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SUMY STATE UNIVERSITY

Academic and Research Institute of Business, Economics and

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QUALIFICATION PAPER

on the topic "INTERNET TECHNOLOGIES IN THE DEVELOPMENT OF INTERNATIONAL COMPANIES"
Specialty 292 "International Economic Relations"

Student   IVCourse   Drozhenets Rostyslav

group ME-82a

It is submitted for the Bachelor's degree requirements fulfillment.

Qualifying Bachelor's paper contains the results of own research. The use of the ideas, results and texts of other authors has a link to the corresponding source

Research advisor   Ph.D., Assoc.prof.   _____   M.D. Domashenko
                    (position, scientific degree)   (signature)   (full name)

Sumy, 2022

ABSTRACT

on bachelor's degree qualification paper on the topic
« INTERNET TECHNOLOGIES IN THE DEVELOPMENT OF
INTERNATIONAL COMPANIES »
student Drozhenets Rostyslav

The main content of the bachelor's degree qualification paper is presented on 37 pages, including references consisted of 32 used sources, which is placed on 4 pages.

Keywords: INTERNET, TECHNOLOGIES, DEVELOPMENT, BUSINESS MODEL, GOOGLE, ADSENSE, ECOMMERCE.

The purpose of the bachelor's degree qualification paper is to analyze the impact of existing Internet technologies on the development of international companies using the example of the IT giant Google.

To achieve this goal it is important to solve the following tasks:

- to determine the essence, functions and structure of information technologies;

- analyze the impact of existing Internet technologies on the development of international companies;

- to study the influence of Internet technologies on the success of business models in the field of Internet business;

The subject of the research is the study of the influence of Internet technologies on the success of business models in the field of Internet business.

When writing a term paper, the following methods and techniques of scientific research were used as general ones: historical, comparative, special: the method of generalization and grouping; processing of literary sources.

The information base of the research is publications from Internet resources, publications of Ukrainian and foreign authors and financial reports of international companies.

According to the results of the study the following conclusions are formulated: the development of Internet technologies is of key importance for most modern enterprises and directly affects the economy, so international companies are trying to keep up with the trends that are gaining popularity on the Internet, so as not to stand out from the crowd, but, on the contrary, to attract new customers.

The year of qualifying paper fulfillment is 2022.

The year of paper defense is 2022.

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Academic and Research Institute of Business, Economics and Management
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«06»   May   2022   .

TASKS FOR BACHELOR'S DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")
4th year course, group ME-82a an

Drozhenets Rostyslav Vyacheslavovych

1. The theme of the paper is « Internet technologies in the development of international companies»   approved by the order of the university from « 19»_ 04__ 2021 № 0193 VI.

2. The term of completed paper submission by the student is 01.06. 2022

3. The purpose of the qualification paper is to analyze the impact of existing Internet technologies on the development of international companies using the example of the IT giant Google.

4. The object of the research is implementation and interaction of Internet technologies in international companies.

5. The subject of research is study of the influence of Internet technologies on the success of business models in the field of Internet business.

6. The qualification paper is carried out on materials from the Internet resources, publications of Ukrainian and foreign authors and financial reports of international companies.

7. Approximate qualifying bachelor's paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1 <u>Information technologies and their role in the modern economy, deadline – 03.05.2021</u>

Chapter 1 deals with researching <u>the next tasks:</u>

- to consider the essence of information and information technology, its characteristics and main tasks;

- to systematize the direction of Information technologies development in the world;

- to define the importance of Information in the economy.

Chapter 2 <u>Business models in the field of Internet technologies, deadline – 09.05.2021</u>

Chapter 2 deals with researching the next tasks:

- Research of successful business models based on Internet technologies.

Chapter 3 <u>Google analysis as an example of a successful web business model, deadline – 18.05.2021</u>

Chapter 3 deals with researching the next tasks:

- to consider economic and business profile of Google;

- to analyze the Google's business model.

8. Supervision on work:

Chapter	Full name and position of the advisor	Date, signature	
		task issued by	task accepted by
1	PhD, Associate Professor Domashenko M.D.		
2	PhD, Associate Professor Domashenko M.D.		
3	PhD, Associate Professor Domashenko M.D.		

9. Date of issue of the task: <u>« 06 » May   2022</u>

Content

INTRODUCTION

Over the past few decades, Internet technologies have made a huge contribution to the development and growth of the global economy, and have influenced many industries from simple marketing to the creation of entire professions. Now it is impossible to imagine the activities of an international company without the use of Internet technologies, which suggests that Internet technologies are key in the company's activities. For example, a couple of centuries ago, the activities of even very powerful companies could be limited to the territory of her own country, and in international activities the company could only act as an exporter of goods.

Activities outside their own country were either impossible or extremely ineffective, since a branch of a company based in another country could well separate from its parent company and become its competitor, having access to technology and knowledge about the structure of the company.

Currently, the development of technology, and in particular the Internet, has solved many problems associated with the inefficiency of expanding companies on the path to internationality. The development of the Internet has significantly improved the economy of the whole world and created an additional set of tools for managing the company, but in addition, it also simplified the way of creating a company and integrating it into international markets, as well as creating a number of new opportunities, professions and business strategies related to online -activity.

The aim of the work is to consider the factors of the influence of Internet technologies on the business activity of international enterprises, using the example of Google Inc. and consider the business strategies that are most often used by companies that arose in connection with the development of Internet technologies.

The object of this study was the American multinational corporation Google.

The information base consists of Internet articles and publications taken both from the official Google company blog, and from third-party, trusted sources.

1. Information technologies and their role in the modern economy

1.1 The essence of information and information technology

The emergence of the Internet, the development of information technologies, systems and standards for their interaction have led to the emergence of a new direction of modern business: e-business as a special form of business, which largely consists in the introduction of information technologies in the production of goods, services, sales and distribution.

At this point, it can already be said that the processes of transforming the internal and external relations of enterprises in order to re-create profits are in full swing. [1].

The internal organization of the company, based on a single information network (intranet), which increases the efficiency of interaction between employees, optimizes planning and management processes. External interaction with partners, suppliers and customers are all components of e-business.

The most important component of e-commerce is e-commerce. E-commerce refers to any type of transaction in which the parties interact using the capabilities of systems, information networks and telecommunications technologies [1].

E-commerce is a way of doing business all over the world. This allows companies to more fully communicate with suppliers, respond faster to customer requests and meet expectations. Companies have the opportunity to choose suppliers regardless of geographic location, as well as the opportunity to enter the global market with their goods and services.

E-commerce is one of the components of e-business, which is limited to the execution of transactions through electronic systems, such as the sale of goods or the provision of services over the Internet. [1].

In such a system, information acquires a new status of a resource, becoming very useful for doing business. especially in the expansion of information technology.

Economists consider information as information of the economic zone and must record, transmit, store and process it for use in managing both the entire economy of the country and individual objects. With the help of information, you can decide how to organize the production of goods and services more efficiently and economically. Economic information is directly related to the management of groups of people and the production, distribution and consumption of material goods and services. This includes information about labor, material and financial resources, as well as the state of controlled objects at a particular point in time. Information acquires the characteristics of economic goods and is used in the economy as a product (information products, services), as well as resources used in the course of economic activity [1].

Information products and services include software, databases, educational services and consulting. In the process of creating information products, the main means of production is intelligence. It is the ability of a person to create new knowledge. As a result of intellectual activity, unique products are created, and the creator is paid in the process of reproduction (distribution of a material carrier using the created information) or materialization of goods, production methods and technologies.

Information as an economic resource is used in different ways. The main areas to be highlighted are:

1. Commercialization of information about goods, services and technologies (creation of high-tech products, intellectual property and information services, development of new production and management technologies, etc.).

2. Influence on subjective ideas and expectations of economic agents. Examples include creating an information image of a product, a company (reputation), identifying needs or their impact.

Therefore, information from an economic point of view is a strategic resource, which is one of the key resources for improving corporate performance. Information is the basis for entrepreneurial behavior using materials and energy, as it determines the strategic goals and objectives of the company and provides open opportunities. Make informed and timely management decisions. Coordinate the actions of various departments and direct their efforts towards achieving common goals.

Qualitative information makes the actions of professionals in different areas of the economy intensive and effective. In this context, the role of information technology (IT) is becoming increasingly important [1].

Information technology should be understood as a method and system of methods for collecting, storing, storing, extracting, processing, analyzing and publishing data, information and knowledge based on the use of hardware and software in accordance with user requirements.

The purpose of using information technology is to reduce the complexity of using information resources. The tasks of information technology include:

1. Collection of data or key information.

2. Data processing and search for information about the results.

3. Transfer information about the results to the user and make decisions based on it.

Since the process of informatization in modern society is so confusing, it was impossible to name a single area of human activity where it would not have serious consequences. The transition to an information society after the industrial one led to a completely new approach to solving various production problems. Perhaps, first of all, this applies to everything connected with the modern economy [2].

The greatest growth in the volume of information is observed in industry, trade, finance, banking, marketing and the provision of various services. Information is one of the key deciding factors in determining common technologies and resource development. In this regard, understanding the

development of the information industry, information technology, the relationship between information technology and the information technology process, as well as determining the level and extent of the impact of the information technology process on people management and the scope of intellectual activity is very important. Information about the elements of management and the subject of management work, should provide a qualitative idea of the tasks and states of the managed system and the management system.

At present, the dissemination of information in the information sector of the economy cannot be imagined without the use of the Internet. It was the Internet that allowed the transition of the world economy from the era of industrialization to informatization, where information is the main resource.

1.2 Information and its importance in the economy

Since the process of informatization in modern society is very useful, it was impossible to name a single area of human activity where it would not have serious consequences. The transition to the information society has led to a completely new approach to solving various production problems. First of all, this applies to everything related to the modern economy.

The greatest value in terms of the volume of information remains in industry, trade, finance, banking, marketing and the provision of various services. Information is one of the key deciding factors in determining common technologies and resource development. In this regard, understanding the development of the information industry, information technology, the relationship between information technology and information technology processes, as well as determining the level and degree of influence of technical management and technical management. very important. Information about the elements of

management and the subject of management work should give a qualitative idea of the tasks and states of the managed system and the management system [2].

At present, the dissemination of information in the information sector of the economy cannot be imagined without the use of the Internet, so, the Internet can be considered as a new "environment of the information society". It is at the same time the world's most important electronic market, still young, but its sales are very important. The popularity of the Internet as a business tool is growing because it allows you to carry out almost any business process electronically, such as buying and selling goods and services, investing money, obtaining information, and signing contracts.

When introducing the latest information technologies in an organization, two interrelated goals are pursued:

1. Reducing organizational costs.

2. Increase returns and improve productivity.

This is achieved through the use of natural features of IT and manifests itself in the following aspects:

1. Increase labor productivity. This is due to the speed, cost and quality of performing routine tasks. To increase productivity, organizations use computer systems for reference and regulatory information, enterprise-wide document and enterprise systems management, and actions that managers and employees took days or weeks ago [2].

2. Increase business competitiveness. This can be done, for example, by recording information about the weekly delivery and return of goods from each seller. The program then determines the revenue from each salesperson, compares the results, and groups them into segments. Then the optimal product range for each segment is determined, which can increase the revenue of distributors and retailers.

3. Integration of financial information. When a manager tries to rate a company's performance, he or she may encounter different ratings for the same problem. For example, the finance department provides its own version of the

income statement, and the sales department provides its own version of the income statement. Other departments may also give you choices about how you contribute to the business. The integrated system produces one final version of the report, but no one can object because everyone is using the same information system [2].

4. Fast order service. In today's information technology for businesses, the lifetime was from the time an order was placed to the time the goods were shipped to the customer, until the accounting department created the invoice. With information in one system, without having to "spread" across many different applications, companies can easily track orders and coordinate production, warehousing and shipping for all departments at the same time.

5. Standardization and acceleration of production processes. Large manufacturing companies, especially those targeted for mergers and acquisitions, often find that several divisions of the company are doing the same thing using different methods and different computer systems. Modern information technology is based on standard steps that automate certain steps and production processes.

6. Optimization of stocks. Modern information technologies contribute to the fact that the production process proceeds in a regulated manner (without failures) and improve the process of fulfilling internal orders. The company can now reduce the inventory of raw materials needed to manufacture products and reduce the amount of finished products held in warehouses.

7. Standardization of personnel information. In companies with a large number of different business units, HR often does not have a single unified methodology for tracking and working with personnel. In this situation, you can use the HR module to change the entire enterprise system [2].

Thus, the production and non-production activities of a person are indeed expanding endlessly thanks to information technology. The economy is increasingly characterized as the production of material goods, as well as the creation and dissemination of information products and services. The activities of people, groups and organizations largely depend on their awareness and ability to effectively use the available information. The search for a reasonable solution

requires the processing of a large amount of information, which may not be possible without the participation of special technical measures.

However, modern information technologies have already been introduced at this level and can easily cope with such a task. For example, information technologies in the economy partially include something from each of the four types of information technologies listed.

Therefore, each of them will be briefly reviewed in terms of their characteristics and purpose.

Information technologies for data processing that are designed to solve well-structured tasks, when all the necessary data entry algorithms are known, as well as standard procedures for their processing. This technology is used at the level of operations (performing) by low-skilled workers to automate repetitive laboratory operations. Therefore, the introduction of information technology systems at this level can have a beneficial effect on staff productivity by eliminating routine work and reducing the number of employees required to perform this work.

1.3 Management and direction of IT development in the world

Companies receive data on customer shopping habits and develop marketing strategies based on the analysis. New and innovative online business models are emerging. Everyone is looking for business ideas on the Internet. People work from home in companies around the world. Business information faster than ever! So, from all of the above, the Internet is now the basis for an offline business selling online. And the Internet is the heart of online business. Internet technologies have invented new ways of doing business. The Internet is important for business development. Internet technologies provide powerful means of communication and marketing. The Internet is a new marketplace where you can find online stores, online applications, etc. You can browse various educational business development sites, service management platforms anytime, anywhere.

The Internet helps businesses grow, achieve goals, and succeed in this competitive marketplace. Marketing plays an important role in business, in this case the Internet is the first most important marketing tool that business owners are looking for. The Internet offers entrepreneurs great advantages in building their business information business infrastructure [2].

Because companies get data about the buying habits of customers and consequently develop marketing strategies based on the analysis. New and innovative business models are emerging. That is, everyone is looking for business ideas on the Internet. Often people work from home in companies around the world. Business information is now spreading faster than ever! So, from all of the above, the Internet is now the basis for an offline business selling online. Therefore, the Internet is the heart of online business. Internet technologies have invented new ways of doing business. The Internet is important for business development. Internet technologies provide powerful means of communication and marketing. The Internet is a new marketplace where you can find online stores, online applications, etc. You can browse various educational business development sites, service management platforms anytime, anywhere.

The Internet helps businesses grow, achieve goals, and succeed in this competitive marketplace. Marketing plays an important role in business and in this case, the Internet is the first and most important marketing tool that business owners are looking for. The Internet provides entrepreneurs with great advantages in building a business infrastructure based on customer data and information [2].

The Internet plays an important role in advertising, marketing products and services around the world in order to attract more customers. You can communicate with customers about products and services online. The Internet is a global platform that allows business owners to use online advertising that is cheaper. Online advertising: marketing is available to all types of small and large businesses compared to the cost of traditional marketing. Businesses can reach a wider audience and geographic location using Google AdWords, Facebook ads, content marketing, YouTube video ads, etc [3].

Internet advertising is a big industry, and competition is high, so the cost of online advertising is more effective than advertising on television, in newspapers and magazines. Google, Facebook and YouTube, these types of businesses survive through the revenue they generate by providing online advertising services for businesses. Business owners can take advantage of free and paid internet marketing tools in their companies to reach customers all over the world. This is why the importance of the Internet in the business world can really be used to create better products and services.

Selling online is the biggest benefit of the internet for businesses large and small. Selling online is cheaper with a higher level of marketing. It is cheaper to set up an online store or e-commerce site than a physical store. The Internet helps businesses automate sales and transactions on e-commerce sites. Selling goods through an online store is not only beneficial for one business, but also helps third-party business services such as couriers, content marketers, graphic designers, payment gateway service providers, and others. The e-commerce industry is growing day by day. Even small business owners can make a lot of money for their business within a few months [3].

The cost of setting up, launching and selling an online ecommerce store not only helps in sales but also helps business owners keep track of their best marketing, advertising and marketing efforts. This will not only help you sell more, but it will also help you sell the right product to your target customers based on interest. The largest examples of successful use of e-commerce are Amazon.com, Alibaba.com, Flipkart, Paytm, etc [3].

The internet also helps businesses build relationships with customers and build a strong network, as customer relationships can really help a business succeed. Communication through online platforms helps companies find new customers and retain existing customers. For the right customers, the right product is impossible without communicating with the customer or customers about the product or its problems. Website, social media marketing, administrative support, technical support. These are just a few of the shareware goal setting software you

can use. 24/7 customer support in social networks, increasing brand value is one of the examples of effective business communication and relationship building programs [3].

The client wants to get quick information about his problems. Therefore, it is really important for companies to improve the way they track customer issues and come up with solutions that build trust and honest relationships with customers. Social networks, blogs, forums act as tools that a business can use to effectively communicate with customers. This type of online business development practice really benefits the business in building a strong customer network. Communication and networking also help realize innovative, creative and valuable marketing and advertising plans for businesses [3].

These types of day-to-day business operations and marketing or free platforms cannot be accessed without the Internet. The cost of communication at present, especially using the Internet, is less than offline. Reviews, comments, link building, trackbacks, link tracking, etc. are daily practices that help a business grow a business faster with a high level of integrity [4].

Business research is really important for getting information about target customers, market trends, interests and competition. The Internet helps businesses get data and analyze information before investing in product development to create more effective product marketing plans. The Internet helps businesses to experiment, collect data based on ideas about products and services.

Online training for employees, but in general, online training offers great benefits for effective management and task completion. The success of a business depends on the creative and analytical thinking of its employees. The Internet plays a key role in creating business education and training programs for different categories of employees. Education and training unlock the creative potential of employees. In addition, e-commerce sites, advertising agencies, email marketing companies, all kinds of Internet-connected businesses need to manage data at all times, protect customer information, and protect privacy from online attacks [4].

Online training and online courses for employees helps them learn from professionals. Thus, the Internet helps employees to access educational materials at any time convenient for them and from anywhere in the world. Today's business owners, companies and online entrepreneurs sometimes face performance issues. Frequently asked questions sound like: How to become more efficient? How to make employees more productive? This is how the Internet is helping business owners create and use existing e-learning programs and applications for lifelong learning and continuing education. The benefits of online learning programs such as webinars, videos, and apps help employees learn at their own pace. Online software costs less than running employee seminars or hiring a performance consultant [4].

The Internet allows you to access data and information at high speed and with high accuracy. Email, news, file transfer, cloud storage, IRC - these internet features are really important for business. The rich opportunities and applications of the Internet not only help employees to be more efficient, but also help them work faster, more accurately, by learning and using the latest technologies in their daily business activities. Companies and businesses get customer relationship data, reviews, comments, likes, hints, hints in real time and immediately. Speed in business development is really important when you are competing in the global market. Email marketing, email harvesting, user behavior tracking, page views and landing pages are just a few examples of where business owners benefit, including online, to grow their business faster and more accurately. Today it is impossible to develop a business and make a profit in business without using the Internet [1].

Using the Internet and Testing the capabilities of the Internet in business is the most important thing that business owners can learn and experiment with today. Any small idea can become the big business of tomorrow. Google, Facebook, YouTube, Linked In, Amazon, Aliexpress, etc. Once they were nothing more than an idea, but the owners of this innovative business have added the power of Internet technology to their business. Now you can see their earnings and growth today. This is how the Internet promotes business.

With the development of Internet technologies, new business opportunities have appeared, as well as new professions based on Internet technologies and Internet activities. Thus, we can observe the emergence of a number of new business strategies that we can see with our own eyes every day, in everyday use of the phone or computer, while browsing websites or web pages on the World Wide Web.

Due to the popularity of the Internet, it is now much easier to do business with the Internet than with older advertising platforms such as radio or television. Most of the modern target audience draws information from the Internet, viewing the news or simply scrolling through the Instagram feed. It has been used by marketers, marketers, the media to create leverage with celebrities and more. Therefore, we will now discuss the most commonly used "just popular modern business strategies that exist at the moment" that mainly use the Internet resource.

2. Business models in the field of Internet technologies

2.1 Software-tech based business models

AdSense is probably the simplest business model on the web today. In fact, you create a content site - move traffic (usually search engine traffic, but there are those who successfully manage paid traffic) to the site [5].

As an example, consider the Google advertising system.

Google AdSense is an ad network that allows you to place ads on your site to generate revenue when people click on an ad. The application may use keywords and other information to place advertisements related to the content of the site. The ads themselves come from advertisers who use Google AdWords and their Display Network [5].

When you search for something on Google, there are usually two or four paid ads at the top and bottom of the search. These ads are known as AdWords.

AdSense is the same, only instead of ads on the search engine page, they appear on the real site. Usually they are text blocks, but sometimes they can be displayed as images.

When people go to a site and click on an ad, Google makes money from the ad and then pays the site owner a percentage of the revenue. The people who create this ad are marketers using Google AdWords who have decided to expand their presence not only to Google search, but also to the so-called Google Display Network (GDN) [6].

GDN is simply a website where publishers choose to monetize their sites with Google AdSense. Google reads their websites, finds out what they're talking about, and then targets relevant ads to site visitors who come from marketers who use AdWords to link their ads to specific keywords.

Software as a Service (SaaS) is a relatively new business model that literally cannot exist without the Internet.

The premise of software as a service or SaaS model is that a piece of software resides in the cloud infrastructure (i.e. runs through a web browser), companies pay monthly to access this software. Making SaaS products truly valuable often requires good programming skills combined with a variety of user interface design skills.

The SaaS business as a whole is probably the most complex business model we can explain.

The main difference between SaaS companies and software companies is that SaaS is based on the cloud. Essentially, this eliminates the need for an end user license to activate software for any hosting infrastructure. Instead, SaaS accepts its participants. The customer just needs to log into his account, he gets full access [8].

SaaS-type strategies have become extremely profitable for entrepreneurs, as they are in cloud storage, protected from hackers, so the owner does not risk losing his intellectual property in the public domain. free of charge by a third party user.

Thus, the owner receives a monthly income without spending money on protecting the product.

SaaS products are all the rage right now, and it makes sense, as they can be quite lucrative. Since almost every SaaS product has a recalculation feature, each customer can have significant lifetime value, which allows these companies to lose money on initial customer acquisition, but still profit from those customers. More than ever, SaaS products enable small businesses to have a high-quality infrastructure without the high IT costs associated with building their own software. SaaS products are everywhere, from accounting and sales CRMs to writing solutions for artists [9].

Examples of successful companies in this market segment include their most famous representatives.

Salesforce is the best SaaS company to launch the concept of customer relationship management (CRM). It has since expanded into platform development, marketing, machine learning (ML), analytics and social media. The company is considered to be one of the most innovative cloud software providers

on the market, deriving the majority of its annual revenue from its SaaS suite of cloud tools. As of March 2022, Salesforce has a market capitalization of $208.91 billion;

One of the pioneers of business technology, the company became one of the largest SaaS companies in the world after migrating desktop productivity suite to the cloud. this means that Office 365 is now moving beyond the bundled client version. It also offers Dynamics CRM, SharePoint collaboration, and even SQL Server databases on demand. The Microsoft team also invests heavily in customer acquisition, customer access, customer success, and customer retention, making it highly competitive for business customers with a wide range of customers.

Apps are now synonymous with smartphones, tablets and handheld devices.

It can be anything from incredibly fun games to incredibly useful productivity tools. Each of our smartphones has a store with almost unlimited possibilities that we can download. Whether we're shopping from the iTunes Store, Android, or Windows, each of us can download more apps. When applications first appeared, it was a gold rush of innovation and cheap applications that continued to make money. Today's environment is very different from that time, but there's still a lot to make [10].

Despite the daily progress in technology in this area, there are basically three main strategies for app monetization, the first of which is paid download or paid app. This means that you need to purchase the app before downloading it to your phone, tablet or gadget. But in many cases, this is a guarantee of product quality, developer-guaranteed support - no internal advertising [10].

The second type of monetization is embedded advertising in a free app. The application does not require money to use, but it has built-in ads for which the developer will receive money.

The third type of app monetization is paid premium content for free apps, most commonly found in games, but sometimes also in home apps.

The bottom line is that the user using the application notices its potential, which the developer reduces over time or offers to expand by buying additional

features, more powerful guns, and so on. They can be mixed or combined. Some apps may be paid, such as those that still allow you to purchase in-app updates [10].

2.2 Online store oriented business models

A dropshipping business is when an owner finds a list of vendors that sell or sell products for their site. However, instead of owning a warehouse business, as is the case with an e-commerce or Amazon FBA business, a third party handles shipping and logistics for them. This third party is typically a wholesaler who "ships" the product to the customer on behalf of the business [11].

Basically, every time someone buys a product, the wholesaler who normally makes the product delivers it, u you get a portion of that sale to put the product on the market.

My White Wall Shipping Company has art suppliers around the world who supply printed images to the consumer. It looks like a lot of their marketing relies on SEO (search engine optimization). Every time someone buys something on the site, the owner of My White Walls is paid, as well as the seller who stores and ships the item [12].

While most people are unlikely to catch up with Amazon, this is a good example. Amazon is a hybrid. It manages dropshipping transactions but also maintains and supplies its own line of products. If you ever buy something on Amazon and get a message that they are being used by a third party supplier, Amazon offers dropshipping. We'll talk about this later in this article: we'll talk about how you can do the same with your business as part of your growth strategy.

E-commerce is like a digital retail store. You buy a product, find a place to store it, place orders for that product, advertise the store with a variety of online marketing strategies. Many people use paid traffic to their store as the number one way to get customers and try new products. E-commerce is also a good fit for

dropshipping as dropshipping allows the store owner to try out new types of products without upfront pricing. The products that convert the best can then become the source for all of the store's products, which will eventually be branded specifically for that online business [13].

When many people think of e-commerce, they think of dropshipping. The two models are actually different in that they can both be used in the same business. The difference between opt-out e-commerce and e-commerce has to do with how the products are delivered. Instead of looking for a seller who ships an item every time you make a sale (drop shipping), you source it yourself from the manufacturer and then ship it to a warehouse where all your shipments are stored (ecommerce) [14].

Every time someone visits your online store and buys something, you make a profit and that item is shipped from the performance hub you created (i.e. warehouse).

While ecommerce has many more moving parts than dropshipping, they are very similar. The main difference is that for e-commerce, you deliver the product, inventory it, and have your own delivery service..

2.3 informational services based business models

Most people who are just starting out in an online business are more likely to buy someone who sells e-books or a video tutorial on making money online once or twice. This market has many more niches than just making money online. People who sell workouts, dating tips, fitness tips, or even products about how to get taller are part of this field. The great thing about an information product is that all the work is basically done once, after the product is created, transformed, you can measure it to the moon. Selling 1000 units for one unit won't cost you anything other than the obvious marketing costs, which makes this business incredibly lucrative in the right person.

Information products are often people's first introduction to the world of online marketing or online business.

Does this information product include how to get ranked on Google, how to create a marketing funnel, or products that exist outside of the marketing brand, whether in the world of dating, like double dating, like in healthcare: About Ab Workout [15].

An information product is usually a long, detailed explanation of how something works in the form of materials provided to a hungry audience in need of information. Information products originally started out as PDF files, but as they have grown and developed, many of them are now high-quality videos – recorded webinars [16].

Such videos are more valuable to customers than just reading the PDF. Many content creators now choose to offer courses in this style of recorded webinars. Because video is a great tool for building relationships online, many homeowners make videos solely in the hope that their customers will learn to love and trust them, as usually a product developer has more to offer than their product [16].

Produced services are a relatively new brainchild in the online business model block, and they have been a godsend for many freelancers who have become full-fledged entrepreneurs. It's a way of embracing what would normally be custom customer service like web design or SEO, packaging them into a more comprehensive service. Because of this, it can limit one of the biggest frustrations that freelancers call "crawling". Where work slowly turns into a monstrous job that begins to feed on the interests of freelancers. Instead, people buy packages - sometimes they are sold more customized solutions that are still "in production".

Service delivery is still a relatively new word for some, but it's more than just gossip. A service business is an impressive way to turn a freelance business into a real company, and therefore into an asset that can be sold (or bought) [17].

A produced service takes a typical service, such as web design, and creates a style solution.

Produced services can also work in the field of marketing. Instead of hiring a top notch lender from one SEO agency to another, they can sell a product service that gives their customers that many links or pieces of content per month.

When it comes to a personal fitness room, a personal trainer is limited by how many clients they can serve on a timely basis. One way to overcome this inherent limitation is to turn your personal training services into an efficient service that can be implemented through "group" training webinars pre-registered for specific purposes such as weight loss, muscle building, etc [18].

3. Google analysis as an example of a successful web business model

3.1 Economic and Business Profile of Google

Google is a multinational, state-owned corporation that designs and hosts Internet services and products. Google is one of the largest search engines on the Internet, and it processes a billion search queries. Larry Page and Sergey Brin founded Google as their research project, working there as a PhD at Stanford University in California in January 1996. Google is one of the most dominant search engines in the USA with a market share of 65%.

Google is the most famous and multi-billion dollar corporation, on which Internet technologies have a huge impact, because it is thanks to the development and dissemination of such a resource as the Internet that this company has become possible [19].

The organizational structure of Google includes ten divisions:

- A division engaged in the YouTube video hosting platform.

- The subdivision managing the search engine.

- A service unit that deals with the technical side of all holding companies.

- Google adsense, contextual advertising that brings Google almost half of its revenue.

- Subdivision of google maps management.

- A division of the Application for work, in which tools like Google documents are developed.

- Android operating system development division.

- Google Corporate

- the Google Deep Mind Artificial Intelligence Research Center.

- ATAP research laboratory.

At the end of 2018, Google Corporation had a fairly high financial performance.

Net worth $ 80,685,000,000

Turnover of $ 136.819 billion (2018)

Operating profit $ 26.01 billion (2018)

Net income of $ 30.736 billion (2018)

Assets $ 232 billion (2018)

At the moment, Google offers its users services such as:

1.   Own search engine, which is dominant in the modern market and has a market share of 65.6% [19].

2.   Advertising hosting.

Since Google is the most popular search engine in the world, nothing prevents it from using it and making money from it. According to the annual report for 2017, Google received 49% of its profit exclusively on advertising hosting.

Now Google is actively using Adsense's Internet business strategy.

3.   Web Services

Today, Google offers a number of web services such as mail, calendar, GPS satellite navigator, cloud storage, text editor, electronic notepad for notes, translator, YouTube video hosting service, as well as an application for business management and video calls.

In addition, Google is actively supplementing all of the above with the previously mentioned monetization systems, which brings it additional income [2]

4.   Software

Google is developing an Android mobile operating system, as well as its smartwatch, television, car, and Internet of Things -Enabled smart device changes.

He is also developing the Google Chrome web browser and Chrome OS, a Chrome-based operating system [21].

5.   Hardware

Google has released the Nexus One, the first Nexus-branded Android smartphone. It released several phones and tablets under the Nexus brand before its eventual discontinuation in 2016, which was replaced by a new brand called Pixel.

In 2011, Chrome was introduced, described as a "new kind of computer" running Chrome OS [21].

Google has introduced a Chromecast dongle that allows users to stream content from their smartphones to TVs.

Google has introduced Google Cardboard, a simple cardboard application that allows the user to place their smartphone on a special interface for viewing multimedia in virtual reality [21].

Pixel and Pixel XL smartphones with Google Assistant, the next generation of built-in voice assistant.

Google Home, a built-in voice assistant similar to Amazon Echo that can answer voice requests, play music, find information from applications (calendar, weather, etc.) Control third-party smart devices (customize). light, for example). The Google Home line also includes options such as the Google Home Hub, Google Home Mini, and Google Home Max [22].

Daydream View is a virtual reality headset that allows Android users to insert Daydream-compatible smartphones into their headset to enjoy VR content.

6. Corporate Services

G Suite is a monthly subscription that offers businesses to use a range of Google services including Gmail, Google Drive - Google Docs, Google Sheets - Google Slides, with additional administration tools, unique domain names and 24/7 support

On September 24, 2012, Google launched Google for Entrepreneurs, a largely non-profit business incubator that provides startups with a collaborative experience known as universities through startups, founders, and workshops, which may include workshops. There are currently 7 universities in Berlin, London, Madrid, Seoul, Sao Paulo, Tel Aviv and Warsaw.

On March 15, 2016, Google announced the launch of Google Analytics 360 Suite, "a unified suite of data analytics and marketing marketing products tailored to the needs of business marketers" that can integrate with BigQuery Clrmoplotg. Among other things, the package is designed to help "business-class marketers", "see the whole client", get "useful information", "bring interesting experience to the right people" [22].

7.   Internet services

2010 In February, Google announced the Google Fiber Project, which has pilot projects to build a high-speed broadband network for 50,000-50,000 customers in one or more US cities. Following Google's corporate restructuring, Alphabet Inc.'s parent company, Google Fiber, was moved to Alphabet.

In April 2015, Google announced Project Fi, a mobile virtual network operator that aggregates mobile Wi-Fi networks from various telecommunications service providers with the goal of providing uninterrupted and fast Internet connectivity.

Google Inc. competes with other players in the Internet Information Providers industry within the technology sector. Although there are competitors worldwide, the key players are recognized as general-purpose search engines, such as Yahoo and Microsoft's Bing, and social networks, such as Facebook and Twitter. Because of its years of focus on technology innovation and huge amounts of expenses in R&D every year, Google has become the global technology leader and one of most well known general Internet search engine all around the world. [22].

3.2 Google business model analysis

At the heart of Google's business model is a value proposition for advertisers: targeted online text ads available to users around the world. With AdWords, advertisers can place ads and links on Google search pages (as well as

other affiliate networks). When using Google search, ads appear on every page in parallel with the search results. Google guarantees that the pages will only contain ads that are relevant to the search query. This service is attractive to advertisers because it gives them the opportunity to develop online campaigns in accordance with specific requests and recipients [23].

However, this model only works if many people use Google search. The more users turn to the search engine, the more advertising can be placed and the higher the income of advertisers. Google's value proposition for advertisers is heavily dependent on the number of consumers who use this search engine. Therefore, Google offers the second group of consumers a powerful search engine and an ever-increasing number of tools, such as Gmail (email), Google Mars or Picasa (online photo album). To increase the number of consumers, Google launched the AdSence service, which allows its ads to be displayed on non-Google sites. The service allows third parties to receive part of the advertising revenue of the company by displaying Google ads on their sites. AdSence automatically analyzes the content of the site and shows its visitors relevant text and image ads. The value proposition of Google to the owners of these websites is an additional opportunity to make money on their content [23,5].

Google's multilateral platform model is quite remarkable. Here, one consumer segment brings income - advertisers, while the other two segments, Internet users and content owners, receive free offers. This is logical, because the more advertising shown to users, the more revenue you can get from advertisers. In turn, an increase in advertising revenue is driving an even greater number of content owners to become AdSence partners. Advertisers do not buy ad space directly from Google. They place bets on relevant keywords related either to search terms or to the content of affiliate websites. Bids are placed through the AdWords auction service: the more popular the keyword, the greater the amount the advertiser must pay. The revenue that AdWords brings allows Google to continually improve its free offers for search engine users and AdSence partners [24].

Google's key resource is its search platform, which supports three different services: network search, advertising, and third-party revenue from content. These services are based on sophisticated proprietary search and match algorithms supported by an extensive IT infrastructure.

CONCLUSION

With illustrative examples, we were able to consider the level of development of Internet technologies and the degree of their influence on international business and individual companies.

Moreover, we examined a number of business strategies that arose in connection with the development of the Internet, which at the melon moment are most often used by various private entrepreneurs, both by professionals and beginners.

As a result, we saw that the development of Internet technologies is of key importance for most modern enterprises and directly affects the economy, therefore, international companies are trying to meet the trends that are gaining popularity on the Internet so that at least they do not stand out from the crowd but, on the contrary, attract new customers .

The Internet can act not only as an advertising platform for your product, although it is also important, but it is also a huge set of tools for communication and managing your business, which provides unlimited potential for the company owner, who needs to be fully aware of how everything works and are not afraid to accept bold decisions.

After all, companies like Google and Apple were once just an idea, starting out in someone's head, then in the garage. Now these are two multibillion-dollar corporations that rule the world, which once again proves to us that the real story is being created by people.

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