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## **CUSTOMIZATION OF BUSINESS PROCESSES IN ELECTRONIC TRADE**

*Abstract. The article explores the growing role and directions of customization of e-commerce business processes in the modern digital landscape. This is a description of the use of artificial intelligence and blockchain technology in the management of business processes in companies. Attention is focused on the personalization of the company's interaction with customers through various channels. Key areas and risks of customizing business processes in e-commerce are identified.*

The development of business process management in e-commerce is an integral part of the strategic development of companies in the digital age. E-commerce is constantly evolving, thanks to the advent of digital technologies and the changing needs of consumers. According to forecasts, global sales in the e-commerce segment will exceed eight trillion dollars by 2027 [1]. Such market volume dictates requirements for constant transformations and improvement of business process management. Customization of e-commerce business processes based on artificial intelligence and blockchain is becoming increasingly important for companies, as they strive to be unique in the competitive market and improve the experience of their customers.

A review of the management experience of e-commerce enterprises allowed us to form a number of areas where business processes are customized based on digital technologies:

1. Using a single data platform to bring together customer information from all channels, including websites, mobile apps, brick-and-mortar stores, and social media.
2. Application of artificial intelligence (AI) and machine learning (ML) for better understanding of customer needs, creation of dynamic content and targeted marketing campaigns.
3. Using cloud technologies to scale and adapt business processes.
4. Using automated solutions to perform routine tasks such as order processing, customer service and marketing.
5. Ensuring compliance with security and other data privacy laws.
6. Focus on creating a positive and personalized experience for customers at all stages of product management. Implementation of new technologies such as augmented reality (AR), virtual reality (VR) and voice interface.

Research and to improve the customer experience. Optimization of logistics processes ensures [3]:

- fast and accurate delivery of goods, which positively affects customer satisfaction,
- reduction or optimization of delivery costs
- -increasing the competitiveness of the electronic trade enterprise on the specified market.

Thus, the cloud platform ensures the stability of online business, gives the enterprise access to flexible and innovative functions that can help develop and transform online business

processes. To make the online store unique and attractive to customers, entrepreneurs implement various chatbots to speed up customer feedback, personalization; powerful analytical tools, etc.

Today, the power of artificial intelligence and big data analysis allows optimizing the productivity of personnel in various processes of managing an online store. As a rule, managers always pay attention to customer interaction and conversion rates. With the use of various types of artificial intelligence, employees who are responsible for business processes have the opportunity to quickly process information. Advanced tools allow you to create more personalized offers and loyalty program recommendations for consumers. Analysis methods based on artificial intelligence allow you to reduce the time for testing and experiments with new ideas, without risking the stability of the e-commerce enterprise.

The company's national marketplaces, such as Rozetka, Prom.ua, as well as global giants such as Amazon, actively use artificial intelligence tools to attract the number of customers, increase sales, improve service quality, and help companies make more informed decisions [3].

With the help of a cloud platform and management tools, an e-commerce company can get a number of advantages:

- 1) flexibility, which allows you to easily configure and scale the store according to product categories or other needs;
- 2) innovation: you will always have access to the latest technologies and functions.
- 3) Security against cyber attacks and software product failures.
- 4) development and improvement of online business processes without restrictions.

In today's digital world, where technologies are developing rapidly, the protection of confidential information in cloud services requires strengthening protection against cyber attacks.

At the same time, the protection of intellectual property becomes an extremely important strategic goal for companies in any industry [3]. In favor of strengthening the data protection strategy in the management of business processes that meet digital global challenges, the facts of legal disputes between large technology companies regarding patent rights and licensing testify. Examples of intellectual property infringement were the court case between Apple and Samsung regarding the infringement of mobile technology patents. These violations affected the design and interface of the devices, which caused significant legal consequences for well-known companies: Apple accused Samsung of copying the design of the iPhone and iPad [4]. Such a violation led to a lawsuit and millions in payouts for the company.

The struggle for the loyalty of the target audience of consumers requires managers of e-commerce enterprises to pay attention to the advertising content of brands in social networks, to generate new approaches and activities in interaction with consumers, clients, and stakeholders. Marketers are leveraging social media data (90%) to gain a competitive edge. This data provides insights into competitor strategies, brand loyalty, product strengths and weaknesses, allowing marketers to identify new business opportunities (86%). Facebook remains the dominant platform for both marketers (83%) and consumers (60%) for audience reach and competitive analysis. Instagram follows closely as the second favorite platform for both parties [5].

Overall, businesses should carefully weigh the risks and benefits of customizing business processes before making a decision. In some cases, the benefits may outweigh the risks, but it is important to be aware of the potential challenges involved.

Keep your customizations as simple as possible. The more complex your customizations, the greater the risk of problems. Document your processes carefully. This will make it easier to maintain your processes and train new employees. Test your processes thoroughly before deploying them. This will help to identify and fix any errors before they can cause problems.

Monitor your processes closely after deployment. This will help company to identify any problems and make adjustments as needed. In times of war, communication with customers and

internal staff becomes crucial. Business management must ensure effective information interaction and readiness for functional changes among team members.

Businesses should develop clear and concise communication plans for both internal and external stakeholders. These plans should outline how the business will communicate during a crisis, including what information will be shared and how often.

Employees should be trained on data security protocols and how to identify and report potential threats. They should also be aware of the business's communication plan in case of an emergency [2, 3]. This plan should include steps for recovering data, restoring operations, and communicating with customers and stakeholders.

Conclusions. Digitization of business processes and stimulation of transformations in the system of cashless operations provide personalized offers to consumers, provide an opportunity to monitor the delivery of orders in real mode, analyze purchase history, conduct express surveys of consumers, etc. This requires significant financial investments and investments to ensure business security. Cloud tools, blockchain opens up opportunities to generate innovative solutions for e-commerce enterprises.

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