

რეზიუმე

ირაკლი ბოჭორიშვილი,
სტუ-ს პროფესორი

ინტერნეტის ფუნქციები ბაზარზე და ბიზნეს კომუნიკაციის მეთოდები

თავისი არსებობის მანძილზე ინტერნეტმა განვლო რთული გზა სამეცნიერო-კვლევითი პროექტიდან ყოვლისმომცველ გლობალურ დეცენტრალიზებულ ქსელამდე და ბოლოს კომერციულ ინფრასტრუქტურამდე. ინტერნეტი გვევლინება კომუნიკაციური აქტივობის ამაღლების მთავარ სტიმულად. მარკეტოლოგები კომუნიკაციას განიხილავენ როგორც მუდმივდევლვით ურთიერთობის მართვას. დღეისათვის მარკეტინგული კომუნიკაციის ბაზარზე ფორმების მთელი აქტივობა ბრუნავს ინტერნეტის გარშემო. სტატიაში განხილულია ინტერნეტ ბაზრის სპეციფიკა და ბიზნეს კომუნიკაციის მეთოდები, რომლებიც მისი წარმოებისას გამოიყენება.

საკვანძო სიტყვები: ბიზნეს კომუნიკაციის საინფორმაციო და საკომუნიკაციო ტექნოლოგიები, ინტერნეტ მარკეტინგი

During its existence internet went through a difficult path from the scientific research projects to the all-embracing universal global decentralized network and till the commercial infrastructure. Commerce is becoming a kind of driving force of the internet.

The creation of the Internet network and the rapid development of the informational technological systems and perfection of their interactions led us to a new direction of the e-business formation.

The success of commercial activity in an environment like Internet can be determined only by the fact exactly how and in what degree business takes into account customers interests. Moreover, it is necessary to know who they are, and what kind of needs, desires, behavior patterns and other features they have.

With the development of informational and communication technology world is becoming much smaller, so that connection between two subjects in different parts of the world is established within a few seconds. Digitalization shall undoubtedly be confirmed as one of all-present generic trends, which to a large extent brought forth appearance of the rest of them.

Nowadays new product are created on the informa-

tional market, which are necessary features of the economical development and significant factor of social life. The informational marketing is the foundation and basis of the e-society and led countries and governments to the integration in the global world network. With the help of informational marketing are implemented new ways of informational products offering to variety of audience (customers), considering their needs and demands. Prior to the global informational system establishment the main source of the information retrieval was personal relationships. Today information retrieval on the international scale are highly accessible through the global informational marketing, where, despite the capacity any kind of information could be gained.

One of the main function of the World Wide Web is e-Commerce, which provides sorts of marketing activities, sale and purchase of goods and services, setting relationship between the customers, the market growth, reduction of the necessary spending for the mediators. E Commerce contributes the development and growth of Internet marketing.

There are 4 main functions of the Internet marketing. These include: communication, information, entertainment and e Commerce. Marketing specialists consider communication as a part of the management of relations with customers. Its effective, pragmatic ways and channels represent Internet. Here communication is interactive, the initiators of which are not buyers as well as sellers. Modern organizations are actively using the Internet for communication policy.

The essential circles of the internet marketing are also the following subjects: institutions, individuals, informational intermediaries, the Internet providers, government agencies, different forms of organizations and unions, which are working on the market.

Internet-space displays the models of business potential, the new types of products in circulation, production realization processes, marketing, trade, transactions, data exchange, the usage of the communication technologies and creation of a culture of communication, the development of local and international scientific communications, and shaping of the internet communication technologies.

Any business or organization that carries out activities through the Internet are called the internet market operating organizations. Such as: transport organizations, logistics and other organizations. Internet e-business market is considering a variety of models, most notably of which are the following:

- Business-to-Business, B2B;
- Business-to-Consumer, B2C;

- Consumer-to-Consumer, C2C;
- Consumer-to-Business, C2B;
- Business-to-Administration, B2A;
- Consumer-to-Administration, C2A;
- Government-to-Government, G2G;
- Business-to-Government, B2G;
- Government-to-Business, G2B;
- Government-to-Citizens, G2C;
- Business-to-Business to-Consumer, B2B2C;
- Business-to-Personnel, B2P;
- Business-to-Employees, B2E;
- Exchange-to-Exchange, E2E.

There are several methods of business communication, including:

Web-based communication - for better and improved communication, anytime anywhere...

Video conferencing which allow people in different locations to hold interactive meetings;

Reports - important in documenting the activities of any department;

Presentations - very popular method of communication in all types of organizations, usually involving audiovisual material, like copies of reports, or material prepared in Microsoft PowerPoint or Adobe Flash;

Telephone meetings, which allow for long distance speech;

Forum boards, which allow people to instantly post information at a centralized location; and

Face-to-face meetings, which are personal and should be succeeded by a written follow up.

Choosing the right means and mode of communication plays a vital role in the effectiveness of the message being communicated and such a choice depends on various factors such as; If the organization is small, probably more communication will be oral, than in larger organizations where it may be in writing. The policy for communication also would play a major role in influencing one's choice of mode of communication. The main point to be considered here would be to evaluate whether the cost involved in sending the message would be commensurate with the results expected. Whether the message is confidential in nature, urgent or important etc. and whether a matter would require hand delivery or be set by registered post etc. also influences the choice of mode and means of communication. Whether the message to be sent is also another vital factor which could influence the choice of means and modes of communication. For example, if a letter is to be sent to a partner in a joint venture in Japan and it is urgent, you would not think of sending someone to personally deliver it. The resources available to both the sender and receiver would also influence your choice. You can only send a fax if the other person/organization has a fax machine. Therefore we can see that the choice of a particular mode and means of communication will depend on a case to case basis and is influenced by various factors.

Means and Mode of Communication are: 1.Face-to-Face Meeting; 2.In-Person Oral Presentation; 3.On-

line Meeting ; 4.Videoconferencing 5.Teleconferencing 6.Phone Call 7.Voice Message 8.Video 9.Blog 10.Report 11.Brochure 12.Newsletter 13.Flier 14.Email 15. Memo.

Business activities on the Internet are much more effective than traditional activities. Company doing business on the Internet represent the part of electronic transfer of business activity in the network, i.e., The company uses traditional methods of business through the E-business by adding to them virtual opportunities. E-shops are the key directions of E-business, which are largely determining the dynamics of its development and growth. The latest innovative approaches are looming out through the information technologies and economy that contribute E-business development. E-business represents its socio-economic development's powerful incentive in the developed countries around the world. It should be noted that the e-business market is rapidly changing. Georgia's first on-line prototypes store appeared in 2001. However then it was only an attempt of e-business developing and the majority of them was limited to the applications of sales and purchases. Nowadays gradually we are starting to use actively information resources in almost all areas of e- business.

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