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CROSS-BORDER E-COMMERCE BETWEEN CHINA-UKRAINE: PANDEMIC CHALLENGES

The Internet has changed our lives globally, given the impetus to globalization. Everyone went online: children study, we meet with employees, meet suppliers, find business partners. All this can be done sitting on the couch. One customer recently told: "I have not seen my product, although I have already sold 20 cars." World started buying more online. According to a study by GroupM and Kantar "The state of e-commerce in 2021", 66% of retailers' points of contact with customers are carried out online. Five years ago, it was impossible to imagine anyone getting acquainted with a product without going to an offline store.

Now the situation is completely different, and the pandemic has made this trend even brighter. This means that new opportunities have opened up for the e-commerce market and the emergence of new players. However, the client is becoming more legible.

According to the consulting agency Digital Commerce 360, more than 50% of buyers from Europe, Africa and America are ready to buy on foreign online resources. The ability to easily buy goods abroad motivated to buy better for less money. This

will only increase competition in the e-commerce market: *Amazon, Ebay, Alibaba, OLX, Rozetka* and others.

To make your customer the most attractive offer, you will need to study consumer trends even more, analyze traffic, look for the best options for advertising and ways to attract customers to your store, encourage them to shop and stay with you for a long time.

This is a huge amount of time, and where do you have them, if you need to place an order, buy and deliver the goods, place it in the warehouse. The solution is simple: outsource routine processes related to physical goods. Take care of the main thing - promoting your online store, attracting and retaining customers, improving service. Fulfillment will take care of everything else. This term is not as popular in our country as, for example, e-commerce, but it is definitely related to it.

This is a set of services, a separate niche that goes beyond warehousing or transport logistics. *Fulfillment* includes the whole complex of operations - from placing an order with an online store buyer to receiving it.

This includes storage of goods in the warehouse, ordering, packaging and delivery to the consumer. The right fulfillment operator can provide a number of additional services based on the wishes of the client.

For example, labeling and certification of goods, investing in the order of promotional materials, work with returns. In essence, this is a turnkey service. Companies that have technical and technological capabilities.

These are professional class "A" warehouses with a reliable fire protection system, burglar alarm, round-the-clock video surveillance, anti-dust coating, powerful and multifunctional software, modern machinery, equipment and qualified personnel. In cooperation with the client and focusing on his needs, the fulfillment operator can offer different configurations of services, such as cross-docking.

This is a kind of "transit" without the service of storing goods in the warehouse. The scheme is simple: the customer's goods arrive at the warehouse, sorted, completed to order, packed and sent for delivery within 24 hours.

Fulfillment is in demand in online stores. In Ukraine, this market is growing by 30-40% per year. This is not surprising, because Ukrainians have long trusted online shopping and every year more and more prefer them.

Fulfillment Operator is an ideal partner for startups that are just entering the market, and for large businesses that do not always cope with the load of customer orders, especially at peak sales.

Imagine a small online store: it has a website or a page on a social network, a small number of orders, the product is stored on the balcony or in the garage of the store owner. But the store is becoming successful, the number of orders is growing rapidly, goods need to be stored somewhere, orders - to process quickly.

You can rent a garage, buy a bunch of boxes from Nova Poshta and work as a receiver, collector, packer, driver. But why, if there is a fulfilment? The logistics partner takes care of the storage, assembly, packaging and delivery of goods, and the owner of the online store can focus on marketing and sales.

With fulfilment, he does not need to invest in warehouse rentals, expensive IT programs, staff expansion, and vehicles. He can use these funds to update the site, advertise and develop new offers for his customers.

The crisis has not bypassed e-commerce. Small players suffered the most. According to our statistics, half of the customers who had no more than 50 orders per month before the pandemic closed, although we offered them significant discounts.

At the same time, sales of major players increased: their offline stores closed and all sales flowed online. In total, according to our estimates, about 40% of market players have suspended their work during quarantine.

No matter how events unfold, one thing is clear: the world will no longer be the same as before. It is digitalizing before our eyes, so it predicts a further increase in online sales and the need for online stores in fulfillment.

How can the service be useful during a crisis... It significantly reduces the market entry threshold for new players. With outsourced fulfillment, they don't need a big investment to run an online store. The low entry threshold contributes to the development of e-commerce and, consequently, to the growth of entrepreneurship in the country.

The emergence of new players, of course, increases competition, but the consumer will only benefit from this. At the same time, online stores do not compete with the size of warehouses or delivery variations, but with the range, level of service and creativity.

The success of China's economic recovery is linked to an early victory over the pandemic coronavirus. In October, China's economic recovery accelerated, securing China's status as the only major economy that can grow by the end of the year. This was reported by Bloomberg. Also, this momentum will be supported by the export boom in the background *global demand for medical equipment and electronics for work from home*. According to the National Bureau of Statistics, industrial production in China grew by 6.9% year on year in October. Bloomberg experts interviewed forecast growth of 6.7%. Retail sales growth accelerated to 4.3% from 3.3% September, but did not live up to expectations of growth of 5%. The unemployment rate fell to 5.3%. It is noted that economic recovery is supported by ongoing political support as evidenced by the fact that the People's Bank of China on November 16 additionally poured into the banking system of about \$ 121 billion (800 billion yuan). The infusion of liquidity on Monday was due to fears about the reduction of cash mass, which last week led to China's baseline sovereign profitability reaching annual maximum. It will be recalled that in May this year, for the first time in 26 years, China

refused to set goals on GDP growth due to the effects of the coronavirus epidemic on the country's economy.

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INTERNATIONAL LOGISTICS' ASPECTS IN THE PANDEMIC PERIOD

Businesses around the world have changed forever during the pandemic, and these effects will continue to affect us for a very long time to come. Logistics is no exception. To quickly come to their senses and survive in this time, companies had to adapt to changing conditions and completely restructure business processes. The freight market in 2020 has undergone many changes that have made adjustments to the development of logistics and determine the development of this area in 2021.

In the first half of the year, the struggle for the client led to price dumping, as the number of goods decreased and transport was idle. Many companies could not stand it and just left the market. But towards the end of the year, the situation changed dramatically - with the upcoming new lockdown throughout Europe, including Ukraine, importers began to order a lot of cargo, which caused an unprecedented rush to transport from Asia. Immediately began a huge shortage of containers and logistics operators began to raise prices significantly.

For example, if transporting a 40-foot container a couple of months ago cost about \$ 3,000 from China to Odessa, today it costs \$ 10,000. Due to high demand in the global shipping market, some shipping companies have introduced general rate increase (GRI) or rate of return (RR) plans to manage their business costs. This is due to the resumption of economic activity in China, as well as the peak period of demand for goods in the US and European markets in connection with the Christmas and New Year holidays, as well as the supply of antiseptics, masks and other essential attributes of the pandemic. At the same time, demand for American and European goods in Asian markets was weak, which led to uneven trade flows. Against the background of critically high loads of ports, the prices of railways and air transportation have risen