

MATHEMATICAL METHODS, MODELS AND INFORMATIONAL TECHNOLOGIES IN ECONOMICS

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INTERNET-TRADE AS A WAY TO ATTRACT PUBLIC TO STOCK TRADING

The role of online trading in general and exchange trading in particular is absolute and indisputable in modern society. Given the total automation of all financial market processes, public access to high-speed Internet, a good opportunity to attract a large number of private investors directly to the exchange through the Internet was opened. In spite of the organization of trading through the Internet, the involvement of the public remains understudied.

The aim of the article is to study the role of e-commerce in network of exchange trading expanding.

Objective of the article: 1) analysis and assessment of the current state of exchange trading via the Internet; 2) search for effective methods of bringing to exchange trading via the Internet for domestic and foreign private investors.

The advantages of stock exchange trading via the Internet are: efficiency, ability to track the status of your finances at any time and in any place, the possibility of online reporting, accessibility, election of own investment strategy etc.

However, today the picture is not so optimistic, especially in terms of brokerage firms,

which provide online trading. To attract a large number of private investors, operators of Internet trading significantly reduced the amount of fees, and some services have generally free. With the economic crisis, such approach has led to losses towards online trading.

Last years, brokerage companies do not carry out active advertising campaign to attract customers to online trading. Therefore, the number of users is stable and has approximately 11-12 thousand.

Variants of revitalization in the segment of online trading for existing and potential clients are considered.

To activate existing customers there are offered tools to increase the number of trading tools and changing customer interactions with brokerage companies.

Regarding to new customers attracting the following set of measures is offered: advertising on specialized resources to attract solvent audiences; access to trading via mobile devices; access to education compulsory bidding involving sales managers with a view to transferring a client to a paid account; popularization of trading in high schools and universities (work for the future).