

THE DEVELOPMENT COUNTRIES AND IT ENGINEERING IN ICT

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ABSTRACT

An analysis of the quality management of the electronic trading platform has been carried out, which shows that all practical tasks that are solved in this case are multicriteria, i.e. to select the optimal alternative by weighing all permissible alternatives, one quality criterion is not enough to get an adequate assessment of their comparison. At the same time, unfortunately, for the problem of multi-criteria comparison of alternatives, there are virtually no effective methods of choice.

Competition, as you know, is a powerful incentive and decisive factor in the development of an innovative economy, innovative entrepreneurship and the “main factor susceptibility of an enterprise to technical innovations,” it stimulates production, etc. The incentive to attract foreign investment in developing countries is trade promotion. Ever since the Great Silk Road and long before it, goods found their markets and their customers, new sales markets were mastered, new countries with their rich culture, traditions, way of life, social and economic system. A good quality product is always attractive to the consumer. Over time, development has reached such a level that now you can purchase goods without leaving your place. Fantastic. Technologies of the 21st century are amazing and surprising. And in our country, electronic commerce is developing, websites and online trading platforms are being created. The ICT sector has become one of the most promising and self-sufficient, both in our country and in the world[1].

PROPOSED METHODOLOGY

This will maximally simplify the search for consumers for manufactured goods, both for the local consumer and for the international one, which causes transparency and accessibility in the choice of products and goods. The use of advanced information technologies, the presentation of national producers will effectively demonstrate and attract potential buyers of domestic products.

Today, e-commerce is developing exponentially in emerging economies. According to expert data <http://profi-site.info/e-commerce.html>., The turnover of the e-commerce market in 2015 in the world is 1.8 trillion US dollars.

There were also articles with forecasts for 2017, it will be 2.4 trillion US dollars. The subject of e-commerce appears at all international events and venues, such as ASEAN (Association of Southeast Asian Nations), APEC Forum (Asia-Pacific Economic Cooperation), WTO (World Trade Organization) G20, OECD, BRICS, etc.

The growth of world trade according to preliminary estimates by experts of the monetary fund, the volume of trade in the world showed a growth rate in 2017 by 4.2% compared to 2015 from 2.4%. In developed countries in the field of online sales (retail), for several years in a row, the People's Republic of China has been the leader with total revenue for 2017 totaled \$ 600 billion. After China, the next country is the United States with an income of 475 billion dollars, Japan is in third place with 105 billion dollars, followed by Great Britain 103 billion dollars, and Germany closes in the fourth place with a sum of 57 billion dollars. Despite the undeniable advantages of the emerging e-commerce markets, the turnover of retail e-commerce is increasing in Asia. According to the forecasts of the European analytical service Statista, "the average annual growth of B2C turnover in the future will be among the leaders (23.7%), slightly ahead of India (23%) and Indonesia (20.7%), the Philippines (18.3%) and China (17.4%)." The most active

online audiences are residents of the countries of China and South Korea, where, as a percentage, the share of the population actively purchasing goods and services through online purchases is 83%, only 1 percent more than the UK, then Germany 81%, Indonesia 79%, India and the US each with 77% [2].

Together with foreign and local experts, the Ministry of Economy has developed a package of draft laws aimed at changing and supplementing the provisions of the Civil Code of the Republic of Armenia, the laws of the Republic of Armenia on Consumer Rights Protection, On the Use of Cash Registers, On Trade and Services and “On electronic document and digital signature”.

All this led to an active growth in the share of on-line trade turnover by about 30%, much ahead of the indicators of other CIS countries.

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