

INFLUENCE OF THE INTERNET ON ACTIVITIES OF INDUSTRIAL ENTERPRISES

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Methods. The research results are obtained by use of the following methods: historical – to depict the evolution of the Internet; analytical – to determine the factors that influence the development of telecommunication technologies in marketing; establish the relationship between the development of telecommunication networks and profitability of companies; scientific generalization and systematization – to establish areas use of the Internet by industry to develop forms and methods of marketing.

Results. It is established that modern industry should review its own concept of marketing in terms of a more active implementation of interactivity tools with their customers and other stakeholders of the marketing process. Accordingly, the theoretical basis for the development of virtual marketing activities using technological capabilities of World Wide Web is established.

Novelty. The model of conceptual use of new information technologies in marketing activities of Ukrainian enterprises is proposed, reflecting the conceptual foundations of marketing in terms of the information society, namely, tools, business models, limitations, advantages, goals, components of Internet marketing and indicators for assessing the effectiveness and efficiency appropriate marketing activities.

Practical value. Practical application of the proposed model using the latest information technology in the marketing of Ukrainian enterprises will increase the profitability of the respective businesses by enhancing their marketing process and creating more high-quality management information basis for their marketing activity.

Keywords: Internet, marketing activities of industrial enterprises, informational society.

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