DISTINCTIVE CHARACTERISTICS OF DIGITAL PLATFORMS USED IN INTERNATIONAL TRADE

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Abstract: *The creation of modern digital platforms serves to increase the volume of international trade. In recent years, a lot of attention has been paid to the creation of digital platforms serving international trade. For a long time, the digital platform owned by Microsoft was the only digital platform internationally. However, later, Apple, Amazon, Neftlix, Alibaba, which are considered world giants in the field of information technology, created their own digital platforms.*

Key words: *Digital platforms, Apple, Amazon, Netflix, Alibaba, E-commerce giants, Digital transformation.*

The creation of modern digital platforms serves to increase the volume of international trade. In recent years, a lot of attention has been paid to the creation of digital platforms serving international trade. For a long time, the digital platform owned by Microsoft was the only digital platform internationally. However, later, Apple, Amazon, Neftlix, Alibaba, which are considered world giants in the field of information technology, created their own digital platforms.

I. According to Muti, digital platforms should have the following features:

- ability to perform one or more critical functions in a certain field;
- ability to set certain standards and influence decision/product structure;
- be open or semi-open to others in order to rely on development opportunities through network cooperation;
- to allow the participation of complementary companies (providers of goods and services) and competitors in the development of the platform[1].

Falling prices for computers and mobile phones have made it easier to connect to the Internet and lead to the growth of the digital economy. This, in turn, created the basis for the development of international trade based on digital platforms. An increase in the volume of trade with these goods will serve to expand the scope of introducing digital technologies into the economy.

The use of digital technologies such as the Internet of Things, artificial intelligence, allows companies to track and deliver time-sensitive goods (perishable food, clothing, medicine, intermediate goods for the global value chain) in real time.

According to the conclusion of the experts of the International Trade Organization, the implementation of new digital technologies will lead to an increase in the volume of trade of more contract-intensive goods. Here we are talking about complex non-standard machines and equipment (transport equipment, electronics, equipment for scientific laboratories).

It should be noted that, unlike trade in goods, trade in services involves direct, offline communication between producer and consumer. Moreover, some types of services require physical proximity of the provider and the client. Such physical proximity makes cross-border supplies of services impossible. Digital technologies significantly reduce the importance of this requirement. Innovations in the field of

[1] Mootee, I. What's the difference between platform strategy vs. business strategy vs. product strategy? – Mode of access: https://www.idr.is/do-you-know-the. – Date of access: 27.01.2018.

remotely controlled robots create new opportunities for trading services. However, the high cost of such technologies is an obstacle to expanding the scope of their use. But in the future, the creation of cheap robots controlled by the Internet may seriously change the format of international trade. Because the implementation of digital technologies such as voice transmission, e-mail, and online platforms can lead to a sharp reduction in the costs of international communications and long-distance service exports.

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