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Development of Small and Medium Trade Enterprises in Russia and Monotowns and Worldwide in the Digital Economy

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ABSTRACT

The article focuses on the main current problems of the small and medium-sized trade enterprises in Russia in monotowns and worldwide in the conditions of the digital economy. The authors analyze the international experience and elaborate the recommendations for the effective management of the enterprises in Russia.

Keywords: Management, monotown, economics, enterprise, small enterprise, medium enterprise, efficiency methods, trade, Russia, digital economy.

A monotown is a settlement, the main part of the able-bodied population of which works on one or several (few) town-forming enterprises, usually one profile. In monoprofile cities, the vital activity of the bulk of the population directly depends on the functioning of one large enterprise. This dependence often leads to a negative change in people's living standards due to instability in the work of the town-forming enterprise.

Inhabitants of single-industry towns are unable to compensate by themselves for the consequences of the economic crisis. In Russia, the appearance of single-industry towns was particularly large due to the Soviet planned economy. The impact on the well-being of the inhabitants of “city-factories” was inflicted during the period of privatization. The fact that for years was produced at large enterprises of the Union, suddenly became unnecessary and superfluous in democratic Russia, orders ceased. Hundreds of thousands of working people were left out of work. The majority of single-industry towns were depressed zones, their residents began to leave their homes and moved to work in more prosperous regions. According to the latest data of the Expert Institute, about eight hundred settlements are inhabited by monocities in Russia, about 25 million people live in them.

We can recognize the “city-plant” on two grounds. The first - the share of workers in one enterprise of people is not less than 25 percent of the total population of the city. The second - the volume of production of the town-forming enterprise is not less than 50 percent of the entire share of the production of the settlement. The government of Russia has compiled detailed passports of mono-profile settlements, they include more than two hundred indicators. The Ministry of Regional Development has identified four categories of mono-cities in terms of depressiveness. The first category: the economic crisis affected these settlements, but the situation in them remains stable. The state of affairs in these “city-factories” will be closely monitored in order to react in time when resources are exhausted.

The second category: the city-forming enterprise experienced temporary difficulties, which are connected with the crisis. The Ministry of Regional Development refers the enterprises of the car industry here, work with these plants has already begun. The third category: the city-forming enterprise has serious problems, low labor productivity. This requires serious support of the state, attraction of loans, so that the plant again entered the market and developed. The fourth category: modernization of production does not solve the problem of the main enterprise. The state together with the owner will make a decision about re-profiling. If there is no other way out, the residents will move to other cities. The solution of this problem can be found in the development of the small and medium-sized trade enterprises in the monocities in the conditions of the digital economy.

The digital economy is an activity directly related to e-commerce, which includes: services for the provision of online services, online stores, information sites that earn on advertising and other activities. One of the main directions of the digital economy is the quick and easy provision of services via the Internet. The undoubted advantage of the digital economy is that consumers can receive products at lower prices. For example, an electronic version of a new novel can be 25-50% cheaper than buying a printed copy of a book. Similarly, music fans can purchase the latest releases from their favorite artists much cheaper than buying them on standard media. By analogy with purely digital products, you can give examples of savings when shopping in online stores, where the price is almost always lower than in offline stores.

Modernization of traditional manufacturing industries and service industries, organization of trade and procurement procedures, related financial and logistical operations, changing consumption patterns against the background of the penetration of information technologies and the digitization of economic processes creates the basis for the formation of new markets and new conditions for the functioning of the market, as well as new approaches to analytics, forecasting and decision-making. Formed as a result of modernization of the economy, “large data”, along with the technologies of their analysis, become

one of the leading assets of the state, business and civil society. At the same time, the absence of physical boundaries in the digital space provides access to a significant array of such data to numerous participants in the global economic space [1-9].

According to the forecasts of the American consulting company BCG, by 2035 the volume of the digital economy in the world will reach \$ 16 trillion. Today in Europe, its share in GDP exceeds 5%, in the US - 6%. The contribution of digital technology to the UK's GDP reaches 12%. In China, the level of digitalization is higher than the level of the economy as a whole - the Internet accounts for more than a third of the country's GDP. The digital economy of China is considered to be a group of "beginning leaders". Russia is on the 39th place in terms of the level of development of the digital economy. According to the Russian Association of Electronic Communications (RAEC), the share of Russia's digital economy in 2016 was \$ 75 billion, or 2.8% of the country's GDP. The most part (84%) falls on the sphere of consumption: Internet commerce, services, online search and offline purchases [10].

Let's consider the use of crypto currency in different countries. To date, there are no laws regulating the domestic turnover of crypto currency, but there is also no strict ban on it. As a result, the question of the legality of bitcoins around the world remains controversial due to two main reasons: the inability to tax settlement transactions in the crypt, and also ensuring the level of anonymity of transactions, where criminals and criminals can make various purchases of all kinds of goods and remain at the same time undisclosed. The attitude of states to this type of currency is very different. Many countries welcome its use, but there are also those that are trying to create tools for regulation and limiting bitcoin's turnover. States in which the currency system bitcoin is not defined as illegal:

- in the United States bitcoins are considered as a business, not as an independent currency, and they impose certain obligations and taxes on those who use it. Due to this, it is defined as a valuable asset that has its value. The US government began work aimed at using bitcoins for illegal purposes;
- Canada welcomes the use of digital currency and regards it as a profitable revenue generated through transactions;
- the government of Great Britain decided to give a chance to digital currency to take a place in the economy of the kingdom and tries to find ways to regulate and establish control over the exchange of crypto-currencies, to create conditions for preventing the use of the instrument for illegal purposes;
- in Finland and Belgium, transactions with bitcoins are treated as ordinary financial transactions not subject to taxation;
- in Germany, the use of a digital currency is considered legal and is subject to taxes, the rate of which depends on the nature of the activity.

As a result, it can be stated that the states of the Anglo-Saxon bloc (the Atlantic Wing of the GP) and some European countries under its administration, stimulate the development of KV, even regulating their turnover by legislation, which leads to the thought of a possible transition to the calculations in these units in the near future with the gradual abandonment of traditional currencies. States that prohibit the use of

bitcoins that limit or consider this type of currency illegal:

- In Russia there was an active struggle against the turnover of this crypto currency. Bitcoins were considered illegal means of payment, which should not be used as a repayment of obligations. However, in the middle of 2017 the question of legalization of the crypto currency was raised.
- Iceland has strict control over the outflow of currency outside the country, so this species carries a risk to such a monetary policy - bitcoin is there under prohibition;
- In Vietnam, the use of crypto currency is positioned with money laundering, therefore it is considered illegal;
- Ecuador also regards bitcoin negatively and considers it illegal, the state has developed its own digital currency;
- In China, there are some restrictions on the use of crypto currency, but at the same time China's bitcoin market is recognized as one of the largest in the world;
- In France and India, the law on the use of crypto currency is currently under development [10].

Since in the economy of a new way, electronic technologies and services become key factors in economic activity, as well as digitally presented volumetric, multidisciplinary data, processing and analysis of which allows, in comparison with traditional forms of management, to significantly improve efficiency and quality in the production and consumption of goods, works and services, as well as in management procedures, those countries whose economy is based on the most advanced electric power have a competitive advantage technologies and services, including “large data” analysis technologies and prognostic technologies.

The regulatory measures typical for the traditional economic order will not always be effective in the global virtual digital environment and can create difficulties for inclusion and full participation in the digital economy processes for Russian business and (or) citizens [10]. Compliance with national interests also lies in the creation and implementation of a system of priorities for electronic technologies and services based on domestic developments.

An important aspect of the functioning of the digital economy is the provision of information and economic security of the state and business, the protection of personal data and the inviolability of the private lives of Russian citizens in the digital space. The program of development of the domestic digital economy is also socially oriented, strives to promote in every way possible the creation of new opportunities for improving the lives of all social groups of the population. The program for the development of the digital economy of Russia presupposes the realization of the potential of a new economic order for national prosperity with the full participation of the state in building a new global economic ecosystem [1-9].

Now let's analyze the main development trends of the economy of Russia. According to the statistical data, the economy of Russia in recent years had the following trends. Since the second half of 2016 there have been signs of economic stabilization. During the first seven months of 2017, recovery growth was observed in virtually all sectors. In 2017, the main factors that make a positive contribution to GDP growth will be the restoration of inventories (0.7 pp), the growth of investments in fixed assets (0.9 pp) and the recovery of consumer demand (1.2 pp). Since the second half of 2016 there have been signs of

economic stabilization. During the first seven months of 2017, recovery growth was observed in virtually all sectors. In 2017, the main factors that make a positive contribution to GDP growth will be the restoration of inventories (0.7 pp), the growth of investments in fixed assets (0.9 pp) and the recovery of consumer demand (1.2 pp.). In 2018 - 2020 the impact of changes in inventories of material and negotiable funds will decrease as a result of the gradual weakening of the actions of post-crisis factors.

The main factor of economic growth will be the revival of investment activity, mainly due to the increase in the role of private business, including through the implementation of measures by the Government of the Russian Federation for the implementation of the Program for concessional lending to small and medium-sized businesses, the development of project financing and the creation of an effective mechanism for public-private partnership on the principles of “ infrastructure mortgage”. The contribution of the growth of investments in fixed assets to GDP growth will gradually increase from 1.0 pp. in 2018 to 1.3 pp. 2020 [1-7]. In 2017, growth is expected to accelerate in almost all types of activities. The exception will be agriculture due to less favorable weather conditions than last year, and activities with a high proportion of budgetary financing. The greatest contribution to GDP growth in the period 2017 - 2020 will make manufacturing, construction, wholesale and retail trade.

Table 1
Dynamics of the main types of economic activity (growth rates of added value) (%)

	<i>2016</i>	<i>2017 estimate</i>	<i>2018 forecast</i>	<i>2019</i>	<i>2020</i>
Agriculture, hunting and forestry	3,6	0,6	-0,1	0,7	1,5
Mining	0,3	2,5	1,4	1,9	2,0
Manufacturing Processes	U	2,0	2,9	2,8	2,8
Production and distribution, electricity, gas and water	2,6	1,5	1,9	1,6	1,7
Construction	-4,2	4,2	4,6	5,3	5,4
Wholesale and retail trade	-3,1	2,1	2,2	2,0	1,9
Transport and communication	0,4	1,8	1,9	1,7	1,6

Source: [1].

In the forecast period, the maximum growth rates of retail trade turnover in the three variants of the forecast are expected in the Republic of Dagestan (the base variant is 104.3% and 104.6% in 2019-2020, the target variant is 104.7%, the conservative variant is 103, 6% and 103.9%). In 2018, according to the conservative variant of the forecast, the volume of retail trade turnover of the previous year will not be achieved in the Russian Federation, by 2020 their number will be reduced to 4. Under the base variant of the forecast, the number of such regions will decrease over the same period from 7 to 3. According to the target variant, the number of such regions will decrease from 2 to 1 (the Republic of Ingushetia - 91.9%). With the establishment of market relations in the Russian economy, the main problem for industrial enterprises was the problem of managing commercial activities. Despite the fact that the emergence of the first teachings on commercial activity falls at the beginning of our era, domestic economists attached importance to this issue only in the mid-90s of the twentieth century.

Small and medium-sized businesses have an important economic and social function, as a channel for marketing the output of small and medium-sized producers of consumer goods, primarily food products,

and agricultural producers. Small and medium-sized businesses are also often the first to start selling new products whose manufacturers have not yet reached the necessary scale to create a broad distribution and exit to retail chains. Thus, the presence of a sufficiently large number of small and medium-sized trade enterprises and their entrepreneurial initiatives seriously stimulate the development of domestic production.

To ensure a stable growth of domestic production, both stimulation of domestic demand and the maximum expansion of all possible channels of retail sales are required. The second task is carried out by the construction of multi-format retail trade, where the manufacturer, regardless of its size, can take advantage of different sales opportunities. The same is in the interests of consumers who use 6-7 trade formats in developed countries, whereas in Russia this indicator is often at the level of 2-3 trade formats, which indicates that consumer comfort is not enough.

It is also necessary to take into account the specifics of consumer behavior in Russia, especially with regard to food purchases. According to a study conducted by the Ministry of Industry and Trade of Russia, about 60% of Russian consumers buy food every day or every two days. This frequency of purchases is the most comfortable for them. On the one hand, this gives a unique chance to develop local agricultural production and fresh food production, since a consumer with such a frequency of purchases wants to purchase the freshest goods, and not make purchases of products with long storage periods for future use.

On the other hand, the retail infrastructure should be adapted to ensure the comfort of everyday purchases of food [1]. At the same time, it should be taken into account that the proximity of retail facilities to the place of residence and work of the consumer increases the consumption of fresh perishable food, especially agricultural products, which is extremely important for both balanced nutrition and increasing demand for this product and, accordingly, increasing its production.

The main emphasis should be placed on the development of a “step-by-step” trading infrastructure in all retail segments aimed at selling fresh food and locally produced agricultural products. These are primarily small trade formats (including small shops, non-stationary and mobile commerce, branded trade of local and regional food producers, fairs, agricultural markets). For the development of small trade formats, minimum investment and capital expenditures of business entities are required to start trading, which is extremely important, especially in the current economic situation. Accordingly, it is possible to mobilize these sales channels in the shortest possible time, giving impetus to the development of local small and medium-sized food and agricultural products. This task is especially important in the light of fulfilling the tasks of import substitution of consumer goods of foreign production by domestic counterparts [1].

At the same time, we should especially note the contribution of trade to the overall development of entrepreneurship in the country, since it is often trade that is the first (“starting”) type of business for many entrepreneurs. In this regard, the real possibility of creating and using a low-cost, in terms of initial investment, retail infrastructure, including markets, fairs, non-stationary and mobile commerce, is especially important. This will allow you to start a business with a minimal investment from the side of the business entity.

The trade sector plays an important social and economic role not only at the level of the country as a whole, but also at the level of each region. The level of trade development is not uniform across the various territories of the Russian Federation. This is expressed both in the price level, in the provision of the population with retail space, the product range, that is, in terms that directly relate to the trade

sector, and in the level of development of the transport and logistics infrastructure, the availability of local producers and other parameters that influence the development of trade in the region. At the same time, for many regions, trade is the basis of the economy. In addition, the development of trade formats is very heterogeneous across Russia. For example, the share of Moscow and St. Petersburg accounts for about half of retail space in hypermarkets, supermarkets. Other 30 million cities account for another 30%. Thus, the remaining residents, who make up 75% of the country's population, account for one-fifth of the area of such facilities. At the same time, remote and inaccessible territories of the Russian Federation often experience an acute shortage of retail facilities (up to their complete absence).

According to the results of the analysis of the development of trade in the Russian Federation and foreign countries, Russian retail trade shows a significant gap from the developed European countries in terms of trade space, as well as the share of distance trade in the total trade turnover [1]. Experts believe that SMEs have all chances to develop their business abroad. But to increase exports, the internal and external infrastructure for supporting small companies needs to be improved. According to the Federal Customs Service of Russia, the number of exporting companies among small and medium-sized businesses (SMEs) is growing at a good pace - in three years their number has increased by 1.5 times.

If in 2013 the country had about 10 620 export-oriented enterprises of the SME sector, by the beginning of 2016 the number of such companies had increased significantly and amounted to 16,198 enterprises. According to representatives of the Ministry of Economic Development of the Russian Federation, the steady growth of export-oriented small and medium-sized enterprises is ensured by the establishment of state institutions for the support of small and medium-sized enterprises (SMEs), as well as state support programs to develop export potential among small and medium-sized businesses.

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Owners of small companies can rely on guaranteed assistance from the state, both in case of complications related to ignorance of the culture and laws of another country, and in the case of prompt receipt of all the necessary information inside to begin to take the first steps abroad. "It is important for the owner of a small enterprise to understand that he is not alone and will help him to resolve issues with doing business in a foreign country, and also to know who can be contacted online for help on the spot.

So, since 2015 the Russian Export Center (JSC), established in the structure of Vnesheconombank (GK), has started operating. A "single window" has been created to provide financial and non-financial measures to support exports, which can be used by small and medium-sized companies, "the ministry spokesman said. According to him, having applied to the Russian Export Center, the exporter will be able to obtain the necessary level of support for his projects in the field of foreign economic activity through a unified mechanism that ensures the coordination of efforts of all elements of the state system of export support: from financial institutions, relevant ministries and departments, public services to trade representative offices of the Russian Federation in foreign states [8].

“One of the priority projects of the Ministry of Economic Development and Trade of Russia jointly with JSC” REC “is the opening of trading houses abroad, and the opening of the first trading house in Kazakhstan was opened at the end of May 2016. Trade houses in Argentina, Vietnam, Iran, Tajikistan have already been opened. the opening of trading houses in South Africa and China, “he added. Experts of the Russian Export Center consider that a significant part of companies-exporters of the SME sector is concentrated in the Russian regions. Therefore, it is necessary to develop and increase export potential first of all there.

“We plan to actively expand our regional presence both through the creation of our own representative offices and using the capabilities of regional chambers of commerce and industry and other components of the regional infrastructure.” Recently, with the colleagues from the Ministry of Industry and Trade, the territorial bodies of the ministry began to redirect to work in the export direction and depart from such basic decisions on the issuance, say, of export licenses” - the REC employee noted. According to him, now the system is being tested, which involves receiving all services for export development, including public services, directly on the spot. The REC provides non-financial support in the regions both directly and through regional export support centers, of which there are currently 37 in Russia.” According to the regional infrastructure, more than 10,000 companies from the SME sector applied to us last year alone, which indicates a possible significant increase in the coverage of the REC’s clients in case of a shift in the focus to the regions. Already, for the regions, the provision of REC services via the Internet is taken into account, soon the system of the exporter’s personal cabinet should be earned on the REC portal, “explained at the Russian Export Center [8].

However, experts of the Ministry of Economic Development are inclined to believe that the major share in the export of goods today falls on metropolitan metropolitan areas - Moscow and St. Petersburg, which perform intermediary functions: “We would like to note that so far the contribution of the majority of the constituent entities of the Russian Federation to domestic exports has been small and does not correspond to the potential that Russian enterprises have today.” If we talk about the positive dynamics of implementing export support measures at the regional level, we can note the Republic of Tatarstan and the Krasnoyarsk Territory.

By results of 2016 in Tatarstan 55 export contracts for delivery of construction mixtures and electrical insulating materials were concluded. And in the Krasnoyarsk Territory, 39 export contracts were concluded for the provision of tourist services, the supply of confectionery and electrical equipment, “the department stressed. Interviewed experts note that while the largest export potential of small and medium-sized businesses has in the industrial sector. Thus, according to representatives of the REC, the most promising areas for export are the chemical industry, engineering and energy saving projects.

“Despite good prerequisites in the industrial sphere, we have an opportunity to show ourselves in other sectors.” At present, sustainable development is observed in the agricultural sector, in timber processing, and food exports have shown good dynamics. in the field of IT and tourism, “- noted in the Russian Export Center [8]. Nonna Kagramanyan, Vice-President of the All-Russian Non-Governmental Organization “Business Russia” Nonna Kagramanyan believes that in the current economic situation, the most priority field for development abroad is automobile, agricultural and railway machinery, as well as aircraft construction.

“Prospective customers for small and medium-sized companies in the field of industry can be China, India or Brazil, they are inclined to Russia favorably from the point of view of business and are the most convenient countries to enter the market.” Today there is active communication and information exchange on doing business on business forums from both Russian entrepreneurs and businessmen from the SCO and BRICS countries shows that there is a mutual interest and an opportunity to organize the most fruitful deliveries of their products in the “said Kahramanyan [8]. According to REC studies, in foreign countries the share of SMEs in exports is more than 30%. In Russia today, this figure is barely close to 1%. This indicates the under-utilized potential of Russian small-scale exporters.

“Despite all the prerequisites for increasing the export potential among SMEs, there are a lot of barriers that are encountered in the way of small and medium-sized businesses.” First, trade and administrative barriers in other countries for small export companies. “Second, strict visa regime, incomprehensible system of trade preferences and the absence of a free trade area in many countries makes it difficult to do business and frighten owners who have already learned the rules of the game on the domestic market and are well aware of the behavior of the Russian consumer”, - Vice-president of the non-governmental organization” Delovaya Rossiya “Nonna Kagramanyan [8] shared her point of view.

In her opinion, the issue of financing and monetary optimization is also quite acute - both through the active support institutions jointly with the banking organizations, and in general in the external space. Owners of small companies can not always accurately calculate the amount of entry and costs for a foreign market, as well as anticipate all emergencies that can occur with business in a foreign country. The majority of entrepreneurs consider it risky to request bank credit for development abroad to ensure the company’s current turnover or real estate [8].

“Business, as a rule, needs a certain router that will contain step-by-step instructions “where to go”, “what are the optimal financing mechanisms”, “where to take the primary analysis of the sales market”, “what entry points are most acceptable in this country “and so on It is desirable that the entrepreneur receive all the services in one place. Although there is still confusion, there are many organizations that duplicate each other,” - said Cahramanyan.

Russian President Vladimir Putin at the end of October 2016 instructed Prime Minister Dmitry Medvedev to increase the threshold of foreign trade transactions from the current \$ 50 thousand to \$ 100 thousand, thereby facilitating the issuance of transaction passports in the conduct of foreign economic activity. It is expected that the measures should be taken before February 1, 2017. However, earlier the Central Bank, on the contrary, planned to lower the threshold of the amount, after which foreign trade transactions must pass through strengthened regulation, from \$ 50 thousand to \$ 25 thousand.

Head of the Chamber of Commerce and Industry of the Russian Federation Sergey Katyrin believes that the complete cancellation of the passports of the transaction will be the driver of the growth of small and medium-sized businesses, oriented to export. “It takes a lot of time to issue a passport for the transaction, it requires a lot of documents and additional financial costs, which is especially sensitive for small enterprises.” If this decree is canceled, it will be possible to effectively stimulate small and medium-sized businesses for export development abroad, “said Katyrin [8].

Also, since we are talking about exports, that is, the currency is not transferred abroad, but, on

the contrary, goes to the country, then, according to the business community united in the Chamber of Commerce and Industry of the Russian Federation, there is no special need for a passport in the passport. In extreme cases, it is possible to significantly increase the amount of the contract, under which the obligations for the passport of the transaction are entered, for example up to \$ 500 thousand, since for small and medium-sized enterprises contracts of such value are more an exception than the rule [8]. The main problem of small trading companies is caused by a lack of financial resources. Most of Russian entrepreneurs note significant difficulties with attracting financing both at the start and during the development of business.

Russia did not have a solid idea of the financial security system, although starting companies can get support from the Small Business Development Fund, such as business incubators and other funds. Banks, in turn, do not benefit from working on this segment of the credit market: very high risks, ill-founded business plans, not high liquidity of collateral. Small businesses try not to resort to borrowed funds because of high interest rates and lack of collateral. The unstable economic situation in the country makes it difficult to reliably estimate the demand for the company's products until recently, even in the short term. It is quite difficult for a beginner to get a loan. Therefore, it is necessary to improve the mechanisms of financial support for such firms, it is supposed to divide the risks between the state and commercial banks [3].

To the factors limiting the activity of organizations wholesale trade, it is possible to carry the following:

1. inadequate effective demand;
2. high level of taxes;
3. lack of own financial resources;
4. high interest rates;
5. lack of storage space;
6. lack of necessary equipment;
7. lack of information support.

Taking into account the observed economic situation, progressive negative trends and unfavorable projections wholesale trade enterprises, we can talk about a possible further slowdown in the rates of economic growth in the industry under consideration.

New form of trade for small end medium trade enterprises is electronic commerce. Electronic commerce, constitutes a significant institution of the digital economy, penetrates into more legal relationships that develop in the sphere of trade, and covers all range of relationships - direct interaction of consumers with consumers (C2C), interaction of sellers with consumers (B2C), interaction between entrepreneurs (B2B), interaction of business and government in electronic form (B2G), etc. UNCTAD estimates that the global turnover of e-commerce in 2015 was \$ 22.1 trillion, which means an increase in e-commerce by 38% compared to 2013. The above statistics reflect the role of electronic commerce in the current conjuncture of national and world markets. The given data not only testify to fast rates of growth of electronic trade, but allow to assume that the economy which will not be able to join the new system of economic relations, in the coming years will be much inferior in development [10].

At present, the Russian national market estimates the amount of electronic commerce in 2015 at

around 550 billion US dollars in the B2B and B2G sectors and 760 billion rubles in the B2C sector. At the same time, research results for 2015 show that, despite a noticeable decline in the average indicators of procurement activities of companies, in 2015 the volume of the Russian e-commerce B2B market showed about 10% growth. At the same time, the key factors of market growth include the increase in the share of purchases conducted in electronic form, including the largest corporate customers.

Objective indicators of competitiveness of corporate purchases were also characterized by positive dynamics. At the moment, Russia has more than six thousand electronic B2B trading platforms and six federal electronic trading platforms B2G. The number of companies participating in electronic trading is estimated at approximately 1.2 million. The market operates according to various estimates from 40 to 45 thousand online stores. The above indicators for the Russian electronic market B2C, B2B and B2G reflect the positive economic effect of electronic commerce recognized by the world market, due to a significant reduction in costs for conducting trading operations, problems associated with the disadvantaged geographical position of entrepreneurs, and favorable conditions for establishing direct contractual relations between customers and suppliers, sellers and consumers [10].

In order to successfully compete in the market in such conditions are including micro, small and medium enterprises (MSMEs), which contributes to the emergence of new entrants and, ultimately, driving the growth of the national GDP. The development of electronic commerce, therefore, creates favorable conditions for development of the domestic production market in Russia, as well as to improve the competitive environment and the overall business climate in the sphere of trade. At the same time, the volume of e-commerce in Russia and the consequent degree of development of e-commerce technologies, primarily in the B2B and B2G sectors suggests the possibility of a full-fledged participation of Russia in international economic exchange in the electronic marketplace, which will still stimulate the growth of production, and create conditions for increasing the state's revenues associated with the export-import activities of Russian business [10].

Recognition of development prospects related to e-commerce was reflected in a number of previously adopted strategic documents of the Russian Federation. The Long-Term Social and Economic Development of the Russian Federation for the period up to 2030, prepared by the Ministry of Economic Development and approved by the Government of the Russian Federation, indicates that the growth of labor productivity in trade and some other sectors will be provided by the transition to new forms of production, such as Internet commerce and other types of electronic services. The creation of conditions for the development of companies working in the field of electronic commerce is provided for in the text of the Concept of Long-Term Social and Economic Development of the Russian Federation for the period until 2020, approved by the Order of the Government of the Russian Federation of November 17, 2008 no 1662-p [10].

The importance of the harmonious development of electronic commerce is also emphasized in the draft Strategy for the Development of the Information Society in the Russian Federation for 2017-2030. To implement the national interests of the state when creating a digital economy, the strategy provides for the use of mechanisms, aimed at protecting citizens from counterfeit products, developing legislation on the protection of competition, the alignment of tax conditions for Russian and foreign companies, creation of a payment and logistics infrastructure for Internet commerce, transparency of cross-border payments, and ensuring the protection of consumers' rights on the Internet [10].

The strategic task of the state is the development of a set of measures to implement special technical and organizational measures to support exporters in the B2B, B2G and B2C sectors; formation of separate regulation in relation to the activities of electronic trading platforms, rights and obligations and ways to protect the legitimate interests of participants in electronic commerce, taxation, electronic settlements, electronic document management in the field of import and export customs procedures; development of international dialogue in this area to ensure parity conditions for trade and economic cooperation [10].

The role of electronic commerce in the development of the national and world economy, in turn, makes it necessary to set the task of developing statistical indicators and appropriate methods of calculation and analysis to assess the development of electronic commerce in Russia.

In order to conclude, the small and medium trade enterprises in Russia develop new forms of trade, one of which is electronic commerce. The development of Internet, international cooperation in the conditions of the globalization and the digital economy created new possibilities for business for the future growth.

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