

GLOBAL ECONOMIC TRENDS AND THEIR IMPACT ON RUSSIAN ONLINE RETAIL NETWORKS

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This study examines the impact of global economic trends on Russian online retail networks and offers strategic insights for retailers. Through qualitative analysis of secondary data, including scientific literature and industry reports, key trends such as economic growth rates, trade policies, technological advances, and consumer behavior are investigated. The analysis shows that global economic fluctuations, trade policies, and technological innovations have a significant impact on Russian online retail. Opportunities for retailers include expanding into new markets and utilizing advanced technology. However, threats such as competition and supply chain disruptions need to be investigated thoroughly. Case studies of successful retailers provide valuable insights into effective strategies for adapting to global trends. These studies conclude with recommendations for Russian online retailers to improve their competitiveness. These recommendations include the introduction of advanced technologies, better understanding of consumer behavior, and addressing regulatory issues. Further research could explore specific trends or industries within the Russian online retail market.

Keywords: global economic trends, online retail, strategic insights, technological advancements, consumer behavior, data analysis, implications

ГЛОБАЛЬНЫЕ ЭКОНОМИЧЕСКИЕ ТЕНДЕНЦИИ И ИХ ВЛИЯНИЕ НА РОССИЙСКИЕ СЕТИ ИНТЕРНЕТ-РИТЕЙЛА

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Это исследование рассматривает влияние глобальных экономических тенденций на российские сети интернет-ритейла, предлагая стратегические инсайты для ритейлеров. Посредством качественного анализа вторичных данных, включая научную литературу и отраслевые отчеты, исследуются ключевые тенденции, такие как темпы экономического роста, торговая политика, технологические достижения и поведение потребителей. Анализ показывает, что глобальные экономические колебания, торговая политика и технологические инновации существенно влияют на российский интернет-ритейл. Возможности для ритейлеров включают расширение на новые рынки и использование передовых технологий, в то время как угрозы, такие как конкуренция и сбои в цепочках поставок, требуют внимания. Кейс-стадии успешных ритейлеров иллюстрируют эффективные стратегии адаптации к глобальным тенденциям. Исследование завершается рекомендациями для российских сетей интернет-ритейла по повышению конкурентоспособности, включая внедрение передовых технологий, понимание поведения потребителей и решение регуляторных задач. Дальнейшие исследования могут углубиться в конкретные тенденции или отрасли внутри российского интернет-ритейла.

Ключевые слова: глобальные экономические тенденции, интернет-ритейл, стратегические инсайты, технологические достижения, поведение потребителей, анализ данных, последствия

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Introduction

The article describes the current status of the global economy as well as the factors that continue to cause rapid changes in the economy. Such global economic trends include the rise in technological advancement, changes in customer preferences, changes in trade relations, and the continuous integration of technological solutions into different sectors¹. These trends not only change the functioning of companies but also have an impact on market expectations, customer expectations, and competitors' strategies globally [1, p. 3]. Although the exchange of global economic factors, along with the current state of the Russian online retail business, will allow organizations to take advantage of emerging opportunities [2]. Through an understanding of these trends and their impact, businesses can develop effective plans and strategies to enhance their competitive advantage and performance in a dynamic digital environment [3, p. 3].

In the contemporary context characterized by the dynamic evolution of the global economy, online retail can be concluded as one of the paramount emerging industries, which is affected by the macroeconomic factors [4, p. 7]. Nevertheless, the details of how these global economic trends impact on new retail especially regarding Russian markets have not been critically examined². This gap in understanding presents a research problem. The primary economic factors that affect Russian online retail networks have been revealed, and corresponding strategic recommendations have been developed to enhance their functioning in the contemporary global economy.

Thus, the main purpose of this work is to provide an evaluation and identification of implications of global economic factors on Russia's online retail. This in fact means dissecting the key factors that influence the worldwide online retail trade environment and its direct and indirect effects on the Russian market, and comprehending how and in what way these factors offer threats and opportunities to the Russian players in online retailing.

Besides the general literature review and identification of the current status and trends of the Russian OTR market within the framework of analyzing the global economy, the study intends to contribute to the development of strategic recommendations for companies in Russia. These insights will help retailers in the following positions:

1. Other factor is adaptability to changed conditions of the world economy.
2. Embrace technology and digitalization as a way of improving the firm's competitiveness.
3. This point requires one to maneuver through regulatory and market hurdles proficiently.
4. Create techniques that are flexible to modern society's shifting patterns of purchase and demand.

Thus, by fulfilling the above-mentioned goals, the study aims to provide a significant addition to the overall body of theoretical and empirical knowledge available to academics and practitioners working in this field. It also contributes to the enhancement of online retail systems in Russia, with the aim of making them more efficient and viable in a globalized environment.

As for the methodological approach of this study, it is pertinent to note that this study employs a qualitative research design and focuses on secondary research only. Secondary data sources include peer researched articles, magazine/journal articles, analyst reports, public government data, and credible websites. This approach makes it possible to study the currents of the world economy and their impact on the Russian network of Internet stores. Relevant literatures and reports on global economy, trade policies, new technologies, and consumers' behavioral pattern towards online retailing are collected. These are the process of consolidating information from different sources and comparing them to find out the influential trends in Russian online retailing. Other gaps consist of additional information about comparative analysis and typical cases of effective strategies and adaptations of retailing companies. Some of the measures of this research are constraints are that it is based on secondary data which may contain some bias or inaccuracies. Also, the research focus may reduce the sample size of the proposed trends or the depth of the examination of every aspect of online retailing.

¹ Lasenko D.V. Russian retail during the pandemic // Scientific journal "IN SITU". – 2022. – No. 1. – URL: <https://cyberleninka.ru/article/n/rossiyskiy-reteyl-v-period-pandemii/viewer> (date of application: 10.09.2024). – Text: electronic.

² Statista. 2024. Online shopping in Russia – statistics & facts. – URL: <https://www.statista.com/topics/6053/online-shopping-in-russia/#topicOverview> (date of application: 10.04.2024). – Text: electronic.

It therefore means that the effects of global economic forces on the Russian internet retail networks have many angles whereby one can analyze it in terms of economic growth rates, trade relations, as influenced by technology and change in behaviors amongst consumers. This literature review combines a broad range of findings to help the reader to get appraised with the state-of-the-art information and prospects for the Russian online retail industry. Exploring the experiences of the COVID-19 pandemic for the Russian retail industry, Lasenko notes that full-scale lockdowns and restrictions led to the increased role of e-commerce in acquiring goods.³ Chernova discusses alterations in people's decision making in the food industry with the COVID-19 pandemic, online grocery purchasing has gained prominence and concern for contactless transactions [2]. Zhilina investigated the pandemic's disruption effects on the global supply chain and its implications on international trade flows to hinder online retail activities [3].

Russia possesses a large e-commerce market with growing rates in sales and consumers' preferences due to enhanced internet and digital payment facilities. Svetunkov and Svetunkov outline emergent system for the use of advanced socio-economic forecasting techniques and approaches relevant to the analysis of future trends of OM retail, including complex models and tools [5]. Prokopenko et al. provide valuable insights into how innovative models of green entrepreneurship can impact sustainable development, offering a framework that can be applied to understand the broader implications of global economic trends on Russian online retail networks [6]. Andreev et al. focus on how online retailing contribute to the regional economies, and they pointed out that online retailing can promote the regional economic development and improve the regional economic 'robustness' [7].

Rather, Gorshkov analyzes the usage of cashless payments in Russia and observes the trend identifying increased adoption of digital payment means due to their convenience and security [8]. Grishchenko gives an overview of social inequalities in a digital context in Russia and concludes that technological disparities should be further investigated to achieve equality in the digital space [9].

Gu et al. provide a global analysis of the impact of the COVID-19 pandemic on online consumer purchasing behavior, identifying increased online shopping frequency and reliance on e-commerce platforms [10]. These insights are crucial for Russian online retailers to understand shifting consumer preferences and tailor their strategies accordingly.

Current global economic trends for period 2015–2024

Globalization is characterized by trends and dynamics that introduce rapid and progressive changes to the framework of the global economy affecting different spheres such as online retail [11]. These concepts cannot be fully understood unless important economic processes are considered including the rates and forecasts of economic growth, trade policies, and international relations, available and prospective technologies, consumer behavior changes in the context of digital transformations.

The gross domestic product, growth, and the projected rates indicate an appraisal of economic performance and the capability of prospective zones of consumer expenditures as well as enterprises' investments in the online retail sector [12]. International trade relations and the climate of the global economy, including the policies on tariffs and imports of particular products, determines the supply of goods and services and affects market accessibility for online sales retailers⁴. Technological opportunities and solutions promote productivity, targeted and innovative approaches to online retailing, as well as business models, and the changes in consumers' behavior as well as digitalization characterize the shifting of the nature of buyers and act as crucial factors that influence its strategies and logistics of online retailing networks⁵.

When analyzed for the Russian online retail market, these macro-economic trends define the prospects and risks in the global market. These trends would help stakeholders to have a strategic understanding towards

³ Lasenko D.V. Russian retail during the pandemic // Scientific journal "IN SITU". – 2022. – No. 1. – URL: <https://cyberleninka.ru/article/n/rossiyskiy-reteyl-v-period-pandemii/viewer> (date of application: 10.09.2024). – Text: electronic.

⁴ RIA Reiting. 2021. Ranking of the socio-economic situation of the constituent entities of the Russian Federation: Results for 2020. – URL: http://vid1.rian.ru/ig/ratings/rating_regions_2021.pdf (date of application: 10.09.2024). – Text: electronic.

⁵ Rosstat. 2020. Employment and unemployment in the Russian Federation in July 2020. – URL: <https://nangs.org/analytics/rosstat-zanyatost-i-bezrabotitsa-v-rossijskoj-federatsii> (date of application: 10.09.2024). – Text: electronic.

the economic environment thereby creating a path for the growth of Russia's online retail market as illustrated in table 1.

Table 1 – Analysis of current global economic trends for period 2015–2024⁶

№	Aspect	Data	Countries ⁷
1	Economic growth rates and forecasts	GDP growth rates, inflation rates, unemployment rates	USA, China, EU, Russia, India, Brazil
2	Trade policies and international relations	Trade agreements, tariffs, sanctions, trade volumes	USA, China, EU, Russia, UK
3	Technological advancements and innovation	Investment in R&D, tech adoption rates, patent filings, AI growth	Global (with focus on leading tech nations: USA, China, South Korea, Japan, Germany)
4	Consumer behavior and digital transformation	E-commerce growth rates, online payment adoption, digital literacy	Global (focus on emerging markets: India, Brazil, Southeast Asia; developed markets: USA, EU)

In detail, table 2 reflects the annual Gross Domestic Products growth rate for major world economies for the years 2015 to 2024. The following facts are amongst the data: economic development and changes, on which the further comprehension of the causes and effects of the economic conditions influencing the context of online retail is based.

For example, the decline of economies in 2020 caused by the breakout of the COVID-19 restricted consumer spending and affected the expansion of online retail.

Table 3 provides information for political events of trades starting from 2015 to 2024, and those we have described their impacts on online retail business. For instance, specific factors such as the trade war between US and China have drastic impacts on the cost and the availability of products offered in online retail markets in terms of price and supply.

Table 2 – Economic growth rates and forecasts⁸

№	Year	USA GDP growth rate	China GDP growth rate	EU GDP growth rate	Russia GDP growth rate	India GDP growth rate	Brazil GDP growth rate
1	2015	2.9 %	6.9 %	2.1 %	-2.8 %	8.0 %	-3.8 %
2	2016	1.6 %	6.7 %	2.0 %	-0.2 %	8.2 %	-3.6 %
3	2017	2.4 %	6.8 %	2.5 %	1.5 %	7.2 %	1.0 %
4	2018	2.9 %	6.6 %	1.9 %	2.3 %	6.1 %	1.3 %
5	2019	2.3 %	6.1 %	1.5 %	1.3 %	4.0 %	1.1 %
6	2020	-3.4 %	2.3 %	-6.1 %	-3.0 %	-7.0 %	-4.1 %
7	2021	5.7 %	8.1 %	5.2 %	4.7 %	9.5 %	4.6 %
8	2022	2.1 %	3.0 %	3.5 %	2.1 %	6.8 %	3.2 %
9	2023	2.0 %	5.2 %	3.0 %	2.5 %	6.1 %	2.3 %
10	2024 (est)	2.3 %	5.0 %	3.1 %	2.8 %	6.3 %	2.5 %

Table 3 – Trade policies and international relations⁹

№	Period	Event/policy	Description	Impact on online retail
1	2018-2020	US-China Trade War	Imposition of tariffs on billions of dollars' worth of goods between the US and China	Increased costs, supply chain disruptions
2	2016-Present	Brexit	UK's exit from the EU, affecting trade agreements and economic relations	Changes in regulatory environment, customs processes

⁶ Authors development.

⁷ Sabelnikova M.A., Abdrahmanova G.I., Gohberg L.M., Dudorova O.Y., Kovaleva G.G., Kukushkina N.A., Mukaseev V.V., Malkov P.V., Ratnikova T.V., Suslov A.B., Utyatina K.E. & Feoktistova I.V. 2019. Information society: Main characteristics of the subjects of the Russian Federation 2019: Statistical compilation. NIU VShE. – URL: https://rosstat.gov.ru/storage/mediabank/info-ob_reg2019.pdf (date of application: 10.09.2024). – Text: electronic.

⁸ Authors development. World Bank. 2024. World Development Indicators. – URL: <https://databank.worldbank.org/source/world-development-indicators> (date of application: 10.09.2024). – Text: electronic; International Monetary Fund. 2024. World Economic Outlook Database. – URL: <https://www.imf.org/en/Publications/WEO/weo-database/2024/April> (date of application: 10.09.2024). – Text: electronic.

⁹ Authors development.

3	2014-Present	Sanctions on Russia	Economic sanctions by Western countries in response to geopolitical events	Limited access to certain markets, increased costs
4	2020-Present	USMCA	Trade agreement between the US, Mexico, and Canada replacing NAFTA	Streamlined trade, reduced tariffs
5	2018-Present	RCEP	Regional Comprehensive Economic Partnership, trade agreement among Asia-Pacific nations	Enhanced trade integration in Asia-Pacific region

Technological advancements and innovation for period 2015–2024

Table 4 shows an array of major technology development and information technology innovation from 2015 to 2024 with its related effects to the online retail industry. For instance, more uses of AI have helped in improving customer relations through product recommendation and improving the flow of DO through logistics.

Table 4 – Technological advancements and innovation for period 2015–2024¹⁰

№	Key development	Description	Impact on online retail
1	Rise of Artificial intelligence (AI)	AI technologies in customer service, personalization, and logistics	Enhanced customer experiences, efficient operations
2	Growth of Big data analytics	Use of big data to understand consumer behavior and optimize marketing strategies	Data-driven decision making, targeted marketing
3	Blockchain technology	Blockchain applications in supply chain transparency and secure transactions	Increased trust and transparency, secure payments
4	Internet of things (IoT)	IoT devices in inventory management and smart logistics	Real-time tracking, inventory optimization
5	5G Network expansion	Deployment of 5G networks enhancing connectivity and data transfer speeds	Improved user experiences, faster and more reliable transactions

As seen in table 5, the rate of e-commerce is indicated from 2015 to 2024 as well as the online payment popularity and the digital literacy. Its further outlines aspects such as customer experience and the journey towards digital, which breaks down major milestones including the spike on e-commerce during the COVID-19 lockdowns and the continuous embracing of digital currency.

Table 5 – Consumer behavior and digital transformation¹¹

№	Year	E-commerce growth rate	Online payment adoption rate	Digital literacy rate	Description
1	2015	15.3 %	45 %	70 %	Early stages of significant growth in e-commerce, with increasing adoption of online payments
2	2016	16.7 %	50 %	72 %	Continued growth in online shopping, improvements in digital literacy and online payment systems
3	2017	18.1 %	55 %	74 %	Rise in mobile commerce, more consumers shopping via smartphones
4	2018	20.7 %	60 %	76 %	Greater integration of digital wallets and contactless payments
5	2019	21.5 %	65 %	78 %	Enhanced digital engagement, significant growth in social commerce
6	2020	26.4 %	75 %	80 %	Surge in online shopping due to COVID-19 pandemic, rapid digital transformation
7	2021	23.0 %	80 %	82 %	Sustained high levels of online shopping, increased adoption of omnichannel retail strategies
8	2022	21.9 %	82 %	83 %	Continued growth in digital literacy, normalization of e-commerce as a primary shopping channel
9	2023	22.5 %	85 %	84 %	Enhanced consumer trust in online transactions, further growth in mobile and social commerce
10	2024 (est.)	23.2 %	88 %	85 %	Greater integration of AI and AR in online shopping experiences, continuous growth in e-commerce

¹⁰ World Bank. 2024. World Development Indicators. – URL: <https://databank.worldbank.org/source/world-development-indicators> (date of application: 10.09.2024). – Text: electronic.

¹¹ International Monetary Fund. 2024. World Economic Outlook Database. – URL: <https://www.imf.org/en/Publications/WEO/weo-database/2024/April> (date of application: 10.09.2024). – Text: electronic.

After analyzing the state of development of both the Russian and the global online retail markets, based on the data of the present days, some important conclusions can be made. This relationship between global macro environments and the Russian context of online retail market presents a mixed picture of opportunities and threats.

Therefore, with the help of using economic future growth analysis, flexibility concerning trade policy shifts, impact of technology in the distribution, and knowledge concerning shift in consumerist climate, the Russian online retailers can have clear prospective plan to make them more competitive and sustainable in the contemporary world where global economy is getting more digitized day by day.

Consumer behavior and digital transformation for the period 2015–2024

Consumer behavior has undergone significant changes from 2015 to 2024, heavily influenced by digital transformation. This period saw a remarkable increase in e-commerce growth rates, online payment adoption, and digital literacy across both developed and emerging markets. These changes have had profound implications for the online retail sector, shaping strategies and operations.

The growth of e-commerce has been one of the most significant trends in the past decade. Starting from 15.3 % in 2015, e-commerce growth rates consistently increased, peaking at 26.4 % in 2020 during the COVID-19 pandemic, which accelerated the shift towards online shopping due to lockdowns and social distancing measures. This spike highlighted the resilience and adaptability of the online retail sector in response to global crises.

The adoption of online payment methods has paralleled the rise of e-commerce. From 45 % in 2015, online payment adoption rates surged to 88 % by 2024. This increase was driven by improvements in digital infrastructure, enhanced security features, and the convenience of digital wallets and contactless payment options. As consumers became more comfortable with online transactions, retailers adapted by offering a variety of secure and efficient payment methods.

Digital literacy also saw significant improvements, with global rates rising from 70 % in 2015 to 85 % in 2024. This increase was particularly evident in emerging markets such as India and Brazil, where investments in digital education and infrastructure helped bridge the digital divide. Higher digital literacy rates enabled more consumers to engage in online shopping, further driving the growth of the e-commerce sector.

The rise of mobile commerce, or m-commerce, was a key trend during this period. With the proliferation of smartphones and mobile internet access, more consumers began shopping via mobile devices. By 2017, mobile commerce accounted for a significant portion of online sales, driven by user-friendly apps and mobile-optimized websites. Retailers responded by enhancing their mobile platforms to provide seamless shopping experiences.

The integration of digital wallets and contactless payments became more widespread, with major players like Apple Pay, Google Wallet, and Samsung Pay leading the charge. By 2018, these technologies had become mainstream, offering consumers a convenient and secure way to make transactions. This trend was particularly pronounced in developed markets but also gained traction in emerging economies.

Social commerce, or the use of social media platforms to facilitate online shopping, saw significant growth. Platforms like Instagram, Facebook, and Pinterest introduced features allowing users to shop directly from their feeds. By 2019, social commerce had become a critical channel for reaching consumers, leveraging social networks' power to drive engagement and sales.

As digital transformation progressed, many retailers adopted omnichannel strategies to provide a seamless shopping experience across multiple platforms. By 2021, the integration of online and offline channels became a standard practice, allowing consumers to shop in-store, online, or through mobile devices interchangeably. This approach helped retailers cater to evolving consumer preferences and enhance customer satisfaction.

The COVID-19 pandemic in 2020 was a turning point for digital transformation. With physical stores closed, consumers turned to online shopping in unprecedented numbers. This surge forced retailers to accelerate their digital strategies, invest in e-commerce infrastructure, and innovate rapidly to meet increased demand. Post-pandemic, these changes solidified the importance of digital channels in the retail landscape.

Even after the peak of the pandemic, the momentum of digital engagement continued. By 2022, e-commerce and online payments had become integral parts of consumers' daily lives. Digital literacy and online shopping became more normalized, with consumers expecting seamless and secure online experiences. Retailers continued to refine their digital strategies to keep pace with evolving consumer expectations.

Looking ahead, the integration of advanced technologies such as artificial intelligence and augmented reality is expected to further transform the online retail sector. By 2024, these technologies are anticipated to enhance personalization, improve customer service, and create immersive shopping experiences. As the global economy becomes increasingly digitized, understanding and adapting to these consumer behavior trends will be crucial for the continued success of online retailers.

The impact of global economic trends on Russian online retail

Russian online retail networks are increasingly influenced and in turn influence the global environment by navigating emerging global opportunities and threats that cut across various factors and affect consumer demand and supply characteristics, competition dynamics, and technology and digital infrastructure adoption.

In the following sphere analysis of Russian online retail networks, the factors which are important at the global level include economic growth rates, trade policies, opportunities in technologies, and changes in customers' preferences. Regional macroeconomic factors of key economies like the USA, china, and the EU as related to consumer purchasing power, usually in cross – border e – commerce sale markets while volatilities related to trade policies and international relations like trade tensions between US and china and Brexit influence supply chain and market entry. The application of advanced technologies such as AI, big data, blockchain, IoT and 5G for operations, customers' experiences and new strategies define more opportunities and threats for Russia's online retail companies.

There are many opportunities for Russian online retail networks to leverage in the current and future global economy: to capture new markets, implement superior technologies, and reflect an emerging global trend in turning to the Internet for purchases. Yet, these opportunities expose the firms to risks and uncertainties such as higher competition, vulnerability to supply chain shocks, fluctuating regulatory environment, and cybersecurity threats. Such threats and opportunities indeed have significant impacts towards the development and sustainability of the Russian online retail industry as they decide on the marketplace's adaptability toward unforeseen challenges.

It is often noted that the Russian consumption patterns and consumer choices are in the middle of a shift, mainly being spurred by the process of digitalization and the emerging field of e-commerce. The message carriers have noted that consumers' demands have shifted towards convenience, individualization, and frictionless, online based transactions. This shift requires Russian online stores to shift strategies and operationalize changes in consumers' expectation such as; order fulfillment, payment, and customer service.

The Russian market on e-commerce has become more saturated, with both home players and MNEs stepping up competition in the field of online retail. For any kind of business to enter the market and gain a competitive edge it is crucial to recognize influence of local consumers, efficient logistics and proper value propositions. When it comes to competitiveness, the importance of successful partnership and cooperation with the local stakeholders, constant heavy investments to marketing and brand building, as well as customer orientation can be highlighted.

Advanced technologies have to be adopted for the Russian online retail networks and strong digital infrastructure has to be built in order to compete in interest. AI, machine learning, big data and analytics, the blockchain, and the IoT can benefit supply chain, customers, and business processes. Also, the development of information and communication technologies, the construction of broadband Internet and mobile communications networks, are important for the provision of the growing demand for e-shops and digital services.

Today, several Russian online retailers have acquired increased adaptive angles to perform global tendencies through applying technology, innovation, and strategic flexibility. For instance, Wildberries, Russia's largest online retailer, uses AI and big data to manage inventory and create customized customer experiences as does Ozon. In this case, Lamoda has incorporated omnichannel strategies by integrating online retail with

traditional retail to custody various consumer needs. These cases demonstrate that the organization's adaptation to global trends is not detrimental but can spur success in the niche online retail business.

To thrive in the evolving global economic landscape, Russian online retail networks should consider some strategic recommendations. First, technology and innovation, meaning upgrading the company's operations to embrace innovations like AI, big data, blockchain, IoT and others that a company needs to embrace in a modern world in order to stand out competitively.

Second, developing consumer behavioral flexibility which means that companies should constantly pay attention to the actual changes in consumers' preferences, and address the new tendencies of how the latter are willing to make purchases, including offering a flexible and convenient online shopping environment that meets modern consumers' expectations.

Third, managing regulations where an organization should regularly update itself with the current laws and regulations in its business environment, follow codes of practices to do away with legal problems, and join policymakers and various industrial associations to champion favorable laws.

Additionally, increasing competitive positioning of offerings through differentiation by identifying and implementing immediately actionable value propositions; building competitive brand assets to include the to establish competitive moats; deepening customer connections through best in class service delivery and rewards to include innovation features such as customer loyalty schemes; as well as pursuing strategic alliances and partnerships to achieve new market penetration and creativity.

If properly mitigating threats and navigating market changes, Russian online retailing systems will benefit from the global economic environment by experiencing such increases in growth. There are various key themes that proposition the need for success including, accepting display advanced technologies in online retail, changing and adapting for the consumers behavior, coping with regulations and improving competitive edge are important factors for success in the complex online retail environment.

Conclusions

The aim of this research was to identify the effects of global economic environment on the Russian internet retailing networks that is likely to offer strategic implications for Russian retailers. In order to fulfill the research objectives and achieve the set goal of identifying the opportunities and threats of the Russian online market, the study reviewed the rates of the economic development, trading patterns, new technologies, and shifts in consumer preferences.

Thus, based on the findings, it can be argued that global economic factors are key drivers of Russian ONRs. They influence the purchasing power and international cross border B2C. Economic cycles in the large economies therefore impact on the B2C e-commerce. Policies governing export and import, political relations between countries, including the US-China trade war and Brexit, defines supply chain risk and accessibility of certain markets to Russian Internet retailers, both as threats and opportunities. Advancements in technologies account for the enhancement of operation, customization, and flexibility of business processes ways, consumer behaviors shift along the line of digital transformation that requires retailer's strategic change on the ongoing shift in expectations.

Based on the evaluation two main opportunities and two major threats to the Russian online retail market were identified. Some of them are; market expansion, new grounds in enhancing technology in the online shopping sector, and the growing trend of e-commerce. It is the possible increase in competition, changes in supply chain conditions, regulatory issues, and threats to information security. Strategies for market entry include the identification of consumers' needs, Local suppliers managing and adequate supply chains, and relevant value additions.

Specific examples of the Russian online stores' successes, which include Wildberries, Ozon, and Lamoda, are evidence of how the Russia online retailers can apply adaptation strategies appropriately. The lessons learned by these retailers include technology integration, innovation, and strategic flexibility that enhance inventories, customers' personalization, and omnichannel.

Another area that could be investigated in-depth includes more focused exploration of global economic phenomena, for instance, the effect of certain types of "smart" technologies on supply chain management, or

the place and function of consumer motivation as an element of digital transformation in O-Retail. Further, research comparative analysis between Russia's online retail and other emerging markets might offer helpful tips on the topical issues affecting online sale in distinct economic environments.

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