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**TASKS AND PROBLEMS OF E-COMMERCE DEVELOPMENT
AS THE SPHERE OF BOOK PRODUCTS SALES IN UKRAINE**

O.O. Khamula

*Ukrainian Academy of Printing,
19, Pidholosko St., Lviv, 79020, Ukraine
olhakh@gmail.com*

***Research methodology.*** *The research was based on the use of a systematic approach to the study of economic events in particular, the fundamental provisions of the economic theory of economic analysis, decision-making. In the process of research we used a set of general scientific and special methods of knowledge, logic synthesis, analysis, comparison and synthesis; graphic methods for a visual representation of a number of theoretical and analytical provisions and recommendations.*

***Results.*** *The bases of creating of e-commerce systems that would eliminate the basic problems, that bookselling businesses and their customers face, are offered.*

***Novelty.*** *The principles of e-commerce segment of the book market, that influ-ence the consumers’ decisions to buy goods in e-shop and make the purchase of goods online more attractive than the traditional one are examined.*

***The practical significance.*** *The possibility of their use in the practice of e-commerce enterprises, particularly in justifying decisions during the formation of organizational and economic mechanism of books sales system.*