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THE ROLE OF MARKETPLACES IN THE DEVELOPMENT OF E-COMMERCE

Alexander Buyanov

Founder of the online store imkosmetik.com, e-commerce business coach

Chelyabinsk, Russia

Abstract. The article explores the marketplaces' rapid development as an e-commerce business model during the past two years, when their dominant place in the market became obvious. The purpose of the article is to identify trends in the e-commerce development in the near future, to create a basis for analyzing the advantages and disadvantages in making practical decisions for entrepreneurs and participants in the e-commerce market. The objective of the study is to identify the factors and drivers of the marketplaces share growth in the electronic commerce. The object of the study is the market of Russian marketplaces against the entire e-commerce industry background in the B2C segment. The statistical analysis method was used to study the online retail market, its dynamics, distribution of shares and volume indicators. Synthesis, analysis, grouping, and comparison methods were used as a systematic approach. The relevance of the topic is related to the online retail development in general, as well as the growth of new participants from among small businesses and startups. The results of the study can be useful for choosing a business development strategy in the online trading.

Keywords: e-commerce; marketplace; online store; online platform; end user; startup; online retail.

JEL codes: L81; M31.

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Contact

Alexander Buyanov

Founder of the online store imkosmetik.com, e-commerce business coach

8a, Kashirin Brothers 59, 454084, Chelyabinsk, Russia,

imbuyanov@gmail.com