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**INTEGRATION OF E-COMMERCE AND ACCOUNTING: OPTIMIZATION  
OF BUSINESS PROCESSES**

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**Abstract:** The integration of e-commerce and accounting is an important step in the development of modern business, as it ensures effective management of financial transactions, process automation and increased accuracy of accounting data. The article discusses the main aspects of the interaction between e-commerce and accounting, including automation of reporting, reduction of the human factor, and optimization of resources. Particular attention is paid to technological solutions for integrating accounting systems with e-commerce platforms, which allows businesses to reduce time spent on accounting operations and increase financial transparency.

**Keywords:** e-commerce, accounting, integration, automation, business process optimization.

E-commerce is developing rapidly in the digital age, creating new business opportunities. However, the growth of online sales brings new challenges, including the need for efficient and accurate accounting. One of the main ways to address these challenges is to integrate e-commerce systems with accounting programs, which allows businesses to automate financial transactions and reduce the risk of errors.

Modern e-commerce platforms are an important tool for businesses seeking to

operate efficiently in the digital space. These platforms provide a wide range of features to manage all aspects of online sales, from creating storefronts and managing products to processing payments and fulfilling orders. They allow enterprises of all sizes to conduct business without the need to create their own infrastructure and hire a large number of staff.

Platforms simplify the process of launching an online store. Popular solutions such as Shopify, Magento, WooCommerce, OpenCart, Wix, or 1C-Bitrix allow companies to quickly create an online store with their own design and functionality using ready-made templates and customization tools. This is especially useful for small and medium-sized businesses that do not have large resources to develop unique solutions [2, p. 13].

In addition to creating a website for trading, e-commerce platforms offer powerful tools for managing the product range. They make it easy to add new products, set prices, manage stock availability, and track demand and generate analytical reports. Thanks to integration with logistics services, businesses can automatically update information on product availability and delivery statuses.

The platforms also provide reliable mechanisms for processing online payments. Many of them support a variety of payment systems, such as credit cards, PayPal, Apple Pay, Google Pay, as well as regional solutions, allowing customers to choose payment methods that are convenient for them. A reliable security system, including personal data protection and fraud protection, makes these platforms attractive to consumers, increasing brand trust [1, p. 45]. Integration of e-commerce with accounting systems has several key advantages. First, it allows for real-time access to accurate financial data on transactions, which greatly simplifies the process of reporting and management decision-making. Secondly, automation of accounting processes reduces the risk of human error, which increases data accuracy and reduces the cost of correcting errors. Thirdly, the integration provides the ability to monitor all financial transactions carried out within the framework of e-commerce, which contributes to the transparency of the company's financial activities.

Modern solutions for integrating e-commerce with accounting programs allow

you to automate processes such as sales accounting, payment processing, inventory management, and tax reporting. This not only reduces time costs but also increases business efficiency, as it allows managers to focus on strategic tasks rather than routine accounting operations.

Thus, the integration of e-commerce and accounting is a prerequisite for optimizing business processes in the modern world. It improves work efficiency, reduces errors, and increases the transparency of financial transactions, which contributes to the growth of the company's competitiveness. Modern technological solutions allow businesses not only to automate accounting processes but also to ensure stable development in a changing market environment.

#### **REFERENCES:**

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