

MODERN INTERNET TECHNOLOGIES IN MANAGEMENT OF THE MARKETING ACTIVITIES OF THE ENTERPRISE

Telnov Anatolii Serhiyovych,

Doctor of Economics, professor

Zhumela Andriy Oleksandrovich,

Graduate of the third level of higher education (Doctor of Philosophy)

Khmelnyskyi National University

Khmelnyskyi, Ukraine

Introductions. The innovative nature of development today is demonstrated by the digital economy, which is based on powerful technological changes in the creation of a digital space for storing, processing and transmitting information. Modern developments in the field of mobile Internet, automation of information processing, collection and processing of large data sets, the Internet of Things, cloud technologies, and robotics have had a great impact on the economic environment, requiring business entities to be more flexible and use proactive and adaptive measures.

Marketing as a tool of market business has also changed and transformed. This is natural, because if the majority of business transactions take place on the Internet or for its use, marketing should also be digitally envisioned. Therefore, in the period of transformational changes and the digital economy, a new marketing approach, a new paradigm of digital marketing is being formed, which has become an auxiliary tool in the promotion of enterprises.

Recently, many works of both Ukrainian and foreign scientists have appeared, dedicated to the study of the theoretical and practical foundations of the formation and development of digital marketing.

The team of authors led by F. Kotler analyze in detail the transformational processes of digital marketing formation [1]; scientists S. Ponde, A. Jane [2] investigate the concepts and features of digital marketing, and also consider the differences between digital and traditional marketing; in the works of G. Minkulete and P. Olar [3], approaches to interpreting the concept of digital marketing are

updated.

Therefore, the study of the application of modern Internet technologies in the management of marketing activities of enterprises is gaining relevance.

Aim. The purpose of the article is to generalize the theoretical foundations and determine the role of modern Internet technologies in the management of the company's marketing activities.

Materials and methods. The total informatization of society leads to the comprehensive use of information technologies, the creation of networks, the use of Internet platforms, the instant dissemination of new knowledge, and the formation of new competencies in people. Along with this, informatization affects the intellectualization, innovation, and digitalization of the economy.

The development of industry 4.0 with the influence of digitalization and artificial intelligence technology leads to the transformation of the entire system of social relations, the creation of a global innovative and intellectual space. Therefore, the digitalization of society is the latest trend in the development of the economy.

It is possible to form the following trends and patterns of development of the information economy:

- collaboration of industrial and post-industrial types of development, increasing the number of branches of the service sphere;
- strengthening of processes of technological and economic convergence;
- formation of organizational unity as a result of the use of the same technological processes;
- innovativeness of the information economy, which is characterized by rapid dynamics of invention and production.

In Ukraine, a digital society is being formed as a component of the information economy. A digital society is a society that intensively and productively uses digital technologies for its own needs: education, self-realization, work, leisure, rest for everyone, as well as for the achievement and implementation of common social, economic and public goals. The main criteria of a digital society are the quantity and quality of information in the digital environment, its effective transmission and

processing.

Effective implementation of marketing activities and the use of modern information technologies are an integral part of the successful operation of the enterprise on the market. The integration of these factors became the basis for the emergence of a new direction of the modern marketing concept - Internet marketing.

The use of modern Internet technologies in the marketing activities of enterprises provides them with significant advantages in comparison with competitors and significantly increases the efficiency of their activities.

In modern conditions, Internet technologies perform the following functions in the marketing activities of enterprises:

- informative – conducting marketing research, obtaining commercial information through the use of email newsletters, tracking the behavior of visitors on the Internet through the use of relevant servers; exchange of information between market counterparties;

- communicative – campaign advertising and promotion of trademarks and brands, testing of new products with feedback from consumers, conducting PR campaigns; customer support;

- sales and logistics functions – sales through own online stores, on online portals and marketplaces, sales through the websites of partner companies, sales through social networks.

The implementation and development of Internet technologies in the activities of enterprises can be carried out at several levels.

The main areas of implementation of Internet technologies in the activities of enterprises can be: B2B (business-to-business); B2C (business-to-consumer); B2A (business-to-administration); C2A (consumer-to-administration) Business direction-to-business (B2B), includes all levels of information interaction between enterprises. The business-to-consumer (B2C) direction is one of the most promising for the implementation of the enterprise's activities in the retail market, and its basis is electronic retail trade.

A significant number of online stores offer a wide range of goods and services.

Business-to-administration (B2A) involves the interaction of business and administration and includes business relationships between commercial structures and government organizations, ranging from local authorities to international organizations. The direction consumer-to-administration (C2A) is one of the least developed, but has a fairly high potential that can be used to organize interaction between the government and consumers, especially in the social and tax spheres.

It should be noted the emergence of a new direction of the modern marketing concept – the concept of Internet marketing (digital marketing). Interest in the use of Internet marketing arises due to the rapid development of the global Internet network, which in turn affects a significant part of business processes.

Results and discussion. Due to the computerized nature of digital marketing, it becomes a cost-effective means of business promotion. Under the influence of informatization and digitalization of the economy, even the key concepts of marketing have been transformed, therefore, traditional marketing and digital marketing must coexist in marketing 4.0.

Digital marketing has become a phenomenon that combines personalization with mass distribution to achieve marketing goals. Along with this, for the maximum implementation of the goals, functions and tasks of the enterprise, digital marketing should be subject to such basic principles as: human orientation; systematicity; innovativeness; mobility is such a mobility; omnichannel; informativeness; automation and individualization; profitability; positioning and segmentation.

Along with traditional principles, we believe that the application of digital marketing involves its implementation on a more institutional basis, aimed at deepening the image strategy of the enterprise, and not only at obtaining financial results.

Conclusions. Summing up, it can be argued that informatization, digitalization, innovation and intellectualization, as the leading trends in the development of the economy, as well as institutionalization, transnationalization, European integration and regionalization strengthen its potential in the global aspect.

All global trends in the development of the information economy are mutually

determined and interconnected. In addition, the turbulent development of industry 4.0 and 5.0 with increasing digitalization definitely contributes to the expansion of consumption and the improvement of the level and quality of life of the population.

Therefore, the digital society is a concept of a society in which general access to global sources of information is realized, its processing is automated and effective information interaction of people is organized in order to satisfy their economic, social and personal needs in information products and services.

In the conditions of digital transformation of society, the behavior of consumers is changing, new needs are being formed. Accordingly, these changes affect the fact that the traditional marketing tools of the enterprise need to be reconsidered.

LIST OF REFERENCES

1. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0. Moving from Traditional to Digital. 2016. URL: <https://www.wiley.com/enus/Marketing+4+0%3A+Moving+from+Traditional+to+Digital> -p-9781119341208
2. Ponde S. and Jain A. Digital marketing: concepts & aspects. International Journal of Advanced Research. – 2019. – № 7. – P. 260–266.
3. Minculete G., Olar P. Approaches to the Modern Concept of Digital Marketing. International conference Knowledge-based organization. 2018. – Vol .24. – No. 2, – P. 63–69.