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E-COMMERCE IN A MODERN BUSINESS SYSTEM

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ABSTRACT

It is no exaggeration to say that the widespread introduction of modern information and communication technologies in our economy, in turn, has brought the interaction between consumers and producers to a new level. Today, the country has introduced and effectively used interactive services for customers in the banking sector through electronic payments, the global Internet and mobile communications. It provides a sufficient basis for the effective use of electronic payments and e-commerce opportunities by businesses, including small businesses and entrepreneurs, in the course of their activities, strengthening their competitiveness and achieving high economic results. The article discusses e-commerce opportunities and their importance in the modern business system.

KEYWORDS: *Small Business And Entrepreneurship, A Global Network Of Internet, E-Commerce Opportunities, The Consumer.*

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