



REVISTA INCLUSIONES

HOMENAJE A MARÍA NOEL MÍGUEZ

Revista de Humanidades y Ciencias Sociales

Volumen 7 . Número Especial

Abril / Junio

2020

ISSN 0719-4706

CUERPO DIRECTIVO

Directores

Dr. Juan Guillermo Mansilla Sepúlveda

Universidad Católica de Temuco, Chile

Dr. Francisco Ganga Contreras

Universidad de Tarapacá, Chile

Subdirectores

Mg © Carolina Cabezas Cáceres

Universidad de Las Américas, Chile

Dr. Andrea Mutolo

Universidad Autónoma de la Ciudad de México, México

Editor

Drdo. Juan Guillermo Estay Sepúlveda

Editorial Cuadernos de Sofía, Chile

Editor Científico

Dr. Luiz Alberto David Araujo

Pontificia Universidade Católica de Sao Paulo, Brasil

Editor Brasil

Drdo. Maicon Herverton Lino Ferreira da Silva

Universidade da Pernambuco, Brasil

Editor Europa del Este

Dr. Aleksandar Ivanov Katrandzhiev

Universidad Suroeste "Neofit Rilski", Bulgaria

Cuerpo Asistente

Traductora: Inglés

Lic. Pauline Corthorn Escudero

Editorial Cuadernos de Sofía, Chile

Traductora: Portugués

Lic. Elaine Cristina Pereira Menegón

Editorial Cuadernos de Sofía, Chile

Portada

Lic. Graciela Pantigoso de Los Santos

Editorial Cuadernos de Sofía, Chile

COMITÉ EDITORIAL

Dra. Carolina Aroca Toloza

Universidad de Chile, Chile

Dr. Jaime Bassa Mercado

Universidad de Valparaíso, Chile

Dra. Heloísa Bellotto

Universidad de Sao Paulo, Brasil

Dra. Nidia Burgos

Universidad Nacional del Sur, Argentina

Mg. María Eugenia Campos

Universidad Nacional Autónoma de México, México

Dr. Francisco José Francisco Carrera

Universidad de Valladolid, España

Mg. Keri González

Universidad Autónoma de la Ciudad de México, México

Dr. Pablo Guadarrama González

Universidad Central de Las Villas, Cuba

Mg. Amelia Herrera Lavanchy

Universidad de La Serena, Chile

Mg. Cecilia Jofré Muñoz

Universidad San Sebastián, Chile

Mg. Mario Lagomarsino Montoya

Universidad Adventista de Chile, Chile

Dr. Claudio Llanos Reyes

Pontificia Universidad Católica de Valparaíso, Chile

Dr. Werner Mackenbach

Universidad de Potsdam, Alemania

Universidad de Costa Rica, Costa Rica

Mg. Rocío del Pilar Martínez Marín

Universidad de Santander, Colombia

Ph. D. Natalia Milanesio

Universidad de Houston, Estados Unidos

Dra. Patricia Virginia Moggia Münchmeyer

Pontificia Universidad Católica de Valparaíso, Chile

Ph. D. Maritza Montero

Universidad Central de Venezuela, Venezuela

Dra. Eleonora Pencheva

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Rosa María Regueiro Ferreira

Universidad de La Coruña, España

Mg. David Ruete Zúñiga

Universidad Nacional Andrés Bello, Chile

Dr. Andrés Saavedra Barahona

Universidad San Clemente de Ojrid de Sofía, Bulgaria

Dr. Efraín Sánchez Cabra
Academia Colombiana de Historia, Colombia

Dra. Mirka Seitz
Universidad del Salvador, Argentina

Ph. D. Stefan Todorov Kapralov
South West University, Bulgaria

COMITÉ CIENTÍFICO INTERNACIONAL

Comité Científico Internacional de Honor

Dr. Adolfo A. Abadía
Universidad ICESI, Colombia

Dr. Carlos Antonio Aguirre Rojas
Universidad Nacional Autónoma de México, México

Dr. Martino Contu
Universidad de Sassari, Italia

Dr. Luiz Alberto David Araujo
Pontificia Universidad Católica de Sao Paulo, Brasil

Dra. Patricia Brogna
Universidad Nacional Autónoma de México, México

Dr. Horacio Capel Sáez
Universidad de Barcelona, España

Dr. Javier Carreón Guillén
Universidad Nacional Autónoma de México, México

Dr. Lancelot Cowie
Universidad West Indies, Trinidad y Tobago

Dra. Isabel Cruz Ovalle de Amenabar
Universidad de Los Andes, Chile

Dr. Rodolfo Cruz Vadillo
Universidad Popular Autónoma del Estado de Puebla, México

Dr. Adolfo Omar Cueto
Universidad Nacional de Cuyo, Argentina

Dr. Miguel Ángel de Marco
Universidad de Buenos Aires, Argentina

Dra. Emma de Ramón Acevedo
Universidad de Chile, Chile

Dr. Gerardo Echeita Sarrionandia
Universidad Autónoma de Madrid, España

Dr. Antonio Hermosa Andújar
Universidad de Sevilla, España

Dra. Patricia Galeana
Universidad Nacional Autónoma de México, México

Dra. Manuela Garau
Centro Studi Sea, Italia

Dr. Carlo Ginzburg Ginzburg
Scuola Normale Superiore de Pisa, Italia
Universidad de California Los Ángeles, Estados Unidos

Dr. Francisco Luis Girardo Gutiérrez
Instituto Tecnológico Metropolitano, Colombia

José Manuel González Freire
Universidad de Colima, México

Dra. Antonia Heredia Herrera
Universidad Internacional de Andalucía, España

Dr. Eduardo Gomes Onofre
Universidade Estadual da Paraíba, Brasil

Dr. Miguel León-Portilla
Universidad Nacional Autónoma de México, México

Dr. Miguel Ángel Mateo Saura
Instituto de Estudios Albacetenses "Don Juan Manuel", España

Dr. Carlos Tulio da Silva Medeiros
Diálogos em MERCOSUR, Brasil

+ Dr. Álvaro Márquez-Fernández
Universidad del Zulia, Venezuela

Dr. Oscar Ortega Arango
Universidad Autónoma de Yucatán, México

Dr. Antonio-Carlos Pereira Menaut
Universidad Santiago de Compostela, España

Dr. José Sergio Puig Espinosa
Dilemas Contemporáneos, México

Dra. Francesca Randazzo
Universidad Nacional Autónoma de Honduras, Honduras

REVISTA INCLUSIONES

REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

Dra. Yolando Ricardo

Universidad de La Habana, Cuba

Dr. Manuel Alves da Rocha

Universidade Católica de Angola Angola

Mg. Arnaldo Rodríguez Espinoza

Universidad Estatal a Distancia, Costa Rica

Dr. Miguel Rojas Mix

*Coordinador la Cumbre de Rectores Universidades
Estatales América Latina y el Caribe*

Dr. Luis Alberto Romero

CONICET / Universidad de Buenos Aires, Argentina

Dra. Maura de la Caridad Salabarría Roig

Dilemas Contemporáneos, México

Dr. Adalberto Santana Hernández

Universidad Nacional Autónoma de México, México

Dr. Juan Antonio Seda

Universidad de Buenos Aires, Argentina

Dr. Saulo Cesar Paulino e Silva

Universidad de Sao Paulo, Brasil

Dr. Miguel Ángel Verdugo Alonso

Universidad de Salamanca, España

Dr. Josep Vives Rego

Universidad de Barcelona, España

Dr. Eugenio Raúl Zaffaroni

Universidad de Buenos Aires, Argentina

Dra. Blanca Estela Zardel Jacobo

Universidad Nacional Autónoma de México, México

Comité Científico Internacional

Mg. Paola Aceituno

Universidad Tecnológica Metropolitana, Chile

Ph. D. María José Aguilar Idañez

Universidad Castilla-La Mancha, España

Dra. Elian Araujo

Universidad de Mackenzie, Brasil

Mg. Rumyana Atanasova Popova

Universidad Suroeste Neofit Rilski, Bulgaria

CUADERNOS DE SOFÍA EDITORIAL

Dra. Ana Bénard da Costa

*Instituto Universitario de Lisboa, Portugal
Centro de Estudios Africanos, Portugal*

Dra. Alina Bestard Revilla

*Universidad de Ciencias de la Cultura Física y el
Deporte, Cuba*

Dra. Noemí Brenta

Universidad de Buenos Aires, Argentina

Ph. D. Juan R. Coca

Universidad de Valladolid, España

Dr. Antonio Colomer Vialdel

Universidad Politécnica de Valencia, España

Dr. Christian Daniel Cwik

Universidad de Colonia, Alemania

Dr. Eric de Léséulec

INS HEA, Francia

Dr. Andrés Di Masso Tarditti

Universidad de Barcelona, España

Ph. D. Mauricio Dimant

Universidad Hebrea de Jerusalén, Israel

Dr. Jorge Enrique Elías Caro

Universidad de Magdalena, Colombia

Dra. Claudia Lorena Fonseca

Universidad Federal de Pelotas, Brasil

Dra. Ada Gallegos Ruiz Conejo

Universidad Nacional Mayor de San Marcos, Perú

Dra. Carmen González y González de Mesa

Universidad de Oviedo, España

Ph. D. Valentin Kitanov

Universidad Suroeste Neofit Rilski, Bulgaria

Mg. Luis Oporto Ordóñez

Universidad Mayor San Andrés, Bolivia

Dr. Patricio Quiroga

Universidad de Valparaíso, Chile

Dr. Gino Ríos Patio

Universidad de San Martín de Porres, Perú

**REVISTA
INCLUSIONES**
REVISTA DE HUMANIDADES
Y CIENCIAS SOCIALES

Dr. Carlos Manuel Rodríguez Arrechavaleta
Universidad Iberoamericana Ciudad de México, México

Dra. Vivian Romeu
Universidad Iberoamericana Ciudad de México, México

Dra. María Laura Salinas
Universidad Nacional del Nordeste, Argentina

Dr. Stefano Santasilia
Universidad della Calabria, Italia

Mg. Silvia Laura Vargas López
Universidad Autónoma del Estado de Morelos, México

**CUADERNOS DE SOFÍA
EDITORIAL**

Dra. Jaqueline Vassallo
Universidad Nacional de Córdoba, Argentina

Dr. Evandro Viera Ouriques
Universidad Federal de Río de Janeiro, Brasil

Dra. María Luisa Zagalaz Sánchez
Universidad de Jaén, España

Dra. Maja Zawierzeniec
Universidad Wszechnica Polska, Polonia

Editorial Cuadernos de Sofía
Santiago – Chile
Representante Legal
Juan Guillermo Estay Sepúlveda Editorial

Indización, Repositorios y Bases de Datos Académicas

Revista Inclusiones, se encuentra indizada en:





REX



UNIVERSITY OF
SASKATCHEWAN



Universidad
de Concepción

BIBLIOTECA UNIVERSIDAD DE CONCEPCIÓN



**DEVELOPMENT OF ONLINE RETAILING LOGISTICS FLOWS
IN A GLOBALIZED DIGITAL ECONOMY**

Ph. D. (C) Irina Nikolaevna Lukiyanchuk

Plekhanov Russian University of Economics, Russia

ORCID: 0000-0002-9398-9449

lukin06@mail.ru

Dr. Svetlana Viktorovna Panasenko

Plekhanov Russian University of Economics, Russia

ORCID: 0000-0002-7884-6124

s.v.panasenko@yandex.ru

Ph. D. (C) Svetlana Yurievna Kazantseva

Plekhanov Russian University of Economics, Russia

ORCID: 0000-0002-7410-9039

kazantsevasveta@yandex.ru

Dr. Kostyantyn Anatol'evich Lebedev

Institute for Tourism and Hospitality, Russia

ORCID: 0000-0003-2896-2060

qwer20003@rambler.ru

Ph. D. (C) Olga Yevgenievna Lebedeva

Institute for Tourism and Hospitality, Russia

ORCID: 0000-0001-6896-3717

qqqmail.ru@inbox.ru

Fecha de Recepción: 21 de enero de 2020 – **Fecha Revisión:** 28 de enero de 2020

Fecha de Aceptación: 28 de febrero de 2020 – **Fecha de Publicación:** 01 de abril de 2020

Abstract

The article deals with the development of logistics flows of online retailing in the context of the digital economy globalization. It is revealed that interaction in the global space requires not only technological adaptation but also a radical restructuring of business processes at the enterprise within the information model of resource flows, as well as distinguishing areas where informatization will give the greatest efficiency. It is proved that the transition from using individual web resources to integrating them into business processes has led to the need for cloud computing services. It is revealed that these services are used by enterprises for many reasons, including the need to establish an appropriate level of information security, providing business with information mobility, and reducing the cost of maintaining information infrastructure. It is determined that cloud services are key ones for building an effective online retailing logistics system from the standpoint of financial flow management.

Keywords

Online retailing – Logistics – Digital economy – Information – Mobility – Infrastructure – Integration

Para Citar este Artículo:

Lukiyanchuk, Irina Nikolaevna; Panasenko, Svetlana Viktorovna; Kazantseva, Svetlana Yurievna; Lebedev, Kostyantyn Anatol'evich y Lebedeva, Olga Yevgenievna. Development of online retailing logistics flows in a globalized digital economy. Revista Inclusiones Vol: 7 num Especial (2020): 407-416.

Licencia Creative Commons Attribution Non-Comercial 3.0 Unported
(CC BY-NC 3.0)

Licencia Internacional



Introduction

The globalization of economic relations is manifested in new forms of integration and business transformation that reflect the development of the digital economy. One of them is online retailing, which covers commodity transactions and interaction with consumers via the Internet through the use of digital technologies. Online shopping has become an integral part of everyday life. Therefore, any consumer who has at least the slightest experience in using computer equipment has the opportunity to make an online purchase.

Retail uses new forms, and changes the approach to organizing the processes of selling goods and services, in particular, implements cross-channel sales, e-commerce, mobile commerce, Facebook commerce, and social commerce. Therefore, the possibility of quick access to Internet resources has justified the emergence of a new conceptual approach to the organization of sales processes – the so-called Omnichannel retailing (retailing operations through universal channels), whose essence is the independence of the physical location of the buyer on the location of network connection.

At the same time, online retailing requires not only a strategic approach in the business ideology, but also the interaction of the appropriate infrastructure (network communications, devices, and software), business processing, user competence, that is, the issue arises of creating an effective online sales logistics.

The study of issues related to the retailing activity is reflected in the works of E.F. Avdokushin¹, A.A. Alimbaev², V.V. Velikorossov³, A.V. Gubareva⁴, D. B. Kalashnikov⁵, M.A. Polozhikhina⁶, and others. However, the issues of developing theoretical and methodological provisions of online retailing logistics and determining its place in the system of global economic relations remain open for further research.

Methods

The theoretical and methodological basis of the present research includes an abstract-logical method, methods of induction, deduction, analysis, synthesis, and systematization which allow justifying approaches to the development of online retailing; statistical-economic and graphical methods were used to study the level and trends in the parameters of online retailing development at the present stage.

¹ E. F. Avdokushin, "Platformennaya ekonomika kak element sovremennoj novoj ekonomiki", Issues of the New Economy, num 2 Vol: 50 (2019): 4-11.

² A. A. Alimbaev y B. S. Bitenova, "Cifrovaya ekonomika: osobennosti formirovaniya i tendencii razvitiya", Economy: Strategy and Practice, Vol: 14 num 1 (2019): 57-69.

³ V. V. Velikorossov; S. A. Filin y N. A. Kopylova, "Modeli strategicheskogo upravleniya kommercheskimi organizatsiyami v Rossii", National Interests: Priorities and Security, num 15 Vol: 11 (2019): 2001-2014.

⁴ A. V. Gubareva y K. E. Kovalenko, "Pravovoe regulirovanie informacionnogo prostranstva vo vneshneekonomicheskoy sfere", Bulletin of the Altay State University, num 3 Vol: 91 (2016): 47-53

⁵ D. B. Kalashnikov, "Praktika razvitiya eksporta kitajskimi TNK. Rossijskij vneshneekonomicheskij vestnik", Russian Foreign Economic Bulletin, num 3 (2019): 74-86.

⁶ M. A. Polozhikhina, "Nacional'nye modeli cifrovoj ekonomiki", Economic and Social Problems of Russia, num 1 Vol: 37 (2018): 111-154.

Knowledge base of the article includes statistical data of state bodies, legislative and normative documents regulating the economic aspects of the online retailing market, assessment of the operational effectiveness of the logistic system of online commerce in the globalized digital economy, and results of conducted scientific studies of the subject⁷.

In the course of the study, it is planned to systematize the economic aspects of the online retailing logistics system operation, develop measures to coordinate activities between the main participants of online retailing, compare different approaches to online retailing, and determine its individual features in the modern context.

Results

The development of information technologies and the use of innovative solutions in the contemporary business environment have led to the emergence of a new form of economic relations, namely, the digital economy. The emergence of the digital economy is caused by the development of effective commercial projects through electronic networks. Therefore, the digital economy has become the most striking manifestation of globalization processes, whose main factors are the possibility of wide access to the Internet and the formation of cross-border data flows.

The digitalization of international retailing, the emergence of new types of business, and a new quality of the information space have become the mainstream of the digital transformation of the economy. The digitalization of economic relations is their qualitative change, which is manifested by the formation of electronic ways of communication between business participants in the information infrastructure environment based on global information networks and means of their support.

In this case, it is possible to distinguish the main components of the digital economy concept: 1) supporting infrastructure (hardware, software, telecommunications, and networks); 2) e-business (any processes that an organization conducts through computer networks); 3) e-commerce (online transmission). Therefore, the digital economy is based on information, communication, and digital technologies, whose rapid development and dissemination affect currently the traditional economy. As a result, it is transformed from a resource-consuming economy to a resource-creating economy.

The digital economy is an integral part of the economy, which is dominated by the knowledge of business entities and intangible production which is the main indicator in determining the information society. The concept of the digital economy forms a new economic system that replaces the industrial paradigm. This economic model provides an opportunity to sell highly competitive products with high added value, create new quality jobs, as well as find effective solutions to social, cultural, and environmental problems.

⁷ O. A. Blokhina; O. N. Beketova; E. E. Kuzmina; O. Ye. Lebedeva y M. I. Podzorova, "Improving the technology of innovation systems management at an enterprise", *International Journal of Civil Engineering and Technology*, num 9 Vol: 13 (2018): 137-143; E. Yu. Nikolskaya; N. I. Kovaleva; M. E. Uspenskaya; N. I. Makshakova; E. N. Lysoivanenko y K. A. Lebedev, "Innovative quality improvements in hotel services", *European Research Studies Journal*, Vol: 21 num 2 (2018): 489-498 y A. A. Shakhmametev; I. A. Strelets y K. A. Lebedev, "Strategic mechanisms for the future development of the international e-commerce market", *Espacios*, Vol: 39 num 27 (2018).

PH. D. (C) IRINA NIKOLAEVNA LUKIYANCHUK / DR. SVETLANA VIKTOROVNA PANASENKO

PH. D. (C) SVETLANA YURIEVNA KAZANTSEVA / DR. KOSTYANTYN ANATOL'EVICH LEBEDEV

PH. D.(C) OLGA YEVGENIEVNA LEBEDEVA

The frequently used term of data economy means an activity where the key factors of production are digital data and their use that allows significantly increasing efficiency in various segments. The digital economy refers to an economy that uses digital technologies and services. The sphere that creates digital technologies and services, implements and maintains them can be called the digital industry.

The following characteristics are essential for businesses that seek to operate effectively in the new digital economy: investing in new capabilities rather than in old business models; maintaining optimal customer relationships; becoming faster and responsive; knowing actual competitors; investing in science.

In addition, the rate of technology updates opens up new opportunities, and thus it is necessary to focus on the goals set in the framework of a new technological landscape. However, an important permanent point is to create a single digital market. Many countries around the world are beginning to think about how to build relationships with companies that have huge financial and information resources and become powerful players on the world stage. Denmark, for example, took an unexpected step in establishing digital ambassador jobs in digital companies.

The organizations establish the position of Chief Digital Officer (CDO) which is usually included in the top management of the company and is directly responsible for assessing the quality of the organization – its business model. This position can be either digital supported or digital faced, or digital powered, or digital embedded, where the latter means that digital technologies are embedded in the business model (for example, e-commerce or fintech). Thus, digital technologies are becoming the driving force of social and economic development in many countries around the world, and determine the basis for sustainable development in the future.

The path to the digital economy runs through the domestic production market, and the main thing is the use and consumption of information, communication, and digital technologies, as well as the formation of consumers' motivation and needs for digital technologies. Digitalization is the saturation of the physical world with electronic-digital devices, tools, systems, and the adjustment of electronic communication exchange between them. The goal of digitalization is to digitally transform existing and create new sectors of the economy, transforming all aspects of the living environment into new, more efficient and modern ones.

According to the priority scenario of the digitalization of the country, the priority task is to remove legislative, institutional, fiscal, and other barriers that hinder the development of the digital economy. Another important task is to create motivation for the digitalization of society, which is to ensure the financial availability of digital technologies for consumers, creating conditions in various aspects of the living environment, and forming the needs of society and business to use new digital means instead of the usual, traditional ones.

In this context, for the digital economy, the size of the business does not have a value component, while the value is the customer, whose requirements and loyalty stimulate the growth of sales of goods and services. At the same time, the focus on the digitalization of the economy takes place to some extent in all countries around the world. The Russian Federation has established structures at the federal and regional levels, whose main tasks are determining the strategy and forming the state information policy

that provides for the implementation of measures to stimulate the digitalization of the economy, the development of the domestic market, and the export of digital technologies, as well as the involvement of citizens in the use of digital technologies.

The strategy defines the main provisions, principles, goals, and development trends for the digitalization of the Russian economy and the acquisition of digital competencies by society. At the same time, special attention should be paid to the implementation of the concept of digital jobs, digital transformation projects, and the use of digital technologies in the field of public safety, education, health, and other industry sectors.

The development of the digital economy has also led to the emergence of Internet services, whose use allows optimizing the user's time and providing additional advantages of controlling the promotion of virtual services. Therefore, in the context of globalization, Internet resources meet the new requirements of an economy without borders, thereby expanding access to possible retailing operations both by increasing Internet purchases and the variety of payment instruments (Fig. 1).

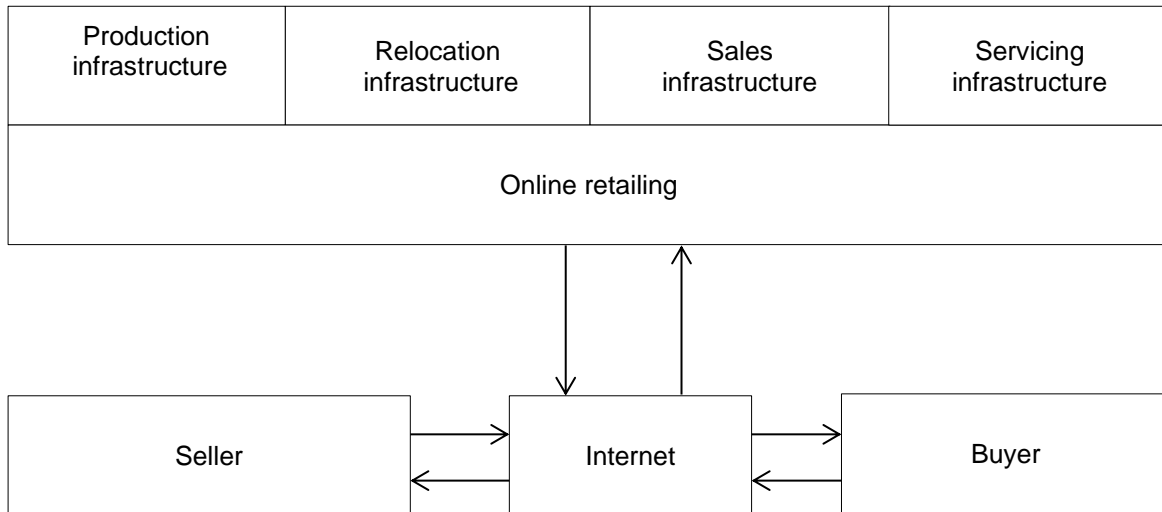


Figure 1
Network infrastructure diagram of electronic commerce

Due to new communication frameworks and information exchange, new forms of organizing retailing operations have appeared. In this context, the importance of retailing logistics is due to its greatest proximity to the end-user and the actual income generation. In this area, the main focus is directed on effective collaboration with the end-user and growing the size of the customer base.

The conducted study has allowed distinguishing two forms of retailing: 1) offline retailing, which provides hosting and supporting for commodity-money processes in the form of purchase and sale by means of physical retailing infrastructure; 2) online retailing, which involves the organization and support of commodity-money operations in the form of purchase and sale by means of information technology and networks.

The practice has shown that offline retailing is a traditional form that includes all elements of the retailing operations infrastructure, including selling areas, warehouses, transportation, etc. But the retailing process has the following features: the accounting system is configured in accordance with incoming purchase orders according to the physical accounting of sold goods and products; availability of cash accounting and customer queue service; the salesmanship is manifested in the ability to present and recommend a product for sale (professional qualities in analysis of behavior and communication play an important role); the customer relationship system is focused on direct communication with people in person, or through a message (this can be partially or completely automated, however, the human subjective factor in decision-making has a significant role); category management of goods (determining categories of goods for their effective sale and forecasting demand); cash payment system (or card payments through the bank terminal); territorial linking of the service (customer service is carried out in a specific territory and a specific retail space); integration with other services provides for a number of additional approval procedures (including the use of telecommunications messages).

In particular, as can be seen from Table 1, the scale of Internet resources constantly increases. On average, for 2015-2019, the proportion of Russian enterprises that had access to the Internet with respect to the total number of enterprises that used computers amounted to 98%. However, the percentage of employees who used a computer with Internet access has decreased, while the number of enterprises using broadband external communication with the Internet has increased.

Indicators	2015	2016	2017	2018	2019
The percentage of enterprises that had access to the Internet, with respect to the number of enterprises that used computers	97.3	98.1	98.1	98.3	98.1
Percentage of the average number of employees (including full-time and nonstaff employees) who used a computer with Internet access, with respect to the average number of employees who	79.6	79.8	79.2	72.3	70.2
Enterprises that used external broadband access to the Internet, as a percentage of the number of enterprises that had access to the Internet	65.9	66.2	71.8	70.6	70.3
Enterprises that used a broadband mobile connection using portable external Internet devices, as a percentage of the number of enterprises that had access to the Internet	28.2	30.4	25.1	25.6	26.2

Table 1

Use of Internet resources by enterprises of the Russian Federation, 2015 - 2019*

* Source: compiled and calculated by the authors based on statistical data

However, online retailing is based on the Internet business processes model. In this case, it is possible to determine the following features of online retailing operations: the ability to keep records of transactions using cloud technologies and distributed data processing; the virtual offer of goods that is supported by appropriate graphical objects and web resources; small size of storage space for goods; a high level of communication with customers through information technologies; a high level of integration with other services (control of the product promotion chain, access to virtual social networks, payment schemes, etc.); conducting operations without territorial binding (virtual chains of

operations are formed in a virtual space); mobility of operations in managing customer relationships; and elimination of psychological barriers between the seller and the buyer through virtual communication.

Discussion

The reliability of the presented approaches is confirmed by the fact that new features have led to increased requirements for the use of Internet resources. These requirements are as follows: new articles of expenditure for administration and management of information flows; problems with the synchronization of virtual orders and material deliveries within the warehouse infrastructure; a shortage of professional content fillers on the Internet; as well as the problems associated with the formation and communication support of web resources⁸. At that, the solution to the problems of administration and coordination of sales, storage, and transportation processes in virtual relationships with the client should be assigned to a well-established online retailing logistics system.

Online retailing logistics is defined by the authors as the optimal management of goods movement of material and related flows from the supplier to the final consumer through their synchronization in the virtual space. The success of online retailing logistics depends on the effective use of information resources and the association of enterprises into the global space of the digital economy, and at the same time determines the adaptation of enterprises to online retailing conditions.

At the same time, the use of computers with access to the World Wide Web distribution network provides additional opportunities for managing logistics flows in the global business environment, i.e. creating a developed communication network (the infrastructure for accessing different types of information sources is implemented using web browsers); creating web resources (sites, channels, and pages) to support information requests of the user (web sites allow providing the user with the necessary information at the user's request); providing automated search for information resources (using saved links, it is possible to restore the full path of obtaining information); and implementing new digital technologies by the exchange and management of resource flows (in particular, electronic financial systems, smart technologies, etc.).

Conclusion

Summing up, it can be noted that interaction in the global space requires not only technological adaptation but also a radical restructuring of business processes at the enterprise within the information model of resource flows, as well as distinguishing areas where informatization will give the greatest efficiency. Therefore, the transition from using individual web resources to integrating them into business processes has led to the need

⁸ I. L. Cherkasov; M. I. Seredina; O. I. Mishurova; T. A. Adashova y O. Ye. Lebedeva, "The effect of international tourism on the development of global social-economic processes", *Journal of Environmental Management and Tourism*, num 8 Vol: 22 (2017): 1166-1170; K. A. Lebedev; O. S. Reznikova; S. D. Dimitrieva y E. I. Ametova, "Methodological approaches to assessing the efficiency of personnel management in companies", *Journal of Advanced Research in Law and Economics*, num 9 Vol: 34 (2018): 1331-1336 y N. A. Zavalko; V. O. Kozhina; A. G. Zhakevich; O. E. Matyunina y O. Ye. Lebedeva, "Methodical approaches to rating the quality of financial control at the enterprise", *Quality - Access to Success*. Vol: 18 num 161 (2017): 69-72.

for cloud computing services. This technology can be presented as a service for data processing operations using the resource capacity of the Internet on remote servers.

It should be noted that these services are used by enterprises for many reasons, including the need to establish an appropriate level of information security; provide business with information mobility; reduce the cost of maintaining the information infrastructure. To build an effective online retailing logistics system, this service is one of the key ones from the standpoint of managing information and financial flows, since placing the main information resources in the cloud makes it possible to optimize their processing mechanism in real-time mode and reduce the cost of purchasing additional server capacities.

References

Alimbaev, A. A. y B. S. Bitenova. "Cifrovaya ekonomika: osobennosti formirovaniya i tendencii razvitiya". *Economy: Strategy and Practice*, Vol: 14 num 1 (2019): 57-69.

Avdokushin, E. F. "Platformennaya ekonomika kak element sovremennoj novoj ekonomiki". *Issues of the New Economy*, num 2 Vol: 50 (2019): 4-11.

Blokhina, O. A.; O. N. Beketova; E. E. Kuzmina; O. Ye. Lebedeva y M. I. Podzorova. "Improving the technology of innovation systems management at an enterprise". *International Journal of Civil Engineering and Technology*, Vol: 9 num 13 (2018): 137-143.

Cherkasov, I. L.; M. I. Seredina; O. I. Mishurova; T. A. Adashova y O. Ye. Lebedeva. "The effect of international tourism on the development of global social-economic processes". *Journal of Environmental Management and Tourism*, Vol: 8 num 22 (2017): 1166-1170.

Gubareva, A. V. y K. E. Kovalenko. "Pravovoe regulirovanie informacionnogo prostranstva vo vneshneekonomicheskoy sfere". *Bulletin of the Altay State University*, num 3 Vol: 91 (2016): 47-53.

Kalashnikov, D. B. "Praktika razvitiya eksporta kitajskimi TNK. Rossijskij vneshneekonomicheskij vestnik". *Russian Foreign Economic Bulletin*, num 3 (2019): 74-86.

Lebedev, K. A.; O. S. Reznikova; S. D. Dimitrieva y E. I. Ametova. "Methodological approaches to assessing the efficiency of personnel management in companies". *Journal of Advanced Research in Law and Economics*, Vol: 9 num 34 (2018): 1331-1336.

Nikolskaya, E. Yu.; N. I. Kovaleva; M. E. Uspenskaya; N. I. Makshakova; E. N. Lysoivanenko y K. A. Lebedev. "Innovative quality improvements in hotel services". *European Research Studies Journal*, Vol: 21 num 2 (2018): 489-498.

Polozhikhina, M. A. "Nacional'nye modeli cifrovoj ekonomiki". *Economic and Social Problems of Russia*, num 1 Vol: 37 (2018): 111-154.

Shakhmametev, A. A., I. A. Strelets y K. A. Lebedev. Strategic mechanisms for the future development of the international e-commerce market. *Espacios*, Vol: 39 num 27 (2018): 21.

Velikorossov, V. V.; S. A. Filin y N. A. Kopylova. “Modeli strategicheskogo upravleniya kommercheskimi organizatsiyami v Rossii”. National Interests: Priorities and Security, Vol: 15 num 380 (2019): 2001-2014.

Zavalko, N. A.; V. O. Kozhina; A. G. Zhakevic; O. E. Matyunina y O.Ye. Lebedeva. “Methodical approaches to rating the quality of financial control at the enterprise”. Quality - Access to Success. Vol: 18 num 161 (2017): 69-72.

CUADERNOS DE SOFÍA EDITORIAL

Las opiniones, análisis y conclusiones del autor son de su responsabilidad y no necesariamente reflejan el pensamiento de **Revista Inclusiones**.

La reproducción parcial y/o total de este artículo debe hacerse con permiso de **Revista Inclusiones**.