

**Conceptual aspects
management of
competitiveness the
economic entities**

**Collective monograph edited by
M. Bezpartochnyi, I. Britchenko**

Higher School of Social and Economic
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**Koncepcyjne aspekty
zarządzania
konkurencyjnością
podmiotów gospodarczych**

**Monografia zbiorowa
pod redakcją naukową
M. Bezpartochno, I. Britchenko**

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The authors of the book have come to the conclusion that it is necessary to effectively use modern approaches the management of competitiveness the economic entities in order to increase the efficiency of using the resource potential, formation of competitive advantages and development strategies. Basic research focuses on economic diagnostics of ensuring the competitiveness of economic entities, marketing and logistics, analysis of energy-efficient potential, assessment of development potential. The research results have been implemented in the different models of inventory management, corporate social responsibility management, business process management and project management. The results of the study can be used in decision-making at the level the economic entities in different areas of activity and organizational-legal forms of ownership, ministries and departments that promote of development the economic entities and increase their competitiveness. The results can also be used by students and young scientists in modern concepts and mechanisms for management of competitiveness the economic entities in the context of efficient use the resource potential and iintroduction of modern innovations.

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**INFORMATION
ENVIRONMENT
OF
INTERNATIONAL
MARKETING**

The modern industry of information, information systems and communication networks, as well as information technology is of great importance for the development of international marketing and marketing tasks, since it allows marketers to conduct large-scale and deep marketing research, operate with a large number of data associated with the global marketing environment, markets, goods and firms of foreign countries, including through the connection to the databases of other organizations and through the unification of communication systems in the local, National, regional and international scale. It contributes to the effective collection, accumulation, processing, systematization and analysis of the multifaceted structure of marketing information, expands the possibility of using mathematical methods, complex, optimal econometric models for economic and market forecasting and modeling, creates conditions for increasing the efficiency and significant acceleration of the process of formation of marketing programs and management decisions, simulation tests in laboratory conditions, leads to the development of a new kind of marketing (e-marketing, etc.).

Informatization is a global process, due to the rapid development of scientific and technological progress, the transition to new generations of high technology technologies, systems of technology and materials and a new form of information exchange, which causes radical changes in the structure and nature of world economic and social development

[1]. This is the basis for defining a new stage in the development of society – an information society, in which, on a large scale, a huge amount of information is produced, accumulated, produced and consumed, and the area of information services is constantly evolving.

The information component provides not only orientation in processes and phenomena in the surrounding marketing environment, but also allows to optimize the construction of marketing programs and the adoption of managerial decisions and implement a strategy of active influence on the formation of market demand and sales promotion, to construct the market, as well as to carry out information, and not only sales, attacks on certain market segments. New information technology technologies have provided the basis for highly effective, scientifically sound, comprehensive marketing research, to prepare the basis for building quality marketing programs and the development of optimal plans for the development of production and sales and scientific and technical activities of the company.

The use of information technology, besides saving time, is a source of increasing the efficiency of the company and its management, since:

- allows for constant, timely and direct access to current information about products, consumers, market situation and internal state of affairs;
- provides effective coordination of internal activities through the system of transmission of audio signals (languages) and e-mail;
- organizes effective interaction with customers through the use of more informative and visual documents, as well as high-speed messaging systems;
- releases the necessary time for such high-performance activities as analysis, evaluation, interpretation, conclusions, recommendations.

Typically, such operations with information flows are only effective for large companies or specialized agencies and require significant financial and time costs, the availability of competent professionals, as well as a technologically advanced system of information support and, above all, advanced communications, communications, the latest comp computer technology and software.

Marketing Information System (MIS) – a set of people, hardware, equipment, software and methodological support, combined into a single whole, which allows collecting, analyzing and processing information for its further use in substantiating, accepting and evaluating marketing decisions. Therefore, the creation of a complete MIS is one of the important conditions for the effective implementation of international marketing. Since marketing solutions are only an integral part of all

managerial decisions taken by the company's management, the MIS is only a subsystem of the general information management system of the company. For the efficient functioning of the MIS it is necessary to constantly analyze the information available in it, to collect new data from different sources, to process them and to supplement existing data arrays on this basis. At the same time, such main sources of information are the reporting data on the company's activities, information on the state and change of the international marketing environment, the results of marketing research.

Companies that successfully carry out international activities use different types of information networks at the same time. In the process of organizing international marketing activities, all these networks become global and their geography extends to all countries of the world where the company operates.

The Internet, a worldwide information network, was originally developed in the United States for military purposes, and then began to be used for commercial purposes, resulting in the creation of a global virtual world of world-wide information and communications, uniting flows of information and data banks around the world [2]. The "World Wide Web" is the highest degree in the development of technology of international information networks and is now a leading position in the global information environment. The Internet is built on the basis of a hypertext representation of information, that is, in the form of a text containing links to other information blocks. This system allows you to display graphics, include multimedia (sound and video) inserts. The "World Wide Web" allow you to manipulate information located in millions of computers scattered around the world and integrated by this information network. It allows you to receive international marketing information, conduct electronic commerce, advertise and communicate with the public, develop new products, attracting a large number of Internet users.

Extranet (Extranet) is a vertical network that brings together counterpart companies (manufacturers and wholesalers, manufacturers and subcontractors, suppliers of raw materials, etc.) that are part of inter-firm associations with vertical manufacturing and marketing communications, and integrated networks that are intersectoral and are created jointly by counter-agencies from different sectors of the economy, and mainly provide for the exchange of information on the receipt and execution of orders, payment of invoices, communication m visitors online in real time. [6] Networks Extranet also provide a link

between the company and its customers. Together with the Internet, they are important for e-commerce.

Extranet allows partners to access a specific part of their internal network. The Extranet contains a variety of special information, not just an exploratory nature that is not open to widespread access. Therefore, to connect to it, you need a registration and a special password – a protocol. Extranet not only activates and enhances the business's business connections, but also allows new business partners and new clients to be acquired, giving them the opportunity to use a certain part of their information. This network is created on the basis of Internet protocols, which are carefully protected from external penetration. When you create an extranet, the company can use its intranet, as well as automate the entire chain of commodity movement: raw materials – finished products – marketing organizations – consumers, including its order, payment and delivery. Connection to the network is possible only if you register.

Extranet can be created on the basis of the information network of the firm (Intranet) or be carried out beyond its borders so that the individual organization creates and manages it. The latter option allows for more stable protection of the company's information from outside penetration and does not distract the company from its core business.

Intranet (Intranet) – the association of deleted local area networks within a single company or group of companies with the help of the remote access mechanism. Typically, these are horizontal networks within the group of companies, intended to collect and accumulate statistical information on production and sales for all companies – member of the group, as well as for the processing of information under the general scheme and the only criteria. They are strictly protected from penetration from the outside.

Intranets allow you to use Web capabilities to host and distribute information within a company or a single group of companies. Intranet does not have external connections and is protected from penetration by outsiders and organizations. The protection of internal networks is provided at the expense of so-called protocols, that is, sets of codes or signals through which computers establish links with each other and transmit information. On the Internet – it is TCP / IP, in local area networks – network protocols.

Intranet is cheaper than specialized local databases and networks. About 30% of US companies use Intranet internally in corporate governance and international marketing [7]. These networks are reliable

and easy to manage and operate. With the help of Intranet, the employees of its companies have the opportunity to share various information, enter into the authorized company databases, keep abreast of the main internal corporate events, connect to any component of the Intranet, and receive any information contained in this network.

This applies to product information, its sale and promotion, price policy. In addition, the network allows different departments to communicate quickly and efficiently with each other, making sure that this information is not available to external individuals and organizations. Such an information system allows the company's employees to quickly find out the main trends and data regarding the company's activities, obtain the necessary documents, react promptly and flexibly to the changes that take place, increase the degree of autonomy in decision-making and thus increase productivity in the company or in the group of united companies, including the replacement of paper analogues.

Marketing specialists conduct databases of goods, customers, competitors, markets, etc. They organize newsgroups and interactive chat (chats) on marketing topics related to the activities of company divisions throughout the globe. Intranet allows you to enhance the coordination of their actions when implementing international marketing programs and strategies. The equipment and service of the intranet network is cheaper than the Internet, and the exchange of data in them is faster than on the Internet. Typically, within the company's internal network, videoconferencing, teleconferencing, and discussion clubs can be conducted in writing, where the authors of the proposals or critical remarks may not be known. This is especially important in the study of the opinions of employees of subsidiaries and affiliated companies that can be located around the world. If earlier there was a significant difference in the principles of the construction and operation of Internet and Intranet networks, today there is a smoothing of differences, and the technology of the "World Wide Web" actively penetrates the systems of the company's intranet network: e-mail, newsgroups, file transfers, etc.

E-mail is easy to use and cheaper than other means of transmitting information. This type of communication allows you to effectively transfer information in real time, moreover in a variety of forms and in a form that allows the sender and recipient not to spend extra effort and time for reprint and computer set. If you pay for an Internet connection, use of e-mail does not require additional costs, which makes this form of transfer of information now the cheapest. Only a connection to the

Internet is paid and you do not have to pay for every sent and received message.

The advantages of e-mail can also be attributed to a rather massive coverage, the scale of which includes all users of the Internet. E-mail allows better, moreover, directly, to study and serve the customers of the company, to actively develop business relationships with its partners. In this case, the technique and time of the transfer of information to multiple addressees is almost as simple as transmitting information to one respondent. Also, information via e-mail is transmitted in a fairly convenient form, which is provided by a special program and does not require an additional set of messages. Time saving is first and foremost ensured that information can be transmitted in real time. E-mail allows you to send and receive messages of different kinds: not only typed text messages, but also files from databases, text files, photographs, tables, speech and music messages. In this case, the information is transmitted in electronic format, which allows the sender and the recipient not to spend time on its additional processing. At the same time, practically instantaneously you can make as many copies of information as you want, and if necessary add and send it to the necessary addresses, etc., which greatly simplifies the work with materials and documents in the company. Especially noteworthy is the ease of redirection and dissemination of information.

E-mail is currently the main form of communication between companies and between companies and consumers. In a number of countries, legislative acts have already been issued confirming the right to take digital signatures into commercial documents (contracts, agreements, etc.) that are sent by e-mail legally legitimate and they are equated to a written signature in real terms. It is also important that the use of e-mail does not require the presence of the addressee to receive and respond promptly, as is the case, for example, during telephone communication.

But there are certain disadvantages of using email:

- there are difficulties with regard to the reliability and reliability of the information obtained, for example, the address and / or the message itself can be fake. With such a problem are called for the fight against special encryption of texts and the inclusion of the end of each digital signature, the file being sent;
- the system of transmission of electronic communications can not ensure their confidentiality, and they can be deliberately or accidentally used for useful and unlawful purposes;

- excessive increase in the number of received information messages also creates serious difficulties in the company. Excess information, the so-called information noise, complicates the work of the relevant divisions of the company. In this case, it is recommended to install in the computers special programs-filters, passing only the information specified by special restrictions, sorting it according to the installed criteria, as well as blocking programs, which eliminate the information that the company does not want to receive;

- ease of use of e-mail reduces the attention of employees of the company, and correspondence sent by them may be misunderstood and lead to serious mistakes in working with partners;

- despite the benefits, e-mail can not and should not completely replace other forms of communication, especially personal contacts in business.

Usually, companies conducting international marketing research on the Internet have lists of sources of necessary information, as well as a list of mailing list materials to the company's clients, which is especially important for the distribution of advertisements and other messages. Relevant computer programs allow you to track which pages are visited more than others, as the Internet users often visit them. The marketer conducts statistics on reader demand and improves the forms of "self-serve" in electronic form. Important information about consumers is obtained by marketers-researchers through the flow of visitors to the company's server and e-mail.

Marketers-researchers for the collection of information on the Internet use sites of specialized companies that research markets, firms and consumers from different countries, sites of international and government agencies, sites of competitors and partner companies, electronic bureaus of statistical materials, international and national organizations, newspapers and magazine scraps (Fortune, The Economist, Financial Times, Tendances de la Conjoncture), sites of research institutes, universities, libraries, and more. In this case, search engines help, even if the address of the object being studied is unknown. It is important to find out their hypertext links.

Especially useful catalogs of Internet resources on information in the field of international marketing, the study of interactive materials of specialized agencies involved in marketing research and study of companies and well-known businessmen who produce special directories in paper and electronic form. These are primarily Dun & Breadstreet, Moody's, Compass, Who is Who, and others. For a fee,

they provide the opportunity to use their data banks to navigate the situation in the search and selection of partners in international business.

Market research on the Internet is carried out through the sites of the statistical departments of the relevant structures of the states, such as different ministries, chambers of commerce and industry, as well as international organizations, and before the United Nations (Statistical Yearbook, Monthly Bulletin of Statistics, Commodity Trade Statistics, etc.) international trade associations, the International Chamber of Commerce and Industry and regional organizations.

Consequently, the main task of developing an international information environment is the integration and compatibility of systems used by companies in their activities. The use of information technology will increase the effectiveness of marketing research in various (any) types of activities.

It should be noted that there are organizational and technical difficulties in paying for goods through the network, with the identification of the site visitor, his signature, legal status, that is, the task of ensuring the legal aspect of contracts, executed through the Internet, and their implementation. In particular, this concerns the taxation of online commercial transactions, which are still free of any fiscal charges.

It also raises the question of the need to increase the reliability and confidentiality of the company's networks, the need to provide their reliable protection against hacking. Companies are actively developing and improving the methods of encrypting information, but 100% protection can still be achieved. Special technical standards are being developed to guarantee the secured delivery of relevant information to companies.

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