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Practice of using digital technologies in retail trade in Iran in the context of pandemic

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Currently, there is an increase in the use of information technology in B2C markets around the world, including in the Islamic Republic of Iran. This is due in part to the limitations and complexities of the pandemic that has hit the world. According to the results of a comparative analysis of traditional and distance types of retail trade, on the one hand, some short comings of electronic commerce are revealed on the example of the Iranian market, on the other hand, positive trends in its development are revealed. Thus, due to the rapid growth in the number of users of Internet technologies in Iran, transactions in the first half of 2019 and 2020 show significant growth. At the same time, the development and practical application of mechanisms to stimulate the buyer of goods in the context of sanctions, pandemic and economic crisis are becoming important tasks for entrepreneurs working in the field of e-commerce.

Keywords: *digitalization, innovation platforms, retail, e-commerce, Iran*

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