

CROSS-BORDER IN THE E-COMMERCE AS EXEMPLIFIED BY THE BALTIC COUNTRIES

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Abstract:

Intensification of activities in the field of e-commerce causes blurring of the boundaries of commercial space in the physical sense. As a result of globalization, organizations increasingly operating in a virtual space, using it to a greater extent and passing in a number of areas of its activities from the world so-called "Offline" to "Online".

The article deals with the subject of the phenomenon of cross-border, with particular emphasis on its importance in e-commerce. The analysis has been subjected to the current situation on the e-commerce market, as well as the latest trends and prospects for development of this sector. Further was characterized concept of cross-border while pointing forecasted trends of its development and the existing barriers. Article ends with an analysis of the use of cross-border e-commerce in business practice.

Keywords: cross-border, e-commerce, baltic countries, parcel mashines, trends