

## THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN THE INTERNATIONAL MARKETING ENVIRONMENT

Khmelnyskyi National University

**Abstract:** *Increasing digitalization in highly globalized world economies has seriously changed the international business landscape, creating plenty of opportunities but also challenges for firms. This article indicates how the use of information technologies has transformed the way firms are shaping their product, pricing, distribution, logistics, and promotional strategies abroad. Furthermore, the basic marketing and advertising information technologies are considered and the impact of automation on the global marketing atmosphere of the future is determined.*

**Key words:** globalization, information technology, international marketing, international trade, business.

Today, the world is in a process of change and restructuring. The main dynamics of this process are globalization, information society and technology. The modern industry of information, information systems and communication networks is important for the development of international marketing and marketing problems, as it allows marketers to conduct large-scale and in-depth marketing research, operate with large amounts of data related to the global marketing environment, markets, products and firms from foreign countries, in particular by connecting to the databases of other organizations and through the integration of communication systems at the local, national, regional and international scales.

The emergence of a more open world economy has resulted in an upsurge in international trade, since many countries belong to major trading blocs. Companies of all sizes need to develop skills, ability and knowledge to compete effectively in international markets. Moreover, with the advancement of technology, communications and international transportation become faster and more convenient, and increase opportunities for companies to look beyond their domestic markets and facilitate their engagement in international market operations [1].

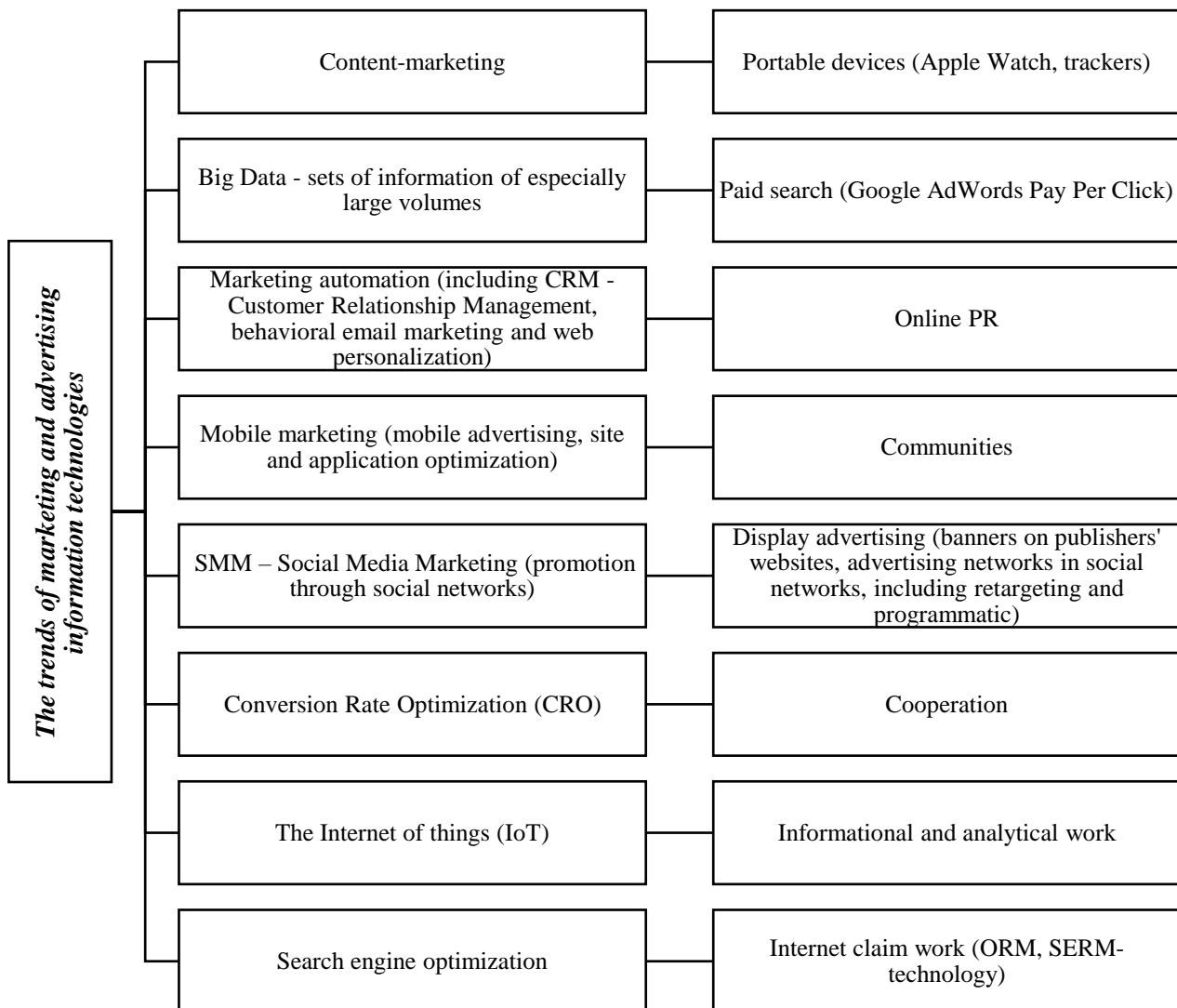
That is why, the aim of this article is to present new marketing perspective which is shaped by information technologies within the scope of innovations in marketing activities and functions based on a literature research.

To begin with, businesses have become very important as a result of the facts like virtual marketing, information age and globalization. Unlike traditional marketing process, virtual marketing has a structure which has a different feature. The main reasons for this change are rapidly changing conditions in the creation of marketing activities in electronic environment and of external factors being more dynamic in the virtual marketing environment [2].

First of all, it should be noted, that information technology (IT) has revolutionized the way organizations conduct business by enabling small and medium businesses to level the playing field with larger organizations [3]. Small businesses use an array of technology based on everything from computer server stations to portable mobile devices to expand competitive advantages in the global economic marketplace and marketing environment [4]. So, small & medium business organizations owners are considering implementing information technology in their planning process for streamlined integration. Thus, this process is leading to future business expansion locally as well as globally. This decision allows proprietors to create smooth business operations using the most effective information technology available. On the other hand, the Internet has further linked the overseas suppliers of goods and services and their buyers. During the e-commerce era, internet traffic is increasing day by day, and e-commerce business is in the hyper growth stage. Information technology tremendously helps to boost the expansion of the current and future of marketing environment; communication technology became faster than ever. Though, globalization creates a little challenge for multinational companies to share resources and knowledge across a number of businesses inside and outside the country. Outsourcing and freelancer ease this challenge because multinational companies recruit talent freelancers and outsource their projects to the highly expert vendors and then the works are done through the team of people very effectively and efficiently [5].

The development of Internet technology and communication has changed the direction of activities of businesses, they have more adapted on this electronic environment day by day. Internet technologies have affected companies in many different areas. One of the most important of these effects was observed in marketing activities and marketing concept and operation has been adapted to the Internet environment. In recent years, showing a very rapid development, information technology has been significantly rocked in current marketing balance in all industries around the world. Accordingly, geographical boundaries disappeared; markets where buyers and sellers meet gained a different dimension. International marketing activities over the Internet has been exploded and has emerged accompanying global information network. The Internet has fundamentally provided a different environment for international marketing and it has required different and permanent strategic approaches [2].

Information technology systems and computer science are used by business organizations to perform various tasks. Some use IT to provide for the basic processing of transactions, while others enable customers, distributors, and suppliers to interact with the organization activities through various communication technology systems such as the internet and intranet. The term of information technology systems in an organization are composed of four distinct parts which include an organization, data & information in an organization, and information technology and information technology systems within an organization. The important impacts of information technology in the development of global marketing world are described below. Also, several areas of global marketing environment in which businesses are taken into consideration and discussed how IT has already helped or can help these businesses in particular areas in future [6]. The main trends of marketing and advertising information technologies today are (Fig.1):



**Figure 1 - The main trends of marketing and advertising information technologies\***

\* formed on the materials presented in [6]

As large-scale innovation in automation has traditionally been limited to the production side of global society, the information technology will have far reaching implications in future. Amazon's automated online grocery store, eliminating the need for cashiers, and marketing executives physical hardworking has been one of the first major and very advantages tech triumphs of the era. The online store has proven itself very successful as an efficient option for global shoppers in its primary location. The current cost of this technology, conversely, puts it out of the reach of pretty much any other store. As the technology continues to develop, consumers can imagine that pressure sensors & cameras that automate pay and alleviate long lines in stores will be coming to groceries and pharmacies close in the next few years. The innovative visual conversations between buyers and sellers in order to buy-sell goods and services in the forthcoming years. This is buyers and sellers price bargaining scopes. This can be truly possible if 6G, 7G, 10G Internet connections with fastest and speedy internet network be available to international internet users through cellular phones as well as via computer networks [5].

Existing marketing and sales practices and theory, sales force automation tools, database marketing, relational marketing, network marketing, electronic commerce systems and Internet, including the adoption of new technology tools and marketing concepts are undergoing unprecedented transformations. With the rapid advancement of electronic communication and adoption of the Internet in marketing practices, traditional marketing methods have changed dramatically. Being a huge global network connecting millions of computers around the world, Internet is considered as a new marketing tool with the potential to radically change the way companies do business with their customers. As a result of the information revolution in the information age, business managers have taken into consideration issues such as the globalization of markets, the change in industry structure, constantly changing customer needs, rising customer expectations as important issues. This also caused a change of business management and customer understanding and has made them more customer focused [2].

Thus, the results of the study show that due to the rapid expansion and revolution of IT, the globe has now become a global village as many small, medium and large countries are united and entered under one umbrella. International borders and communication barriers are going to vanish. Information technology is an immense truth of the modern century, and it has a great impact on the global marketing environment arena. Multinational organizations which are implementing IT based international marketplace are enjoying a competitive advantage over the organizations which do not do the same business through IT. It means, that technology is an important driving factor in shaping international marketing strategy as well as in driving force towards a more global marketplace, especially technology in communication.

#### REFERENCES

1. Chirapanda Suthawan Technological Environment – International Marketing Strategy Relationship. *International Scholarly and Scientific Research & Innovation*, 2012. № 6(4). P.656-659
2. Paksoy, H. M., Özbezek, B. D., Kılınc, E. The Importance and Place of Information Technology in the Changing Marketing Concept. *Bitlis Eren Üniversitesi Sosyal Bilimler Dergisi*, 2019. №8(2). P. 440-458.
3. Guseva, O. Y., Kazarova, I. O., Dumanska, I., Gorodetsky, M. A., Melnichuk, L. V., Saienko, V. H. Personal Data Protection Policy Impact on the Company Development. *WSEAS Transactions on Environment and Development*, 2022. Vol. 18. P. 232-246
4. Dumanska, I., Vasylykivskiy, D., Zhurba, I., Pukhalska, Y., Matviets, O., Goncharuk, A., Dronology and 3D Printing as a Catalyst for International Trade in Industry 4.0. *WSEAS Transactions on Environment and Development*, 2021. Vol. 17. P. 740-757
5. Technological Influence on Global Marketing Environment. URL: <https://bit.ly/3nAxM0n> (дата звернення 13.01.2022)
6. Leonow, A. I., Koniagina, M. N., Petrova, S. V., Grunt, E. V., Kerimkhulle, S. Y., Shubaeva, V. G. Application of information technologies in marketing: Experience of developing countries. *Espacios*, 2019. № 40(38). URL: <https://ww.revistaespacios.com/a19v40n38/a19v40n38p24.pdf> (дата звернення 13.01.2022)

**Dumanska Ilona U.** - Doctor of Economic Sciences, Professor, Professor at the International Economic Relations Department, Khmelnytskyi National University, Khmelnytskyi, e-mail: dumanskaiy@gmail.com.

**Matviets Olha V.** - Candidate of Economic Sciences, Associate Professor, Associate Professor at the International Economic Relations Department, Khmelnytskyi National University, Khmelnytskyi, e-mail: olrebak@ukr.net.