

THE ROLE OF E-COMMERCE IN THE PROMOTION OF INTERNATIONAL ECONOMIC RELATIONS OF THE REPUBLIC OF MOLDOVA

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Introduction:

E-commerce, at its beginning has been only a concept, scholars in the economic domain have been developing, as it could change forever the way people exchange and trade goods and services on a totally new, electronic platform, which would not necessarily involve both parties' physical presence while performing the trade momentum. Many controversy has had been around this topic, as E-commerce was a direct threat to the traditional ways of commerce, which obviously triggered multiple discussions between “new era” traders, and “old era” ones.

Amongst first E-commerce platforms have been the Amazon, which sold its first book in 1995, or Ebay which sold its first item, a laser pointer, the same 1995 year.