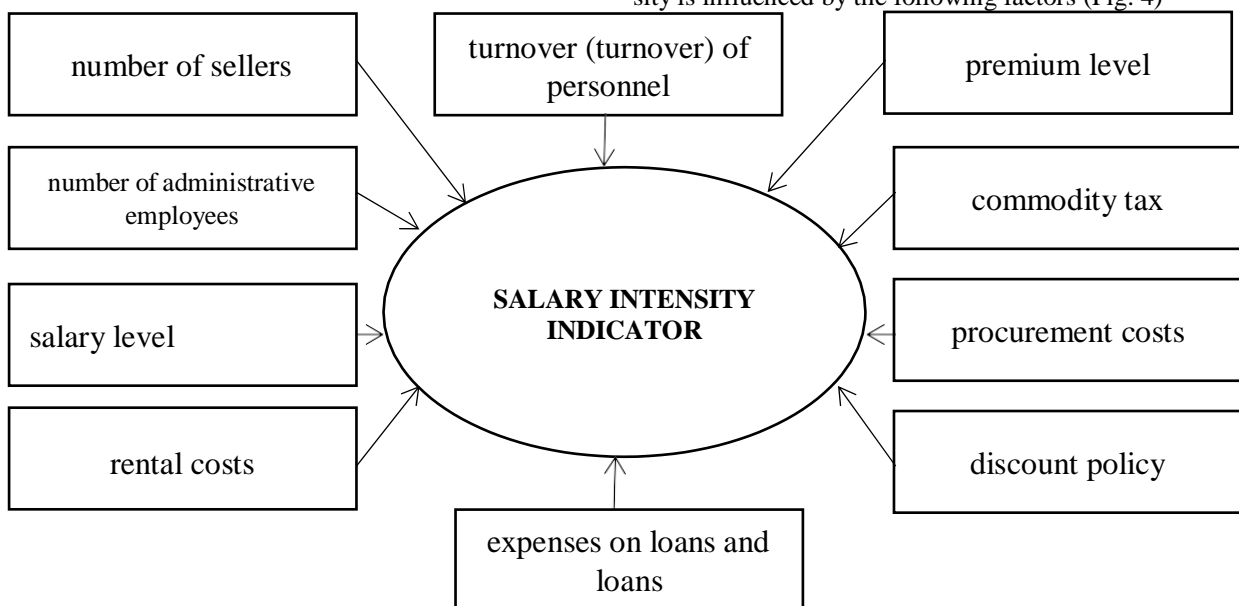


Fig. 4. The scheme of factors affecting the salary capacity indicator

Source: compiled by authors based on the processed literature

The activity of a retail enterprise can be considered effective if the wage intensity decreases and revenues increase. Thus, the efficiency of the retail enterprise can be increased in several ways: improve the productivity of employees, increase sales per square meter of store area, as well as other indicators with the help of more advanced training programs, large-scale advertising, reduce costs through automation, transfer to suppliers of some tasks, use discounts, search for suppliers with lower prices for goods, showing great anger ediciness in work.

Results and discussion.

In recent years, trade has become one of the leading sectors of the economy, which is dynamically developing under the influence of a number of factors, in particular, the purchasing power of the population, the state of trade supply, the development of the material and technical base. Every year the volume of trade turnover, stocks of goods in retail trade, volumes of turnover per capita are growing. However, the number of stores decreases every year. That is, against the background of high rates of increase in sales, structural changes occur.

Having considered the approaches to determining the main formats of retail trade, we note that basically the types of retail establishments are distinguished taking into account their location, commodity specialization, the size of the retail area, depending on the nature of service and the form of sale of goods, the number of exclusive goods, the level of prices, the consumer segment. Further research will be aimed at developing stages of implementation of the retail development strategy, which will create the basis for stabilizing the functioning of trade enterprises and carrying out their effective activities.

Conclusions.

Despite the unstable political and economic situation, the high shadow component of business in the country, retail remains one of the few industries that develops and not only increases its own profits, but also is a noticeable support for the entire economy of the country. To strengthen its position, maintain existing and attract new customers, increase its own profits and increase the state economy, each retail enterprise should use as many measures as possible, namely: merchandising system – optimization of the assortment, effective planning of the trading hall, means of communicative and visual merchandising; improvement of loyalty methods – for customers, for intermediaries, for employees; improvement of measures of material and moral motivation for employees; take into account the requirements for retail store formats.

The consumer market of Ukraine at the present stage is characterized by the variety, complexity and dynamics of production technologies, repeated increase in the number of business entities, it is saturated with a huge number of various products, the range of which is constantly updated, expanded, replenished and deepened. This situation is undoubtedly a positive sign of the formation of the country's market economy. Thus, the analysis of the state and trends in the development of retail enterprises in Ukraine made it possible to iden-

tify in general positive dynamics and trends in the further development of the trade industry of Ukraine and the potential of trade enterprises. Over the past decade, the number of retail enterprises has significantly decreased, mainly small enterprises operate in the domestic market. Innovative development of retail requires new approaches to trade activities taking into account European and world technologies in the trade industry.

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БИТКОИН В 2020 ГОДУ

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Аннотация

В статье рассматриваются основные события рынка криптовалют в 2020 года, приводится анализ изменения стоимости биткоина, как ключевой криптовалюты, рассматриваются влияющие факторы.

Abstract

The article examines the main events of the cryptocurrency market in 2020, provides an analysis of changes in the value of bitcoin, as a key cryptocurrency, and examines the influencing factors.

Ключевые слова: криптовалюта, биткоин, факторы влияния.

Keywords: cryptocurrency, bitcoin, factors of influence.

Криптовалюта, как новый инструмент финансового рынка, ежегодно набирает популярность, как среди профессиональных инвесторов, так и со стороны населения. Только за 2020 год объем торгов биткоинами увеличился в 2 раза, с 6.1 трлн. долл. США (январь 2020 года) до 12.1 трлн. долл. США (декабрь 2020 года), что свидетельствует о росте интереса к данному активу среди разных слоев населения. Так одна из крупнейших американских компаний по производству электромобилей – Tesla, в декабре 2020 года инвестировала 1.5 млрд долларов США в биткоины. Покупка криптовалюты была необходима для достижения целей по снижению рисков компании путем диверсификации средств.

Кроме профессиональных инвесторов, криптовалютами кошельками активно пользуются владельцы каналов на сетевых ресурсах Youtube и Twitch. За 2020 год многие «стримеры» открыли счета в криптовалютах и принимают денежные пожертвования в биткоинах, эфириуме, лайткоинах.

Пожертвования в криптовалюте с конца 2020 года начали принимать интернет-сервисы. Так одна из компаний-создателей приложения по обмену электронными сообщениями Signal, объявила о появлении возможности принимать безвозмездные пожертвования в криптовалютах (Bitcoin, Ethereum, Litecoin, Chainlink, Bitcoin Cash), как анонимно, так и с указанием электронной почты