

PROBLEMS AND PROSPECTS OF ELECTRONIC MONEY DEVELOPMENT IN UKRAINE

Batrakova T.I.

Candidate of Economic Sciences,
Senior Lecturer at Department of Finance and Credit,
Zaporizhzhia National University

Grinchenko A.U.

Student,
Zaporizhzhia National University

In the given article the problems and prospects of development of electronic money in Ukraine are considered. Since the last decade is characterized by the appearance of innovative products for making payments, thanks in part to technological progress and financial market development. Electronic money is an electronic record of a certain amount of value, which is protected by cryptographic algorithms. According to the current state of development of information systems and technology electronic money can operate based on cards and software.

The study identified that currently in Ukraine a large part of the payment with the help of electronic money is used for paying mobile communication, Internet and other everyday services on which the user saves last of all. Today in the Internet there are dozens of payment systems. Among the most popular systems are: E-Gold, PayPal, PayCash, WebMoney Transfer, CyberPlat, Privat24 and others. In Ukraine there is a rapidly growing use of electronic money, but the experience of European countries is still far away, because in Ukraine there is no proper legal regulation for the legalization of such electronic systems. Forecasting of the development of electronic money in Ukraine

is a complex task, since this means of payment even today has no legal basis for their existence. At the moment there is a lot of controversial issues of introducing electronic money in Ukraine, such as: ill-conceived tax system, security issue, lack of standards of electronic circulation of money, illegal activity, money laundering through the payment system.

For the electronic money turnover it is necessary to use complex technologies, which are simply not available in most of Ukrainian banks. Since electronic money is still not well-established phenomenon in the life of Ukrainian society, there are reasons that the Ukrainian banks are reluctant to develop projects related to the industry, such as the need to finance the development, which is freely available to competitors. The above problems can be greatly reduced by creating a reliable legal and regulatory framework that can limit the misuse of new systems.

Thus, for the further successful development of electronic money in Ukraine an important is the use of balanced legal regulation, aimed, on the one hand, at supporting their development, and on the other at preventing their use for the purpose of evasion from the taxation and control.