

sensing and digital modelling methods. Using the data received it is possible to plan field trips to perspective sites for mathematic models verification. These activities will help to identify the priorities for further research.

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## ELECTRONIC BUSINESS IN THE INTERNET AND ITS DEVELOPMENT IN UKRAINE

VALERIA CHAYKA, student

OKSANA M. TARABANOVSKA, Senior teacher, Language Adviser  
*O. M. Beketov National University of Urban Economy in Kharkiv*

After entering XXI the century, humanity simply did not step over temporary threshold, but it left to completely new development stage. We live in the post-industrial, information society, where information becomes the main value. Because of the development of computer and communication line technologies appeared the new form of economic activity – electronic business. For the beginning, it would be desirable to most accurately describe this concept.

Electronic business – this is the activity, which uses global information networks for conducting the commercial activity. Electronic business is the generalized concept. To it all forms of interrelations between the participants in the market, who use different digital technologies, for example, carry: sale of goods and services, aid and the information support of buyers, marketing market researches, the presence of new and the improvement of old connections.

Electronic marketing is the complex of the measures of traditional marketing with the application of different electronic means. It occupies important place in conducting of electronic business. Electronic marketing has many unique advantages, namely: this form of marketing can envelop large audience not only at the local level, but also throughout the world, which under the conditions of globalization gives a good push for the advance of goods and services. Furthermore, electronic marketing is considered as the relatively inexpensive that

in the comparison with the traditional forms of marketing they make with its sufficiently attractive tool of the advance of enterprise on the appropriate market.

Electronic business becomes ever more popular in all corners of peace. According to the data of foreign agency eMarketer, in 2015 the year the revolution of Internet- trade stepped over threshold into 1,7 trillions of dollars. At the given moment, in the sphere of Internet – trade by absolute leaders it is possible to isolate the regions of North America, Western Europe and Asia.

As far as Ukraine and the countries of eastern region as a whole are concerned, it is possible to isolate positive tendency toward the development of electronic business. Dynamic development of network Internet and increase in the quantity of its users in recent years, gave significant push to the development of this branch.

Ukrainian sector e-commerce lags in the development behind the foreign analogs by several years. Since the opacity of legislation, complex economic and political situation impede the development of electronic trade in the Ukraine. Furthermore, one of the negative factors, which restrain the development of branch, is the absence of openness in the relations with conducting of Internet-business.

Ukrainian e-business is developing rapidly. The market for Internet – sales in 2014 the year grew on 45 %. In the money equivalent the volume of branch plans to rise to \$5,65 billion. In Ukraine work more than 8 thousand Internet stores with the average commodity turnover.

The e-commerce market in Ukraine is more developed than offline trading. Ordinary stores in 2014, for the first time after 10 years, showed a negative dynamics of sales and profits, which can not be said about the Internet business.

In December 2014 the changes were introduced into the law of Ukraine about the tax code, which prescribe the use of registrars of the calculated operations. These changes require virtually all those involved in electronic commerce to acquire fiscal registrars.

In the crisis for Internet- business it was necessary to search for the ways of reduction in the expenditures and to study the optimization of the business-processes: failure of the offices, the adaptation of marketing and the total reduction of expenditures.

Being oriented on the need of market pay WayForPay the pay solutions under the problems of business and the current legislation have been adapted.

As noted by Sergey Vatilik, CEO of Wayforpay: "The global statistics of online payments in electronic commerce shows that last year more than 34 billion transactions were made and the number is constantly growing, which indicates that the technologies are changing the consumer."

Analysts foretell the active development of the additional innovation services, which in the sum with the pay services will considerably increase the conversion of sales and will grant maximum convenience for their clients to all participants in the pay market.

Today, it is possible to say that the Internet-market together with the innovation technologies are making electronic business advantageous for all subjects of electronic commerce. Under the conditions of globalization and economic crisis in Ukraine, it is possible to forecast the significant development of this sphere of employment. World network gives the possibility to companies to leave to the completely new level on the assignment of goods and services, but users, in turn, can more effectively interact not only with producer himself, but also between themselves.

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## IMPROVING ECONOMIC SECURITY IN THE PUBLIC SECTOR OF THE ECONOMY BY THE USE OF BLOCKCHAIN TECHNOLOGY

DENIS HAPONOV, student

OKSANA M. TARABANOVSKA, Senior teacher, Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

The rapid entry into the global economy by Blockchain technology lifts up many questions to discuss, so we will look at it closely. The range of using Blockchain is very wide. At this stage of development, possibilities of this technology are still testing and studying, but even now its revolutionary potential in the public sector cannot be overvalued.

The development of derivative instruments (cryptocurrencies and smart contracts), which increases security, speed and marginality of transactions between entities (instant money transfers without intermediaries), opens up new directions for business to business and states. Thousands of new blockchain-based projects in various directions, such as identification management, property registration, diamond trading, are currently opening. Given this new vector of development, we need to analyze how this new technology can be used before policy makers launch it in the public sector.

Let's consider the point of this technology in more detail. Blockchain – a database that works without centralized management. This means that the registry or a large portion of it is not stored in one place, but distributed among hundreds or thousands of computers around the world, and any user has free access to the current version of this registry. Spheres of application of technology are numerous, but the main condition is the existence of a smart contract, whether it is a transaction or a conventional contract.

The core of blockchain work – the blocks of digital records that are cryptographically and chronologically linked in a chain. The process of bonding