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## **BUSINESS WITH THE INTERNET**

***Аннотация:*** в статье рассмотрено использование интернет-технологий в малом и среднем бизнесе, а также естественными и государственными монополиями. Автором обозначены существенные особенности нового типа экономики.

***Ключевые слова:*** электронная подпись, электронная коммерция, цифровые технологии, интернет-торговля, электронная торговая платформа, поисковая оптимизация, бизнес-модели, онлайн-технологии.

***Abstract:*** the article discusses the use of Internet technologies by small and medium-sized enterprises as well as natural and state monopolies in modern society. Salient features of a new type of economy are defined.

***Keywords:*** digital signature, electronic digital signature, electronic commerce, digital technologies, client – Internet market, electronic trading platform, SEO optimization, business models, online technologies.

In the modern world, the Internet covers about 4.39 billion Internet users, which, in fact, is almost twice as high as in 2012, which at that time were equal to 2.08 billion users. This growth of the user network clearly characterizes the penetration of the Internet in all spheres of life and activities of the population around the world. It is noteworthy that the global network this year marks only 30 years. Despite the fact that users often perform online activities through built-in mobile applications, many people around the world still perceive the web as synonymous with the Internet. Given the

rapid pace of development of online technologies in all spheres of activity, businessmen are trying to actively develop new technologies, compared with other users, because they understand-the Internet actually contributes to the qualitative improvement and acceleration of marketing research, maintaining online communication with suppliers and consumers, exchange of business information, etc.

The use of the Internet has allowed small and medium-sized businesses to increase their chances of making a profit, and moreover, as evidenced by ongoing research, it is such enterprises that are becoming the main driving force of e-Commerce, which will significantly increase their role in the global economy along with natural and state monopolies.

Let's analyze the individual possibilities of using the Internet in the organization and conduct of business. So, the use of Internet technologies has allowed to create a new kind of economy, the growth rate of which is so rapid that it has led to changes in the traditional concepts of doing business in most industries.

Today, all companies, regardless of whether they are large or small, create their own websites where potential consumers have the opportunity to visually see the product offered by the company, as well as online to ask questions and get answers. Therefore, it is obvious that one of the important factors of business success is the so-called promotion of such sites. To solve the problems of website promotion, new technologies are being developed, such as search engine promotion (SEO-optimization, optimization of the site under the requirements of search engines) and non-search (advertising campaigns on the Internet).

Search engine promotion-is a series of activities aimed at continuous improvement of technical characteristics of the site and its constant maintenance. The main purpose of search engine promotion is to increase the number of users who came to the site from search engines for key queries that reflect the direction of business, in other words, the site is faster «is» Yandex, Google (and other search engines) by name or photo of the proposed products or services.

Non-subscription promotion-attracting potential customers to the site from other Internet resources. Non-subscription promotion includes:

- contextual advertising-advertising in search engines;
- banner ads – static and animated banners;
- link advertising-placement of text links on the site and on the pages of popular Internet resources.

With the development of new technologies in the Internet, it became possible to apply «point strikes» through targeting (from the English. «target», target, target). Targeting-a set of methods that allow you to divide users into groups of consumers of the market. The technology narrows the range of campaigns and brings the offer (the Offer is the basis of any commercial offer, designed to reflect the real value of the goods or services to the audience) to the most targeted audience of end consumers. As a result, marketers get a bigger impact with a smaller budget. When using this technology, for example, a banner or a link to a site is shown only to those users who are interested in it.

Confirmation of the successful use of non-search promotion on the Internet can be considered on the example of the advertising business based on the research of IAB Russia, where a sharp increase in the proportion of advertisers who intend to increase investment in online advertising was noted: if in 2015 only 33% of respondents expected to increase their digital budgets by more than 10%, today 52% of participants in the sample survey are ready to do so. This shows the effectiveness of conducting advertising business on the Internet. The increase in the share of interactive advertising is primarily attended by advertisers who came from offline, which already focus on digital more than 15% (but less than 70%) of their own marketing budgets. Great interest is shown by advertisers from the segments «Banks», «Cars» and «real Estate». This study reflects the intensive introduction of online technologies in the field of advertising. It is very important to understand that business on the Internet develops through advertising and promotion of the company's website.

- there are 109.6 million Internet users in Russia, which means that the level of Internet penetration is at 76%;
- not only companies whose activities are directly related to information technology have their own websites on the Internet, but also many others in various industries;
- almost all types of goods and services are available on the Internet;

– every year the number of people who use the services of online stores and use electronic money and online transfers for payment is growing.

If you have a regular point of sale-your customer audience is still limited. On the Internet, potential participants of e-Commerce are all users of the network, only the mechanism of bringing information to them is important. The use of the Internet by businesses has led to the fact that global e-Commerce in 2019 will grow by 20.7% – to \$3.535 trillion. The expected growth of the market volume in Russia is up to \$29.92 billion. If earlier the presence of the company's website was only a matter of prestige, today the Internet is an innovative and effective tool for all types of business. The Internet allows you to open a new sales channel, increase competitiveness, expand the market, reduce costs and increase profitability.

The most important factor in the development of the economy was the opportunity for bidders to conduct transactions and enter into contracts for ETP (electronic trading platform). ETS allow to create new forms of interaction between enterprises, suppliers and buyers, regardless of their size, geographical location and industry affiliation.

Consider the main types of ETP:

- B2B (Business to business) legal entities act as counterparties;
- C2C (Sopimus-to-Sopimus) is a system of electronic Commerce between individuals;
- B2C (Business-to-Consumer) – retail e-Commerce systems, in which the seller is an enterprise, and the buyers are mainly individuals. The most common example is online stores selling consumer goods (consumer electronics, books, CDs, and more);
- B2G (Business-to-Government) – e-Commerce systems, whose counterparties are enterprises and government agencies. Used for the organization of public procurement.

In 2019, e-Commerce accounts for 15% of all U.S. retail sales. In China, e-Commerce will account for 23% of all retail trade. Russia is in the world top 10 in terms of volumes and growth rates of the e-Commerce market, according to " Yandex.Market». Already, domestic trade has exceeded a trillion rubles a year.

Thanks to electronic online trading, the business managed to reach a high level of trade with minimal investment. There are hundreds of vertical and horizontal electronic trading platforms in the world, where any companies and individuals can register and participate in trading. These sites allow for a nominal fee to access a large audience of potential customers from all over the world.

Another example of the active use of Internet technologies is the modern securities market. Thanks to the Internet technologies used in the securities market, there was a scheme «client – Internet Market». At the same time, the cost of the service for the execution of the transaction fell by 10 times. The brokerage service itself has become standardized and broken down into small components that can be bought from fiercely competing with each other firms. With the use of online technologies, the organization of the process and technical equipment of the workplace for any user has become comparable to the equipment of a professional broker-in all respects, except for the price. The fact that the Internet is a giant repository of information, which has been repeatedly noted, is a confirmation of the huge opportunities that appear in a professionally suitable investor for his business. The most important advantage when using online technologies by trading participants in the securities market is the operational availability and relative «free» (the cost of the provider's services is not taken into account) to the business information of interest. Let's consider an example of another application of Internet technologies-is the creation of a remote banking system (program (system) «Bank-Client») which allows the Client to track the movement of Bank accounts, exchange electronic documents with the Bank, to carry out transactions with accounts without leaving the workplace in real time. Accountants no longer need to constantly go to the Bank to get a statement or take payment orders. For large holdings, this is a great opportunity to manage the financial flows of subsidiaries from the Central office.

In conclusion, it should be noted that the Internet is a global information system that simultaneously functions as a medium for cooperation and communication of people, a means of global broadcasting and dissemination of information, as well as a powerful tool for doing business. There is not a single active company that is not in one way or another did not use Internet technology.

Of course, we would like to use the concept of e-business or business with the help of the Internet as a process of transforming the business processes of companies, enterprises and firms through the introduction of Internet technologies, but still basically it is a way of making money through electronic devices, or providing services or the final product through electronic means, where Internet technologies are one of the main, but not the only key factor in business.

And despite the huge impact of the Internet on business development and application in almost all sectors of the economy, e-Commerce (e-Commerce is a sphere of economy, which includes all financial and trade transactions carried out using computer networks, and business processes associated with the conduct of such transactions) is just a continuation of the conventional business, according to the classical laws of Economics, but with the help of Internet technologies.

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