



# REVISTA INCLUSIONES

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

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**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



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## 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. Avdokushin<sup>1</sup>, A.A. Alimbaev<sup>2</sup>, V.V. Velikorossov<sup>3</sup>, A.V. Gubareva<sup>4</sup>, D. B. Kalashnikov<sup>5</sup>, M.A. Polozhikhina<sup>6</sup>, 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.

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

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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

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

<sup>6</sup> 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 subject<sup>7</sup>.

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.

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<sup>7</sup> 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).

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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).

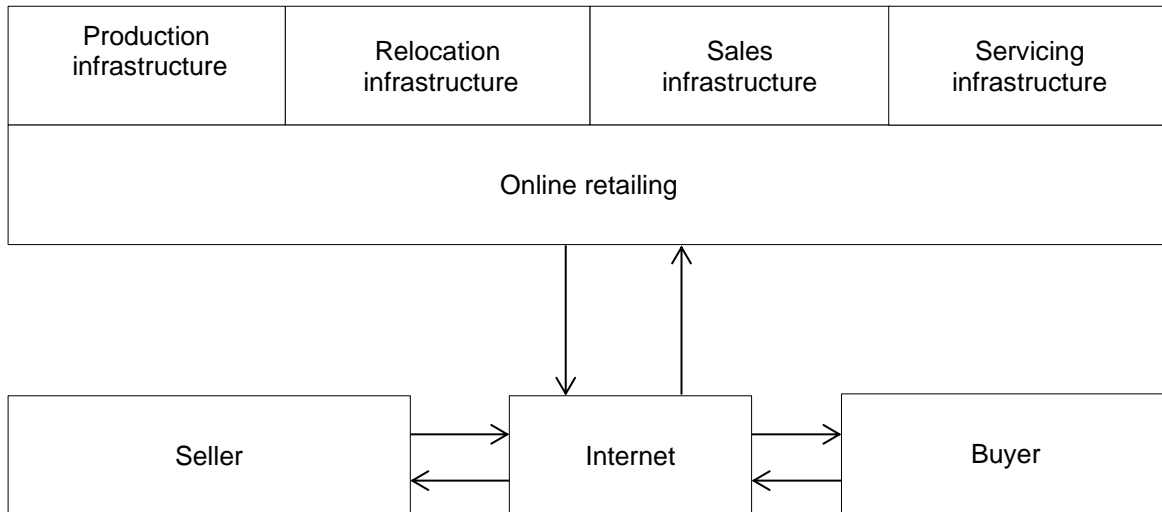


Figure 1  
Network infrastructure diagram of electronic commerce

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 resources<sup>8</sup>. 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

<sup>8</sup> 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.

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