

Ministry of Education and Science of Ukraine
Sumy State University
Academic and Research Institute
of Business, Economics and Management

SOCIO-ECONOMIC CHALLENGES

Proceedings
of the International Scientific and Practical Conference

(Sumy, November 14-15, 2022)



Sumy
Sumy State University
2022

330.3:005(063)

S62

Editor-in-Chief

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*Approved by the Academic Council of Sumy State University
(protocol № 5, 17 November 2022)*

S62 **Socio-Economic Challenges: Proceedings of the International Scientific and Practical Conference, Sumy, November 14–15, 2022 / edited by Prof., Dr. Vasilyeva Tetyana. – Sumy : Sumy State University, 2022. – 183 p.**

Proceedings of the International Scientific and Practical Conference "Socio-Economic Challenges" are devoted to finding a systemic solution to multidisciplinary problems in the field of modern development, management, administration of various systems, corporate social responsibility, innovation management in various fields of environmental management.

For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

330.3:005(063)

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TABLE OF CONTENTS		P.
<i>Viktoriia Shcherbachenko, Anastasiia Teslyk</i>	ANALYSIS OF CHANGES IN THE WORLD ECONOMY CAUSED BY RUSSIAN-UKRAINIAN WAR	8
<i>Avhusta Hrytsenko, Valerii Yatsenko</i>	SOFTWARE FOR NEOBANKING	10
<i>Iryna Dehtyarova, Denys Kushnir</i>	DIGITAL TRANSFORMATION OF ENTREPRENEURIAL STRATEGIES	14
<i>Mariia Solodukha</i>	LEGAL REGULATION OF REPORTS ON PAYMENTS TO GOVERNMENTS, AS A TYPE OF REPORTING ON SUSTAINABLE DEVELOPMENT	16
<i>Maryna Matiushchenko, Sofiia Hutsuliak</i>	BUSINESS MANAGEMENT STRATEGY ON THE BASIS OF SUSTAINABLE DEVELOPMENT	20
<i>Vladyslav Piven, Yevhen Kovalenko</i>	THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND ENVIRONMENTAL SUSTAINABILITY: A CASE OF UKRAINE	22
<i>Maryna Tanashchuk, Kyrylo Chulanov</i>	SUSTAINABLE DEVELOPMENT INDICATORS IN THE DIAGNOSTICS OF THE INTERNAL ENVIRONMENT OF THE ENTERPRISE	24
<i>Chevhuз Karina, Kashcha Mariia</i>	STRATEGIES FOR THE RECOVERY OF UKRAINE AFTER THE DEVASTATING CONSEQUENCES OF THE WAR	27
<i>Maksym Shubenko, Serhii Mynenko</i>	DIGITIZATION OF THE PUBLIC SECTOR: THE ACHIVMENTS AND PROSPECTS OF UKRAINE	31
<i>Liudmyla Zakharkina, Volodymyr Novikov</i>	SOCIAL-ECONOMIC FACTORS IMPACT RESEARCH ON THE MANAGING BUSINESS VALUE PROCESS IN MODERN TURBULENT CONDITIONS	35

<i>Oleksii Zakharkin, Yevhenii Okhrimchuk</i>	TRANSFORMATION OF ENTREPRENEURSHIP IN THE CONDITIONS OF DIGITALIZATION OF SOCIO-ECONOMIC RELATIONS AND CHALLENGES OF WARTIME: POSSIBILITIES OF USING IOT	38
<i>Kateryna Falko, Iryna Sotnyk</i>	ENVIRONMENTALLY FRIENDLY INNOVATIONS IN THE MODERN MANAGEMENT SYSTEM	40
<i>Tetiana Dotsenko, Dolia Yulia</i>	BEHAVIORAL AND SOCIAL DIMENSION OF THE WORLD PUBLIC HEALTH SYSTEM: BIBLIOMETRIC ANALYSIS	44
<i>Piven Daryna</i>	FEATURES OF KNOWLEDGE TRANSFER IN PROJECT-BASED ORGANIZATIONS	48
<i>Anastasia Viunnik, Kostiantyn Hrytsenko</i>	CONTENT MANAGEMENT SYSTEM AS A MEANS OF RAPID ENTRY INTO THE E-COMMERCE MARKET	51
<i>Vitaliia Koibichuk, Sergiy Drozd</i>	CONCEPTUAL ASPECTS OF THE STRUCTURAL AND FUNCTIONAL CONTENT OF THE HEALTH INDICATORS SYSTEM	55
<i>Olesia Miroshnychenko</i>	DEVELOPMENT OF DIGITALIZATION OF HIGHER EDUCATION IN UKRAINE	60
<i>Yelyzaveta Lytiuha, Valerii Yatsenko</i>	CYBERSECURITY: PROTECTION FROM CRYPTOJACKING	64
<i>Zuzana Juhászová, Zhanna Oleksich</i>	EUROPEAN RECIPE FOR AUDIT: PREREQUISITES FOR IMPLEMENTATION IN UKRAINE	68
<i>Leonid Taraniuk, Karina Taraniuk, Katerina Rubanenko</i>	VECTORS OF DEVELOPMENT AND ACTIVATION OF COOPERATION BETWEEN UKRAINE AND THE EU	72
<i>Liudmyla Parfentii</i>	THE ROLE OF FORENSIC ECONOMIC EXPERTISE IN THE INVESTIGATION OF CORRUPTION CRIMES	74

CONTENT MANAGEMENT SYSTEM AS A MEANS OF RAPID ENTRY INTO THE E-COMMERCE MARKET

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For the development of modern economic science, effective management of the company is the primary goal, for achieving which, modern means of automation of the company's activities began to be used. Automation of the company's activities through the introduction of information systems has become very popular. In modern conditions it is impossible to imagine the process of the company's functioning without the use of information systems. The relevance of researches in the field of using content management systems for e-commerce market, is confirmed by a last scientific publications in this field (Aggarwal V. et al., 2022; Abdullah E. et al., 2021; Halim E. et al., 2020; Gunawan A. et al., 2019).

The emergence and development of the Internet, improvement of information technology, systems, and standards of their interaction have led to the creation of a new direction of modern business – electronic business as a special form of business, which is implemented largely through the introduction of information technology in the production, sale and distribution of goods and services.

There is often confusion between two notions: electronic business and electronic commerce. Electronic business (e-business) is the realization of business processes by using the capabilities of information and telecommunication technologies, systems and networks. And the most important constituent element of e-business is electronic commerce (Pauley, 2019).

Electronic commerce (e-commerce) means any form of transactions in which the interaction between parties is carried out using the capabilities of information and telecommunications technology systems and networks. The European Commission defines e-commerce as "doing business electronically" (Rogach et al., 2003). It allows companies to interact more fully with suppliers and respond faster to and expectations of their customers. Companies can choose their suppliers wherever they are located and reach a global market with their products and services. E-commerce is only one part of e-business, which is limited to conducting transactions through electronic systems, such as selling goods or providing services over the Internet.

E-commerce has become a key boost of trade growth in developed and many developing countries, radically changing the usual business processes in the retail sector.

According to eMarketer Report by Cramer-Flood (2022), global retail and retail e-commerce spending is expected to stabilize in 2022 after two years of unpredictable circumstances and unusual growth patterns (Fig. 1).

By unpredictable circumstances means the outbreak of COVID-19, which forced governments around the world to impose strict quarantine measures, which meant that regular stores had to be closed and consumers had to stay at home. This contributed to the growth of online retail as people shopped online.

Due to the fact that in some parts of the world there are still strict rules regarding personal purchases, sales through e-commerce will grow this year, albeit at a slower pace, and in the coming years the growth will slow down.

Despite the drop-in growth rates, the share of e-commerce in retail sales (Oberlo, 2022) is expected to increase. In 2022, this figure is projected at 20.3 percent, and by 2025 it will increase to 23.6 percent.



Fig. 1. Retail Ecommerce Sales Worldwide from 2020 to 2025

Source: (Cramer-Flood, 2022).

While the world e-commerce turnover in 2020 is estimated at \$4.2 trillion, in Ukraine the total amount of physical goods and services purchased by ukrainians on the Internet in 2020 reached \$3.8 billion.

A year ago, EVO Business (2020) predicted e-commerce growth in 2020 in Ukraine at 15%, but the pandemic has significantly adjusted it. Many new players have appeared online – from mini-productions to coffee shops. Now almost 9% of all purchases in Ukraine are made online – on marketplaces, in online stores and social networks.

This development of the e-commerce market is quite expected, as it is really profitable and convenient for the buyer, not to mention saving budget and time.

With the help of websites companies and shops solve such problems as:

- presenting yourself in the network, informing the public;
- expanding the potential audience of consumers;
- fast processing of orders and increase of sales;

- minimization of advertising costs;
- search for new customers and business partners.

For the customer, an interactive store can offer a much larger number of goods and services, and provide a much larger amount of information necessary to make a purchase decision.

It can also be noted that the creation of an online platform can not only solve some problems, but also significantly increase the competitiveness of the business. Since in comparison with the usual store, the sales territory of which is limited to the population of the city or district, the coverage area of the online store increases to the entire region or even the country.

The urgency of creating web-sites has led to the creation of a number of special systems that allow not only to create sites in a fairly short time, but also to manage the content of this site using a special panel.

Content Management Systems (CMS) is a software that allows you to publish and change information on the site by yourself, without the involvement of developers. Instead of creating your own system for creating web pages, storing images and other features, an out-of-the-box content management system handles all of these things for users so they can focus on the more important things of their websites.

This method of website development is truly considered to be one of the most convenient and practical. Flexible system of settings, possibility of editing the CMS itself or its separate elements, ease of adding and changing content – all these features have made website development on the basis of CMS really effective.

The content management system solves the following tasks:

- allows to create any number of sections and subsections;
- automatically builds the menu and site map based on the structure;
- gives access to direct editing of HTML code for specialists;
- allows to manage lists, font styles, that is, provides all the features of modern text editors;
- automatically optimizes media for placement on the site;
- allows to edit meta tags and page titles;
- allows to connect additional modules for different pages of the site.

The experience of implementing an online store based on CMS supports the above, because developing a website on CMS is really much easier, faster and cheaper than ordering an engine from a team of programmers. The easy-to-use interface allows you to launch a store in the shortest possible time and get the first sales within a week. With these systems there will be no difficulties if need to install additional functionality, or there is a need to redesign the project. Specialists are always easy to find, and their services will be cheaper than when working with unfamiliar code.

Nowadays, the Internet has become one of the main tools for doing business.

This is due to both the popularity of the Internet and its advantages for conducting commercial activities. The presence of a trading company on the Internet is necessary for successful competition in today's environment. Thus, e-commerce is one of the most important markets for goods and services, and CMS has become an effective way to quickly join the e-business, because it greatly simplifies the process of promoting services, doesn't require significant investment and certainly leads to a significant reduction in labor costs, reducing information processing time and generally increasing the efficiency of the company.

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