

**ЦЕНТР СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ ИССЛЕДОВАНИЙ –
ФИЛИАЛ ИНСТИТУТА ЭКОНОМИКИ КОМИТЕТА НАУКИ МНВО
РК В Г.АСТАНА
ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ
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В сборник включены научные доклады отечественных и зарубежных экономистов-исследователей, вузовских работников, специалистов-практиков, докторантов и магистрантов, представленные на международной научно-практической конференции «Развитие цифровизации и формирование институциональной среды электронной коммерции: тренды, проблемы и пути решения». Конференция проведена в рамках реализации научных исследований по проекту грантового финансирования МНВО РК «Формирование институциональной среды рынка электронной коммерции в Казахстане, ее оценка и разработка механизма развития» (ИРН: AP14871419).

Материалы и рекомендации конференции предназначены для практического использования субъектами бизнеса, государственными органами, научными работниками, преподавателями и обучающимися высших учебных заведений.

Жинаққа «Цифрландыруды дамыту және электрондық коммерцияның институционалдық ортасын қалыптастыру: трендтер, мәселелері және шешу жолдары» атты халықаралық ғылыми-тәжірибелік конференциясына ұсынылған отандық және шет елдік экономист-зерттеушілердің, жоғарғы оқу орындары қызметкерлерінің, маман-практиктердің, докторанттардың және магистранттардың ғылыми баяндамалары мен ұсыныстары енгізілген. Конференция ҚР ҒЖБМ «Қазақстандағы электрондық коммерция нарығының институционалдық ортасын қалыптастыру, оны бағалау және дамыту тетігін әзірлеу» гранттық қаржыландыру жобасы бойынша (ЖТН: AP14871419) ғылыми зерттеулерді жүзеге асыру шеңберінде өткізілді.

Конференцияның материалдары мен ұсыныстары бизнес субъектілерінің, мемлекеттік органдардың, ғылыми қызметкерлердің, жоғары оқу орындарының оқытушылары мен студенттерінің тәжірибелік пайдалануына арналған.

The collection includes scientific reports by domestic and foreign economists-researchers, university employees, practitioners, PhD students and undergraduates, presented at the international scientific and practical conference «Development of digitalization and the formation of an institutional environment for e-commerce: trends, problems and solutions».

The conference was held as part of the implementation of scientific research under the grant funding project of the MSHE RK «Formation of the institutional environment of the e-commerce market in Kazakhstan, its assessment and development of a development mechanism» (IRN: AP14871419).

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цифровой экономики и обеспечения населения продуктами питания надлежащего качества в необходимом количестве.

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E-COMMERCE IN THE AGE OF HYPER-PERSONALIZED ADVERTISING: TRENDS, ETHICS AND FUTURE IN THE GLOBAL ECONOMY

M.R. Sigauri
master student,
Azatbek T.A.

Doctor of economic science, professor
L.N. Gumilyov Eurasian National University, Astana

Today, online trading has become a key player in the global economy, valued at several trillion dollars. In 2023, total e-commerce turnover reached over \$5.9 trillion, accounting for 18.9% of total global retail trade. Statista forecasts indicate that this share will increase to more than 22.2% by 2026. The main driver of these changes is the introduction of modern technologies. Artificial intelligence and analytics have

become an integral part of successful e-commerce businesses, improving the personalization of offers and streamlining shopping processes.

Hyper-personalized advertising is driving the e-commerce market and changing the competitive landscape. Modern advertising strategies based on hyper-personalization play a key role in e-commerce, bringing personalization to consumer interactions. An analysis of e-commerce in 2023 shows an increase in the share of hyper-personalized advertising campaigns. According to McKinsey, 77% of companies that personalize B2B experiences report increased market share, and it also increases company revenue by 10-15%. This highlights not only the relevance of this strategy, but also its effectiveness in the context of today's online marketplace.

Supported by advanced analytics algorithms, hyper-personalized campaigns lead to increased conversions. In 2023, companies, by analyzing consumer behavioral patterns, achieved a 30% increase in conversion. This highlights the practical value of a personalized approach in online trading. As an example, Amazon successfully uses hyper-personalized product recommendations for each user based on their previous purchases, views, and searches. Machine learning algorithms analyze large volumes of data to offer users personalized products that may be of interest to them. This results in increased conversions and sales as customers receive personalized offers tailored to their interests and preferences.

Ethical considerations: transparency and data protection.

Hyper-personalized advertising undoubtedly opens up new horizons for marketing strategies, but there are also serious ethical issues behind it that require careful consideration.

The main point of concern is the collection and utilization of extensive volumes of personal data. When advertising platforms actively analyze users' preferences, behavior, and personal information, there is a risk of privacy infringements. Studies show that over 60% of users express concerns regarding the use of their data for hyper-personalized advertising, raising questions about who controls and processes this data and how it might be used in the long term.

An essential aspect is the issue of ensuring transparency and obtaining clear consent from consumers. More than half of users are not fully aware of how their data is used for personalized advertising, emphasizing the need for a more transparent policy regarding the use of personal data.

Advertising experts often define hyper-personalized advertising as psychological, and it's challenging to argue with this. The more individualized content a consumer receives, the higher their level of loyalty to the brand becomes. However, the effectiveness of this approach depends on the high quality of its implementation. It's one thing to have unobtrusive "accidental" hits on target, and another messages like "We know you wanted to buy those leather boots yesterday; you can order them in our online store" often cause audience discomfort and, conversely, provoke rejection. Such advertising needs to be subtle; otherwise, members of the target audience may hastily conceal their location data from all available devices. The harmony between hyper-personalization and ethical data use is critical for meeting consumer needs and maintaining their trust.

Hyper-personalized advertising promises to continue evolving, introducing new technologies and changing the dynamics in e-commerce. It pledges to become a key driver of e-commerce development, shaping a new economic reality and dynamics in online retail:

- Increase in Online Sales Volume: Advertising strategies of this kind contribute to higher conversion rates and increased sales volume in e-commerce. Research suggests a growth of 20-30% in online sales volume due to more precise targeting and personalized content;

- Optimization of Marketing Budgets: The development of data analysis technologies and hyper-personalized advertising campaigns can reduce marketing expenses by 15-20%, while increasing efficiency and return on investments. Experts estimate a potential reduction in marketing expenditures by the specified percentage;

- Stimulation of Innovations and Technological Development: Investments in research and development of hyper-personalized advertising can stimulate technological growth and expansion in related industries by 15-20% over the next five years;

- Modernization of Trade and Globalization: Effective hyper-personalized advertising stimulates the modernization of trading platforms and the development of e-commerce, potentially increasing the global trade volume by 23% in the coming decades.

Hyper-personalized advertising heralds a reformatting of e-commerce, exerting a significant impact on economic processes and business standards. As the global economy becomes increasingly reliant on personalized experiences, it is crucial for enterprises to prioritize ethical norms and consumer-oriented approaches to maintain trust and ensure sustainable growth.

In conclusion, the explored article delved into the multifaceted topic of hyper-personalized advertising in the context of contemporary e-commerce trends. This form of advertising has inevitably transformed the global economy, providing companies with the opportunity to build more intimate and loyal relationships with consumers. The impact of hyper-personalized advertising on the world economy has underscored the importance of transitioning to a more efficient and dynamic advertising ecosystem. Successful companies employing this approach ensure higher conversion rates, revenue growth, and strengthened customer relationships.

However, despite its evident benefits, hyper-personalized advertising poses challenges in the realms of ethics and data confidentiality. The collection and use of personal data require strict adherence to transparency, consent, and ethical standards.

Technologies and innovations play a pivotal role in the development of hyper-personalized advertising. The future of hyper-personalized advertising promises even more innovative and dynamic approaches. The significance of cross-cultural marketing and adapting advertising strategies to different markets underscores the global nature of this trend.

Achieving a balance between ethics and effectiveness in hyper-personalized advertising is a key factor for the sustainable and successful implementation of this strategy. By advancing technologies, adhering to high ethical standards, and adapting

to changing market demands, companies can secure a leading position in the era of hyper-personalized e-commerce.

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THE IMPACT OF AGRICULTURE'S FEATURES ON PROCUREMENT'S LOGISTICS OF MATERIAL AND TECHNICAL RESOURCES IN THE ERA OF DIGITALIZATION

V.M. Sobchyshyn

*c.e.s., associate professor of the management department named after I.A. Markinoi
Poltava State Agrarian University, Poltava, Ukraine*

In the era of digitalization, the development of logistics at enterprises in the agricultural sector of the economy is facilitated, but it still requires taking into account the specifics of agricultural production. Thus, the conducted studies show that the logistics of the procurement of material and technical resources in the agricultural sphere are strongly influenced by the features of agriculture (Table 1).

The first feature of agriculture is related to the use of land as the main factor of production. Increasing the economic fertility of the land largely depends on the use of more advanced methods of tillage, soil chemistry and land reclamation [1, p. 17]. Since the land, together with other elements of the environment, in the process of human economic activity is exposed to a negative influence (erosion, etc.), from this follows the need to maintain soil fertility, the soil-protective nature of the use of technical means, the application of mineral and organic fertilizers, and, therefore, the procurement of such material and technical resources.