

а необходимым навыком для специалистов различных отраслей и будущих профессионалов. Обучение CRM-технологиям актуально по нескольким причинам:

– для студентов – повышение конкурентоспособности на рынке труда, получение практических навыков, развитие востребованных компетенций, соответствие требованиям рынка;

– для специалистов предприятий – повышение эффективности работы, улучшение качества обслуживания клиентов, оптимизация взаимодействия с клиентами, сокращение издержек и рост прибыли.

Таким образом, организация обучения CRM-технологиям для студентов и специалистов предприятий является актуальной задачей, способствующей повышению конкурентоспособности специалистов, улучшению эффективности работы компаний и росту экономики в целом. Инвестиции в обучение CRM-технологиям – это инвестиции в будущее.

Использование CRM-систем в Беларуси демонстрирует устойчивую тенденцию к росту, что обусловлено повышением осведомленности о преимуществах CRM-систем и развитием инновационных решений. Белорусские компании внедряют CRM-системы для оптимизации работы, повышения эффективности продаж и улучшения качества обслуживания клиентов.

CRM-системы играют ключевую роль в современном бизнесе, позволяя компаниям лучше понимать своих клиентов, предугадывать их потребности и строить долгосрочные отношения. Современные тенденции в CRM, такие как интеграция искусственного интеллекта, использование блокчейна и фокус на клиентском опыте, открывают новые возможности для оптимизации бизнес-процессов и повышения эффективности работы

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## THE DEVELOPMENT OF E-COMMERCE IN CHINA: OVERVIEW AND PROSPECTS

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*In recent years, China's e-commerce sector has shown rapid development driven by multiple factors. Upgrading network facilities, expanding Internet coverage and increasing policy support have together formed the basic support for the industry's development. The market form presents diversified characteristics, in addition to traditional online shopping, social e-commerce, live with goods and other innovative models continue to emerge, forming a multi-dimensional development pattern.*

**Keywords:** e-commerce, technological innovation, consumer upgrading.

## РАЗВИТИЕ ЭЛЕКТРОННОЙ КОММЕРЦИИ В КИТАЕ: ОБЗОР И ПЕРСПЕКТИВЫ

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*Отмечено, что в последние годы сектор электронной коммерции Китая демонстрирует стремительное развитие, обусловленное множеством факторов. Модернизация сетевого оборудования, расширение охвата Интернетом и усиление политической поддержки в совокупности стали основой для развития отрасли. Выделено, что рыночная форма обладает разнооб-*

*разными характеристиками, и в дополнение к традиционным онлайн-покупкам продолжают появляться социальная электронная коммерция, онлайн-торговля товарами и другие инновационные модели, формирующие многомерную модель развития.*

**Ключевые слова:** электронная коммерция, технологические инновации, повышение качества обслуживания потребителей.

In 2023, the Ministry of Commerce implemented the decisions and arrangements of the CPC Central Committee and the State Council on accelerating the development of the digital economy, promoted e-commerce to play an important role in restoring and expanding consumption, promoting digital-physical integration, and deepening international cooperation, and achieved positive results in high-quality development. In 2023, the annual online retail sales reached 15.42 trillion yuan, an increase of 11 %, becoming the world's largest online retail market for 11 consecutive years. The combined sales of online travel, online entertainment and online catering contributed 23.5 % to the growth of online retail sales, driving the growth of online retail sales by 2.6 percentage points [2].

The reason why e-commerce can continue to maintain rapid development is mainly due to factors such as consumer demand, technological innovation, business model innovation, policy support and improved infrastructure.

From the perspective of consumer demand, e-commerce has broken the limitations of time and space, providing consumers with a convenient and efficient shopping experience, allowing consumers to shop online anytime and anywhere, saving time and energy, and meeting the needs of a fast-paced life; at the same time, e-commerce platforms have brought together a large number of goods and services from all over the world, meeting the personalized needs of different consumers; in addition, due to the reduction of intermediate links, operating costs are relatively low, and coupled with fierce competition, promotional activities and preferential policies are often launched, allowing consumers to purchase their favorite products at more affordable prices and save shopping costs.

In terms of technological innovation, the popularization of mobile Internet has made mobile shopping a mainstream trend, greatly expanding the market space for e-commerce, facilitating consumers' shopping behavior, and improving the convenience and immediacy of shopping; e-commerce platforms use big data and artificial intelligence technology to accurately analyze consumers' behavior, preferences, purchase history, etc., to achieve personalized recommendations, improve shopping experience and purchase conversion rate, and artificial intelligence customer service can also quickly respond to consumers' questions, provide timely help and solutions, and improve service efficiency and quality; the convenience and security of mobile payment are constantly improving, and the widespread use of third-party payment platforms such as Alipay and WeChat Pay has simplified the shopping process, eliminated consumers' concerns about online payment, and promoted the completion of e-commerce transactions.

In terms of supporting business model innovation, the rise of live streaming e-commerce allows anchors to display and explain products in real time and interact with audiences, which can more intuitively show the characteristics and usage effects of products, enhance consumers' trust and purchasing desire, provide merchants with new marketing channels and sales methods, and drive product sales and brand promotion; the development of social e-commerce, the increasingly close integration of social media and e-commerce, the use of users' social relationship chains to promote and sell products, this shopping model based on social trust is more likely to trigger consumer purchasing behavior, improve marketing effectiveness and user stickiness; the growth of cross-border e-commerce, with the acceleration of globalization and the increase in consumer demand for overseas products, e-commerce companies have expanded overseas markets by building cross-border e-commerce platforms,

met consumer demand for global products, promoted the development of international trade, and promoted the optimization and upgrading of the global supply chain [1].

In terms of policy support and infrastructure improvement and guarantee, the government has introduced a series of policies to support the development of e-commerce, such as tax incentives, financial subsidies, and simplified administrative approval, which have reduced the burden on e-commerce companies, improved their profitability and development enthusiasm, strengthened e-commerce industry supervision, standardized market order, and protected consumer rights, creating a good policy environment for the healthy development of e-commerce; the rapid development of the logistics industry and the continuous improvement of logistics infrastructure have improved logistics distribution efficiency and service quality, shortened commodity delivery time, reduced logistics costs, and enabled consumers to receive goods more quickly, improving their shopping experience. At the same time, the application of new technologies such as cold chain logistics and intelligent logistics also provides guarantees for the e-commerce sales of special commodities such as fresh food and medicine.

The growth of online shopping brings development space to the industry.

With the maturity of 5G technology and the increase in Internet penetration, it is expected that the total number of network users and user retention time will continue to grow, and online shopping will continue to penetrate; the ultra-high speed, thousand-fold capacity, ultra-low latency, low power consumption, and high reliability of 5G communications will help break the existing limitations of e-commerce, optimize customer experience through virtual reality and augmented reality, provide real-time mobile and universal e-commerce services, realize mobile device connection and resource sharing, optimize user experience, and expand the development space of the e-commerce industry.

Consumption transformation and upgrading creates soil for industry development.

In recent years, my country's residents' consumption has shifted from focusing on quantity to pursuing quality and service experience. The continuous improvement of the quality of goods and services has promoted residents' consumption to move towards middle- and high-income families; the rapid development of new formats and cross-border e-commerce has provided a more diversified, price-transparent, and cost-effective source for branded goods; the "post-80s" and "post-90s" have gradually become leaders in quality consumption, personalized consumption, and customized consumption, further promoting consumption upgrades. The rapid increase in sales of branded goods has created an environment for the vigorous development of e-commerce integrated service providers.

Social e-commerce and live streaming e-commerce bring new impetus to the development of the industry

Social e-commerce has created a rich blue ocean business model for online retail and e-commerce, with innovative models such as group buying, distribution, content, and community group buying constantly emerging. Social e-commerce uses social media or interactive online media to achieve iterative innovation of traditional e-commerce models through sharing, content production, and distribution. Live streaming e-commerce came into being with the live streaming industry. Online live streaming social e-commerce completes product sales by recommending products to fan groups through online celebrities KOLs during live streaming, and continuously expands online consumption space. The real-time interactive method of live streaming e-commerce is conducive to activating user emotional consumption, improving purchase conversion rate and user experience. Fan operation, IP creation, and high-quality creative video content promote conversion efficiency and improve e-commerce traffic conversion.

Technological innovation will continue to be an important force driving the development of the e-commerce industry.

Artificial Intelligence and Big Data: Through artificial intelligence and big data technologies, e-commerce platforms will achieve more accurate user behavior analysis and personalized recommendations, improving shopping experience and conversion rates. At the same time, these technologies will also be applied to inventory management, customer service, logistics and distribution, etc., to improve operational efficiency and service quality.

Virtual reality and augmented reality: VR and AR technologies will bring a new shopping experience to the e-commerce industry. Consumers can experience the actual effects of products through VR technology, and superimpose virtual products on real scenes through AR technology, thereby improving shopping satisfaction and purchasing intention.

Blockchain technology: The decentralized and tamper-proof nature of blockchain technology will provide strong protection for the security and transparency of e-commerce transactions. Consumers can use blockchain technology to trace the production, circulation and other information of goods to ensure the reliability of the source and quality of goods.

Thus, this article deeply analyzes the development trend, driving factors and future prospects of China's e-commerce. The optimization of network infrastructure and the increase in Internet penetration have provided solid support for the rise of the e-commerce industry. At the same time, the evolution of consumption patterns, technological innovation (including mobile Internet, big data, artificial intelligence, etc.), innovation of business models (such as live e-commerce, social e-commerce, etc.) and policy support have jointly contributed to the rapid development of e-commerce.

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## ВНЕШНЯЯ ТОРГОВЛЯ РЕСПУБЛИКИ БЕЛАРУСЬ В УСЛОВИЯХ ГЛОБАЛЬНЫХ СДВИГОВ

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*Проанализирована динамика внешней торговли Беларуси в 2024 г. Рассмотрены факторы, оказавшие влияние на сальдо торгового баланса. Охарактеризованы основные риски, существующие в торговле с основными партнерами.*

**Ключевые слова:** внешнеторговый оборот, торговый баланс, баланс услуг, сальдо баланса, экспорт, импорт.

## FOREIGN TRADE OF THE REPUBLIC OF BELARUS IN THE CONTEXT OF GLOBAL SHIFT

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*The dynamics of Belarus's foreign trade in 2024 is analyzed. The factors that influenced the trade balance are considered, the main risks that exist in trade with major partners are characterized.*

**Keywords:** foreign trade turnover, trade balance, balance of services, balance sheet, export, import.