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QUALIFICATION PAPER

It is submitted for the Master's degree

in specialty 292 "International economic relations"
educational and professional program "International Business"
on the topic " «INTERNET TECHNOLOGIES AND THEIR INFLUENCE ON
THE DEVELOPMENT OF INTERNATIONAL BUSINESS»



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It is submitted for the Masters level degree requirements fulfillment.

Masters level degree qualification 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



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Domashenko M.D.

Sumy, 2024

ABSTRACT

of Master's level degree qualification paper on the theme
«INTERNET TECHNOLOGIES AND THEIR INFLUENCE ON THE
DEVELOPMENT OF INTERNATIONAL BUSINESS»

student Danyil Vyhovskyi

The main content of the master's level degree qualification paper is set out on 45 pages, including a list of used sources of 80 titles, which is placed on 7 pages. The work contains 2 figures.

The object of the study is the combination of economic, scientific and IT factors in the process of creating an electronic commercial business.

The subject of the study is the main theoretical and practical aspects of using Internet technologies in international business.

The purpose of the qualification work is a study of theoretical and practical aspects of the use of Internet technologies and an analysis of their impact on the development of international business.

To achieve the goal in the work, the following tasks are set:

- to determine the role of information technology in the development of international business;
- to analyze modern business models in the context of Internet technologies;
- to consider the place of digital tools in the development of international business;
- to propose strategies and digital tools for overcoming problems in international business.

In the process of research, depending on the goals and objectives, appropriate methods of research of economic processes were used, in particular, systematization and generalization, the method of analysis and synthesis, methods of induction, deduction, calculation method.

The information base of the work consists of periodical and scientific publications of domestic and foreign authors, statistical data, analytical reviews and reports, regulatory and legal documents and the legislative base of Ukraine.

The main scientific results of the work are:

- 1) Determining the impact of Internet technologies on the development of international business
- 2) Determining the main models used for e-commerce enterprises
- 3) An analysis of modern business models in the context of Internet technologies was conducted;
- 4) The place of digital tools in the development of international business was considered;
- 5) Strategies and digital tools were proposed to overcome problems in international business.

Results of approbation of the basic provisions of the qualification Master work was considered at:

1. Domashenko M.D., Vyhovskyi D. Rakhimova O.V. Development of electronic commercial business in Ukraine in the period of modern challenges and threats// Mechanisms for combating modern challenges and threats: lessons from the EU for Ukraine: materials of the International Scientific and Practical Conference, Sumy, March 30-31, 2023 / by General ed. V.Yu. Shkola, M.D. Domashenko - Sumy: Sumy State University, 2023. P. 80-84

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TASKS FOR MASTER'S LEVEL DEGREE QUALIFICATION PAPER

(specialty 292 " International Economic Relations ")

student 2 course, group МБ.М-31

Danyil Vyhovskyi

1. The theme of the paper is: «INTERNET TECHNOLOGIES AND THEIR INFLUENCE ON THE DEVELOPMENT OF INTERNATIONAL BUSINESS».

approved by the order of the University from 03.12 2024 № 1255-VI.

2. The term of completed paper submission by the student is 10.12.2024 year.

3. The purpose of the qualification work is a study of theoretical and practical aspects of the use of Internet technologies and an analysis of their impact on the development of international business.

4. The object of the study is the combination of economic, scientific and IT factors in the process of creating an electronic commercial business.

5. The subject of the study is the main theoretical and practical aspects of using Internet technologies in international business.

6. The qualification paper is carried out on materials of periodicals and scientific publications of domestic and foreign authors, statistical data, analytical

reviews and reports, regulatory and legal documents and the legislative framework of Ukraine.

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

Chapter 1 The importance of information technology of international business; the submission deadline is November 10, 2024.

In chapter 1, consider the general concept of information and information technology; the role of information in the development of international business; managing the development of information technology in a global dimension.

Chapter 2 2 Modern business models in the context of Internet technologies; the submission deadline is November 27, 2024.

In chapter, consider the Software-based business models; business models focused on online stores; business models focused on information services

Chapter 3 The place of digital tools in the development of international business; the submission deadline is December 6, 2024.

In chapter 3 consider the implementation and use of digital tools for the development of international business; strategies and tools for overcoming problems in international business.

8. Supervision on work:

Chapter	Full name and position of the advisor	Date	
		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.		

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CONTEST

INTRODUCTION	7
1 The importance of information technology of international business	9
1.1 General Concept of Information and Information Technology	9
1.2 The role of information in the development of international business	13
1.3 Managing the development of information technology in a global dimension	15
2. Modern business models in the context of Internet technologies	21
2.1 Software-based business models	21
2.2 Business models focused on online stores	24
2.3 Business models focused on information services	26
3. The place of digital tools in the development of international business	31
3.1 Implementation and use of digital tools for the development of international business	31
3.2 Strategies and tools for overcoming problems in international business	32
CONCLUSION	35
LIST OF SOURCES	37

INTRODUCTION

Internet technologies have significantly contributed to the development of the global economy, simplifying business management and creating new opportunities for companies to expand internationally.

In the past, the activities of companies outside their own country were difficult or risky due to the threat of losing control over branches. Modern Internet technologies have solved these problems by ensuring transparency, access to information and effective communication between the head office and international branches. The Internet has contributed to the emergence of new professions, business strategies and models that are based on online activities, and has also made it easier to create companies and their entry into global markets.

Overall, Internet technologies have become a critical tool for the functioning of international companies, allowing them to operate effectively on a global scale.

In addition, Internet technologies contribute to economic growth, the creation of new professions and business strategies that are adapted to modern challenges, and the ability of the Internet to combine resources, optimize processes and support international activities underlines its importance for the sustainable development of the global economy.

The purpose of the qualification work is a study of theoretical and practical aspects of the use of Internet technologies and an analysis of their impact on the development of international business.

The object of the study is the combination of economic, scientific and IT factors in the process of creating an electronic commercial business.

The subject of the study is the main theoretical and practical aspects of using Internet technologies in international business.

The main tasks of this work are:

- to determine the role of information technology in the development of international business

- to analyze modern business models in the context of Internet technologies;
- to consider the place of digital tools in the development of international business;
- to propose strategies and digital tools for overcoming problems in international business.

The main scientific results of the work are:

- 1) Determining the impact of Internet technologies on the development of international business
- 2) Determining the main models used for e-commerce enterprises
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1 The importance of information technology of international business

1.1 General Concept of Information and Information Technology

The development of information technologies has contributed to the creation of a new direction in modern international business - electronic commerce. This form of entrepreneurship is largely focused on the integration of information technologies into the processes of production of goods and services, as well as into the mechanisms of their sale and distribution.

The internal organization of the enterprise, operating on the basis of a single information network, contributes to increasing the efficiency of interaction between employees and optimizing the processes of planning, distribution and management. External interaction with partners, suppliers and consumers are key elements of Internet business.

E-commerce allows businesses to reach more customers than traditional retail. With so many people shopping online, it is the fastest growing retail market.

62% of online shoppers said they had made an online purchase from a foreign online retailer in the past year.

The average percentage of consumers who have made a purchase abroad across continents is: 42.5% in North America, 65.5% in Europe, 53.5% in Africa, 52.3% in Latin America, and 58.8% in Asia-Pacific. This trend is associated with the development of e-commerce on a global level [21].

With the continuous increase in Internet usage and its popularity among all demographic segments, e-commerce is acceptable for almost every international company. It is almost impossible for a company to compete in today's business world if it does not have a sufficient presence on the Internet, which is the basic principle of e-business. A huge number of companies, large and small, are using e-commerce to increase their sales by placing products and services online where consumers can make inquiries and also place orders with just a few keystrokes.

E-business has greatly expanded the possibilities of consumers through the Internet. Using their websites and online advertising, companies can communicate with their customers, provide information about new products and sell products. Consumer forums that allow people to leave reviews and comments about products and services have given consumers more freedom. This is good not only for the consumer but also for the manufacturer because they can produce goods and services that suit their customers and they will not have losses and can increase people's satisfaction.

The number of people who shop through social networks is increasing rapidly. Nowadays, social networks have become not just advertising channels, but also a platform for conducting online business.

Instagram, Facebook, Twitter, Pinterest have already implemented the ability to use product catalogs, which have significantly increased online sales. For example, Instagram has created a "Shoppable post" function, which allows various companies to tag products in posts.

The development of Internet technologies has affected business processes and consumer behavior.

The growth rate of e-commerce is enormous. Many new online retailers are emerging who are ready to invest in creating a logistics ecosystem.

As of 2024, there are 26.6 million e-commerce websites in the world, which is 3.83% more than in the previous year. That is, 2,685 e-commerce websites were launched every day. Almost half of all e-commerce websites are located in the United States. The majority of online stores are powered by Shopify and Wix, each of which powers 19.07% and 11.84% of stores, respectively (Figure 1).

E-commerce is a part of electronic business that involves the execution of transactions over the Internet, and information in such systems is gaining a new status as a valuable resource for doing business [1]. It is the basis for making economically sound decisions, contributing to more efficient production and organization of economic processes. Economic information includes data on labor,

material and financial resources, which allows optimizing management processes in various sectors of the economy.



Fig.1 - Retail e-commerce sales worldwide 2021-2027

In the first half of 2024, e-commerce sales in the United States were \$579.45 billion, and are projected to reach \$1.26 trillion by the end of the year and \$1.72 trillion by 2027. Online sales will account for about 22.6% of total U.S. retail sales [79].

Information is not only a commodity (information products and services), but also acts as a resource used in the process of economic activity. The main products in this context are software, databases, educational and consulting services. The production of such products involves the use of intellectual activity that creates unique products [1].

This approach emphasizes the importance of intellectual capital as the main engine of the production of information products that provide economic benefits and competitiveness in the market. Information, as an economic resource, is used in various ways, and the main areas include:

1. Commercialization of information about goods, services and technologies, which includes the creation of high-tech products, intellectual property, information services, as well as the development of new production and management technologies.

2. Influence on the subjective perceptions of economic agents, in particular through the creation of an information image of a product or company, as well as the identification of needs and their impact on the market.

From an economic point of view, information is a strategic resource that significantly increases the efficiency of corporate activities. It is the basis for entrepreneurial activity, helping to formulate strategic goals and objectives of the company, opening up new opportunities for making informed and timely management decisions. In addition, information coordinates the actions of various divisions of the company, contributing to the achievement of common goals.

Quality information significantly increases the intensity and efficiency of the activities of professionals in various sectors of the economy, and in this context, the role of information technology (IT) is becoming increasingly important [33].

Information technology (IT) provides access to up-to-date and reliable data, which allows enterprises to make informed decisions, optimize production processes and increase labor productivity. They contribute to integration into business processes, which allows you to quickly respond to changing market conditions, adapt strategies and achieve higher results in a competitive environment. This opens up new opportunities for innovation and development of organizations.

IT should be understood as a system of methods for collecting, storing, processing, analyzing and publishing data, information and knowledge using hardware and software. The purpose of their use is to simplify access to information resources. The main tasks of IT include: collecting key data, processing information to find results, as well as transferring information to the user for decision-making.

Informatization has a profound impact on all spheres of human activity, which is especially evident in the economy. The greatest growth in the volume of information is observed in such industries as industry, trade, finance, banking, marketing and service provision. Information is becoming one of the main factors determining the development of technologies and resources. Therefore, it is important to understand the evolution of the information industry and assess its impact on personnel management and intellectual activity [2].

Thanks to the Internet, which became the basis of the information era, information has become a key resource in the global economy, transforming it from an industrialized to an information economy.

1.2 The role of information in the development of international business

The process of informatization in modern society has a significant impact on all spheres of human activity, in particular on the economy, which is marked by radically new approaches to solving production problems. This transitions to the information society, where information becomes one of the main factors in the development of technologies and resources, in particular in such sectors as industry, trade, finance, banking, marketing and the provision of services. Information affects the definition of general technologies and is a decisive factor in the development of these industries [34].

Information technology (IT) and information processes are interconnected, and it is important to understand their evolution and the impact of technical management on these processes. Information about management elements and objects of management activity must clearly reflect the tasks and state of both the managed system and the management system [35].

Modern information dissemination in the economic sector is impossible without the active use of the Internet, which has become a new environment of the information society. The Internet is the largest electronic market, demonstrating significant sales volumes, and its popularity is due to its ability to automate

business processes, including the purchase and sale of goods, services, investments and the conclusion of contracts [36].

The introduction of modern IT into business processes usually has two main goals: reducing organizational costs and increasing profitability and production efficiency, which contributes to achieving high results in a competitive environment [37-38].

These goals are achieved through the use of the properties of information technology, which are manifested in the following aspects:

1. Increasing labor productivity: IT allows you to significantly speed up the performance of routine tasks, such as access to reference and regulatory information, document management and internal processes, which reduces the time previously spent by managers and employees.

2. Strengthening competitiveness: IT helps to collect and analyze data on deliveries and returns of goods, which allows you to optimize the product range for different market segments, increasing the income of distributors and retailers.

3. Integration of financial information: The implementation of integrated systems allows you to provide a single platform for financial departments and other divisions, which contributes to the consistent creation of financial reports, simplifying the decision-making process.

4. Speed of order fulfillment: IT ensures fast order fulfillment, reducing the time from order placement to its fulfillment and delivery, and also optimizes production, warehousing and delivery processes thanks to a single information system [39].

5. Standardization and acceleration of production processes: IT allows you to automate standardized stages of production processes, which is especially important for large companies that undergo mergers and acquisitions and have different approaches to performing the same tasks.

6. Inventory optimization: IT allows you to reduce the amount of required raw materials and the amount of finished products in warehouses, which ensures a smooth production process and improves the fulfillment of internal orders.

7. Standardization of personnel information processing: IT helps create a single methodology for personnel management, which is especially important for large companies with numerous divisions, optimizing tracking and processing of personnel data.

These aspects contribute to the overall reduction of costs, increased efficiency and competitiveness of enterprises, making them more adaptable to changing market conditions [40].

Thus, thanks to information technologies, both in production and non-production activities, people's capabilities are significantly expanded. The economy of the modern world is no longer limited only to the production of material goods, but includes the creation and distribution of information products and services. The activities of individuals, organizations and groups increasingly depend on their ability to use information effectively, since the search for optimal solutions often requires processing large volumes of data, which is difficult to do without special technical means.

Modern information technologies are already actively implemented and are able to effectively cope with such tasks. They cover various types of technologies, including data processing, which is used to solve clearly structured tasks, where all input algorithms are known, as well as standardized processing procedures. This technology is used at the operational level to automate routine tasks performed by unskilled workers.

The introduction of information technologies at this level allows you to significantly increase labor productivity, as it allows you to eliminate routine tasks and reduce the number of workers required to perform this work.

1.3 Managing the development of information technology in a global dimension

Modern companies are actively using consumer behavior data analysis, which allows them to create effective marketing strategies and develop innovative

business models. Thanks to this, new business opportunities appear in the online environment, and the Internet becomes the main tool for entrepreneurs. This not only allows businesses to develop, but also contributes to the globalization of work, as more and more people work remotely, joining international companies [2].

The Internet has become the core of e-commerce, opening up new horizons for doing business thanks to information technology. The importance of the Internet for business development is extremely high, as it provides powerful opportunities for communication and marketing. In this context, marketing plays an important role, and the Internet becomes the main tool for entrepreneurs to create and develop business infrastructure.

Online business development offers consumers wide access to a variety of online stores, applications and learning resources, which makes it easier for them to familiarize themselves with business development opportunities. As a result, the Internet not only promotes business growth, but also helps achieve strategic goals and success in a highly competitive environment.

Today, business information is spread at an incredible speed, making the Internet the main base for traditional companies that are moving to online sales. The Internet has become the heart of e-commerce, because it is thanks to information technology that new opportunities for doing business have opened up. It is a critical tool for business development, as it provides powerful tools for communication and marketing.

One of the most significant innovations in business is the introduction of artificial intelligence (AI) technologies. However, the level of implementation of these technologies among businesses in Europe is uneven. The leaders are Ireland, where 23% of companies use AI, followed by Malta (19%), Finland (12%) and Denmark (11%). The average level of AI use in the European Union is only 7%. The lowest rates are observed in Latvia (2%) and Slovenia (3%) (Fig 2).

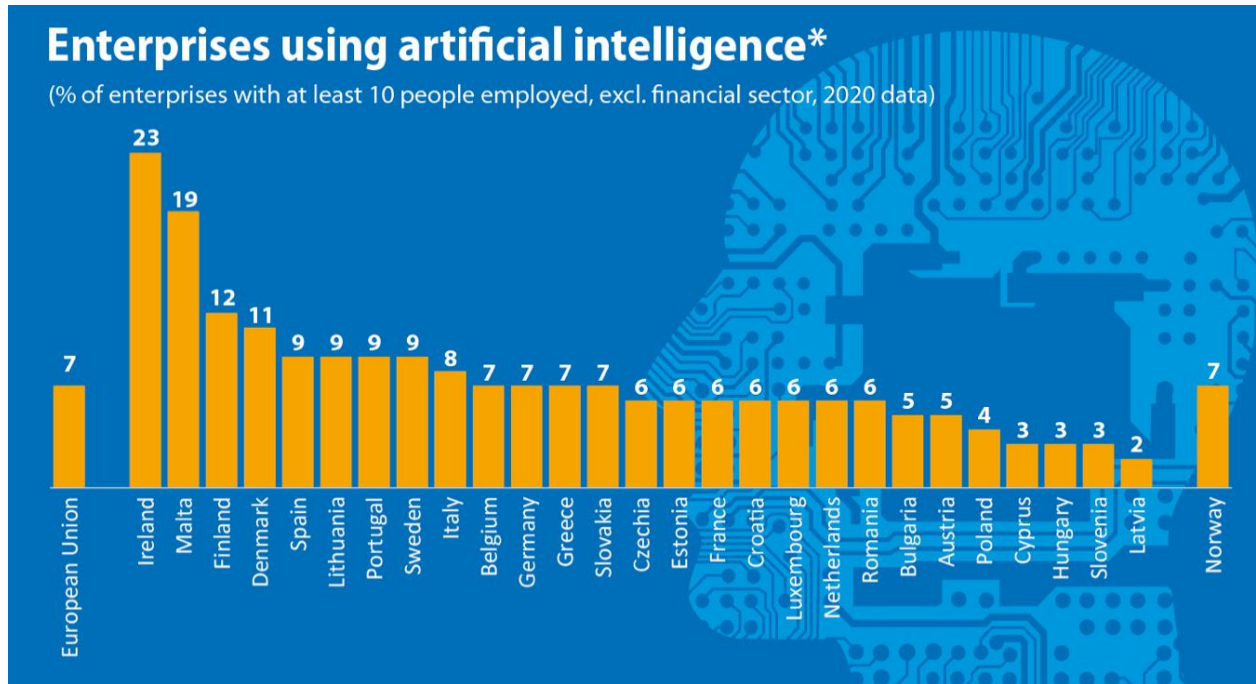


Fig. 2 – Statistics of artificial intelligence and machine learning technologies

There is a significant gap in the level of digital development between Western and Eastern Europe. Countries with lower digitalization rates should focus on investing in digital infrastructure and innovative technologies to increase competitiveness [80].

The virtual market opens up vast opportunities for consumers and entrepreneurs, providing access to online stores, applications and learning platforms. This stimulates business development and contributes to achieving goals in a competitive environment. Today, the Internet has become a key tool for businesses in advertising, marketing and communicating with customers. The use of online tools allows businesses to develop effectively, attracting more customers globally [2].

Online advertising is more cost-effective compared to traditional marketing methods, which provides advantages even for small businesses. Tools such as Google AdWords, Facebook advertising, content marketing and video advertising on YouTube allow businesses to reach wider audiences and geographical regions.

To reduce the digital divide and support the growth of entrepreneurship, it is necessary to implement strategies for the development of the digital economy and innovative solutions [3].

Online advertising is a significant part of the modern economy, providing businesses with access to a wide audience at a lower cost than traditional methods. Platforms such as Google, Facebook and YouTube rely heavily on advertising revenue, which highlights their important role in modern business.

Entrepreneurs have access to many tools, such as Google AdWords, social media, content marketing and video advertising, that allow them to effectively promote products and create personalized offers for their target audience.

Online sales provide businesses with the opportunity to reduce the costs associated with maintaining physical retail outlets and automate processes, which increases business efficiency.

The growth of e-commerce is stimulating the development of other areas, such as courier services, content marketing, design and payment systems.

Online advertising has become an integral part of business strategy, allowing businesses to reach global markets.

E-commerce lowers barriers to entry and creates new opportunities for small businesses, providing entrepreneurs with access to modern tools that help them adapt to dynamic market changes and effectively implement their strategies [3].

The costs of launching and managing an online store help increase sales and allow businesses to measure the effectiveness of their marketing strategies. This allows them to target products to the right audience, taking into account their interests. Examples of companies such as Amazon, Alibaba, Flipkart, and Paytm demonstrate the potential of e-commerce to create effective networks and attract customers.

Effective interaction through online platforms helps businesses find new customers, retain existing ones, and solve problems. Social networks, websites, and technical support are important tools for establishing business processes [41].

Ongoing customer support, including through social networks, increases brand value and helps build trust. Tools such as blogs and forums provide quick answers to customer questions and strengthen their trust in the brand.

E-commerce enables businesses to reach their target audiences and increase sales efficiency through the use of analytics and personalization tools, and interacting with customers through social media, blogs, and forums is an important aspect of a successful business, helping to build a strong customer network. Improving communication strategies and providing on going customer support allows businesses to not only retain existing customers, but also attract new ones.

The Internet allows businesses to gain a deep understanding of market trends, consumer interests, and competitor actions. This provides the ability to collect data and conduct analysis before developing new products, creating effective marketing strategies. Online education and training programs for employees help develop creative and analytical thinking, which is key to successful task management and increasing business productivity.

E-commerce and other online businesses face the need to manage customer data, protect information, and protect privacy. The Internet provides tools for security, but at the same time increases the risks of cyber threats.

Market research using the Internet helps businesses more accurately assess customer needs and minimize investment risks. Online education expands business opportunities by improving the skills of employees, contributing to their professional growth and opening up new opportunities for company development.

Data protection and cybersecurity remain critical to maintaining customer trust and ensuring business stability.

The Internet creates opportunities for employees to receive knowledge from professionals at a convenient time and place. Webinars, video tutorials and other programs allow you to learn at your own pace, providing cost savings compared to traditional training methods such as seminars or consultations.

E-learning promotes the development of professional skills and helps employees master modern technologies. This solves the issue of productivity of

both employees and companies as a whole. The use of various Internet functions (e-mail, cloud storage, file transfer) allows businesses to work faster and more accurately. In real time, companies receive data about customers, which helps make more informed business decisions [45].

Modern Internet technologies allow entrepreneurs to effectively use electronic marketing tools, including collecting customer data, monitoring user behavior and analytics of landing pages to optimize business processes.

Modern business cannot function effectively without the use of Internet technologies. Large companies such as Google, Facebook, YouTube, and Amazon started as ideas, but thanks to the Internet they were able to achieve significant growth and success [48].

The Internet stimulates the creation of new business strategies that change everyday practices and provide an opportunity to experiment with innovative approaches to entrepreneurship. Compared to traditional advertising methods such as radio or television, the Internet provides an easier and more accessible way to attract an audience. Today's users mainly receive information through social networks and news websites.

Internet technologies allow you to create partnerships with celebrities and opinion leaders through social networks, which opens up new opportunities for marketers and media companies.

2. Modern business models in the context of Internet technologies

2.1 Software-based business models

AdSense is one of the simplest business models on the Internet today. The essence of this model involves creating a content website that attracts traffic, usually from search engines, although some also successfully use paid traffic.

Taking Google's advertising system as an example, Google AdSense is a network that allows placing ads on your site, generating revenue for each click on the ad. This program can use keywords and other information to display ads that match the content of the site. The ads come from advertisers who use Google AdWords and their contextual advertising network. This model leverages advanced algorithms to target ads specifically to users based on their search behavior, ensuring a high degree of relevance and effectiveness in driving clicks and generating income.

When you search for something on Google, usually two or four paid ads appear at the top and bottom of the search results. These ads are known as AdWords. AdSense functions similarly, but instead of appearing on the search engine results page, it appears on actual websites. Typically, these are text blocks, although sometimes they can be in the form of images as well.

When users visit a site and click on the ad, Google earns revenue from the ad, and then pays a certain percentage of this revenue to the website owner. The advertisers who create these ads are marketers who use Google AdWords and have chosen to expand their presence beyond just Google's search engine into what is known as the Google Display Network (GDN). This network allows advertisers to reach a broader audience by displaying their ads on various websites and apps that are part of the GDN, significantly increasing their visibility and engagement [51].

The Google Display Network (GDN) is a platform that allows publishers to monetize their websites through Google AdSense. Google analyzes the content of these sites to identify their thematic direction, after which it targets relevant ads to

visitors who come from ads created by marketers using the AdWords system to associate their ads with specific keywords.

The Software as a Service (SaaS) model is a relatively new business model that is only possible with the use of the Internet. The core concept of SaaS is that the software operates in a cloud infrastructure (meaning it is accessible through a web browser), and businesses pay monthly fees to access this software. To ensure high product value in SaaS, usually requires skilled programming combined with expertise in user interface design. This model provides businesses with scalable and cost-effective access to software solutions, which are hosted and managed by service providers, allowing companies to focus on their core operations without worrying about software maintenance and updates.

The SaaS business model is generally one of the most complex models to analyze. The key distinction between SaaS companies and traditional software companies is that SaaS relies on cloud technologies, which eliminate the need for end users to obtain licenses to use the software within a specific hosting infrastructure. Instead, clients can simply log into their account, providing them with full access.

SaaS strategies have proven to be highly advantageous for entrepreneurs because data is stored in the cloud, reducing the risks of intellectual property loss. This allows owners to generate monthly income without significant costs associated with product protection. The cloud-based model provides a scalable and flexible solution, enabling users to access software from anywhere with an internet connection, thus minimizing dependency on physical hardware and local infrastructure. This convenience and security make SaaS an attractive option for businesses seeking to innovate and expand their reach.

SaaS products are very popular today, which is well justified given their potential for significant profits. Since practically every SaaS product includes a recurring revenue model, each customer can provide high lifetime value, allowing companies to bear the costs of initial customer acquisition and still achieve profitability. SaaS products offer small businesses access to quality infrastructure

without the significant costs associated with building their own software. This model has become the foundation for a wide range of solutions, from accounting and CRM systems to tools for creative professionals. It allows businesses to scale efficiently, manage resources effectively, and focus on core competencies rather than IT infrastructure management [52].

Examples of successful companies in the SaaS segment include several well-known representatives.

Salesforce is one of the premier players in the SaaS market, recognized for its Customer Relationship Management (CRM) solutions. The company has since diversified its portfolio, incorporating platform development, marketing, machine learning (ML), analytics, and social media. Salesforce is regarded as one of the most innovative providers of cloud software in the market, generating the majority of its annual revenue from its extensive SaaS toolkit. As of March 2022, Salesforce's market capitalization reached \$208.91 billion, highlighting its significant impact and dominance in the industry [55].

Microsoft is a pioneer in business technologies and has become one of the largest SaaS companies in the world by transitioning its office suite of products to the cloud. This means that Office 365 now goes beyond the standard version for individual clients. Additionally, Microsoft offers Dynamics CRM, SharePoint for collaboration, and even SQL Server databases on demand. Microsoft's team is also actively investing in customer engagement, customer access, customer success, and customer retention, making it highly competitive for business customers thanks to its extensive range of services [56].

Another type of monetization involves embedded advertising in free applications. These apps do not charge for use; however, they include advertisements that generate financial rewards for the developer when users interact with them [57].

The third type of monetization involves offering paid premium content for free applications, which is most commonly found in games but can also be present in home-use applications. The main concept is that users interacting with the app

recognize its potential, which the developer gradually restricts or expands by offering the option to purchase additional features or more powerful tools. These models can be combined or mixed. For example, there are paid apps that also provide the option to buy in-app updates or enhancements [58].

2.2 Business models focused on online stores

Drop shipping is a business model in which an owner partners with suppliers who manufacture or deliver products for their website. Unlike traditional e-commerce models like Amazon FBA, where the business needs to own inventory, in drop shipping, a third party handles shipping and logistics. This third party is usually a wholesaler responsible for delivering the product to the end consumer on behalf of the drop shipping business. The key feature of drop shipping is that whenever a consumer makes a purchase, the wholesaler, who directly manufactures the product, handles its delivery, and the business owner receives a share of the revenue for listing the item on the market. For example, a company like My White Wall Shipping collaborates with art product suppliers worldwide, delivering printed images directly to consumers. It appears that a significant part of their marketing strategy is based on SEO (search engine optimization). Each time someone makes a purchase on the site, the owner of My White Walls receives payment, as well as a commission to the supplier who stores and ships the product [59].

Although for most people it may seem unlikely to achieve success similar to Amazon's, it still serves as an excellent example of a hybrid business model. Amazon not only manages drop shipping transactions but also supports and supplies its own line of products. When you purchase an item on Amazon and receive a notification that it is being shipped by a third party, this exemplifies drop shipping. In the subsequent sections of this article, we will explore how you can implement a similar approach in your business as part of a growth strategy.

E-commerce can be seen as a digital retail store where you buy a product, secure a place for its storage, place an order, and promote the store using a variety of online marketing strategies. Many entrepreneurs rely on paid traffic as the primary method for customer acquisition and product testing. Drop shipping is also an efficient strategy for e-commerce as it enables the store owner to experiment with new product lines without upfront investment costs. Products that demonstrate the highest sales performance can become the cornerstone for all store offerings, allowing them to be branded specifically for this online business. This approach not only minimizes risks for the entrepreneur but also allows for swift adjustments in the product lineup based on market response. Through a combination of effective marketing, strategic partnerships, and adaptive inventory management, businesses can create a successful and sustainable online store using the drop shipping model [61].

When it comes to e-commerce, many people automatically associate it with drop shipping. Although these two models can coexist within the same business framework, they differ significantly in their approach to product delivery. The main difference between drop shipping and e-commerce lies in how products are handled and delivered. In the case of drop shipping, whenever a sale occurs, the store owner directly contacts the supplier, who then ships the product directly to the end consumer. Conversely, in e-commerce, the business owner independently purchases products from the manufacturer, which are then sent to a warehouse where all of the inventory is stored. This method allows for greater control over the supply chain and inventory management, enabling the business to maintain higher levels of product availability and potentially quicker delivery times to customers. By choosing to hold inventory, e-commerce businesses can also reduce dependency on third-party suppliers, thus enhancing the overall efficiency and profitability of their operations [62].

When a user visits your online store and makes a purchase, you generate profit, and the product is then shipped directly from the logistics center that you have established—essentially from a warehouse where all your inventory is stored.

This logistics center allows you to manage inventory effectively, fulfill orders promptly, and maintain control over the shipping process, ensuring that products are delivered to customers efficiently and in a timely manner [63].

Although e-commerce encompasses more elements than drop shipping, these business models share many similarities. The key difference is that in e-commerce, you have direct responsibility for product delivery, inventory management, and organizing your own delivery service. This means overseeing stock levels, managing order fulfillment, and coordinating with logistics partners or handling the shipping process yourself to ensure timely and accurate deliveries to customer.

2.3 Business models focused on information services

Beginners in the online business often turn to purchasing e-books or video tutorials related to making money on the internet. However, the market for informational products is much broader and encompasses numerous niches, including fitness programs, dating advice, and methods for personal growth. The essence of informational products lies in the fact that the main effort is invested only at the creation stage. Once developed, these products can be distributed with minimal additional costs, primarily through effective marketing strategies. For example, selling thousands of units of an informational product does not require extra expenses beyond the initial marketing campaign. This makes the business highly profitable when approached correctly because it leverages economies of scale. In this model, the return on investment (ROI) can be significant even with relatively low upfront costs, making it an attractive option for entrepreneurs looking to enter the online business space.

Informational products often serve as the first step for many people in the world of online marketing or entrepreneurship. They include a wide range of content, from tips for improving search engine rankings on Google to creating effective marketing funnels and strategies for personal development. The

versatility of informational products is key to their success—they can address niche markets and appeal to specific interests, whether it's fitness, relationships, or other aspects of personal growth. These products provide valuable insights and actionable steps that help individuals solve problems or achieve goals without the need for costly and time-consuming consulting services.

An informational product typically involves a detailed explanation of how a specific process works. This could be a comprehensive guide, video series, or course that breaks down complex topics into digestible content. Originally, many of these products were created as PDF files, which were easy to distribute and download. However, with technological advancements, there has been a shift towards more interactive and engaging formats, such as high-quality videos and webinars. Recorded webinars, in particular, have become a popular choice because they allow creators to present information in a dynamic and visual way. Videos offer greater value to customers compared to simple reading because they provide visual demonstrations, real-time interaction, and the ability to answer questions in real-time. This format not only enhances the learning experience but also builds a sense of community and engagement among participants.

Many content creators choose to use recorded webinars as a format because they offer a unique opportunity to connect with their audience directly. This interaction is crucial for building relationships, establishing authority, and fostering trust in the creator's expertise. It allows the creator to not only demonstrate their knowledge and skills but also to address concerns, answer questions, and provide tailored advice based on audience feedback. This personal touch is often missing from traditional written content, making videos a preferred choice for delivering high-quality educational content.

In addition to their educational value, informational products serve as effective marketing tools. They can be used to attract potential customers to a broader ecosystem of products and services offered by the creator. For example, a fitness coach might offer a free video series on how to improve strength training techniques. By providing value upfront, the coach can build an audience that is

more likely to purchase premium programs, e-books, or personalized coaching sessions later on. This approach not only generates leads but also nurtures relationships with potential customers, converting them into loyal followers and repeat buyers.

Overall, informational products have become a cornerstone of many online businesses because they allow entrepreneurs to reach a global audience without significant upfront investment. They provide a scalable solution to delivering knowledge and expertise, making it easier for creators to monetize their content and grow their brand. The key to success in this model is to create high-quality, valuable content that addresses specific needs and interests of the target audience. By doing so, content creators can build a strong online presence, establish credibility, and generate a steady stream of income from their informational products.

Serviceneo, a relatively new element in the blocks of online business models, has become a true lifeline for many freelancers who have transitioned into full-fledged entrepreneurs. It allows for the integration of usually individual services, such as web design or SEO, into more comprehensive service packages. This approach helps to address one of the biggest frustrations for freelancers—commonly referred to as “creeping”—where work gradually transforms into a burdensome routine that drains interest from freelancers. Instead, clients purchase service packages that can be customized solutions, often still in the development phase.

The term Serviceneo is still new for some, but it encompasses much more than just surface-level understanding. The service business represents a powerful way to transform a freelance business into a real company and thus an asset that can be sold or acquired. It not only consolidates individual services into cohesive packages but also offers a strategic approach to managing client relationships and scaling the business. For freelancers, this transition means no longer being bogged down by small, incremental tasks that don't add significant value—tasks that can be automated or handled by other team members.

By offering packaged services, freelancers can now provide more comprehensive solutions that not only meet their client's needs but also anticipate future requirements. This shift from providing single tasks to offering end-to-end solutions is crucial because it allows for better client retention and higher profitability. For example, a freelancer might bundle together web design, SEO optimization, content creation, and social media management into a single service package. This approach simplifies the client's purchasing decision, making it easier for them to see the value in a full-service solution. It also reduces the risk of scope creep, where additional requests outside the original project scope could lead to burnout for the freelancer.

Serviceneo also allows for a more predictable income stream for freelancers, as they can now sell ongoing support packages or subscription-based services. This not only stabilizes their cash flow but also enables them to focus on high-value activities, such as strategic planning and relationship building, rather than being constantly occupied with task-oriented work. By transitioning to a service business model, freelancers can now attract larger clients, secure longer-term contracts, and potentially even sell their business as an entity. This is particularly attractive for those who want to scale their business or exit with a tangible asset.

In essence, Serviceneo is about creating a structured business environment for freelancers—one that goes beyond the typical gig economy model. It provides the tools and frameworks needed to operate like a real business, including client management software, project tracking, and service-level agreements. This transformation not only enhances the freelancer's professional image but also opens up new opportunities for growth and expansion. It allows for the consolidation of multiple skills into a single offering, enabling freelancers to become true service providers who can address a broad range of client needs, from ongoing maintenance to strategic digital marketing initiatives.

By embracing Serviceneo, freelancers can build a sustainable and scalable business that is not just about freelancing for the immediate needs of individual clients but about building a brand and reputation as a full-service provider. This

shift also changes the way freelancers market themselves, as they can now focus on positioning themselves as experts in their niche with the ability to offer comprehensive solutions.

In conclusion, Serviceneo represents a significant evolution in the way freelancers operate online. It transforms the traditional freelance model into a structured, scalable business that can generate long-term value and be a sellable asset in the marketplace. This new approach not only benefits the freelancers but also meets the growing demand from clients for more integrated and strategic service solutions in today's digital landscape [64].

In the field of personal training, a personal trainer often faces the challenge of managing the limited number of clients they can effectively serve at any given time. One way to overcome this limitation is by transforming their services into an efficient format delivered through "group" training sessions via webinars, pre-recorded for specific purposes like weight loss or muscle building.

This approach allows trainers to reach a larger audience simultaneously without being physically present for each session. By using webinars, trainers can conduct group classes focused on targeted fitness goals, such as weight loss or muscle gain, at scheduled times. These sessions can be pre-recorded and tailored to the needs of different groups, enabling clients to access the content at their convenience, thereby maximizing the trainer's reach and the value delivered.

Group webinars not only help trainers manage their time more effectively but also foster a sense of community among participants. Clients can interact with each other through chat features, share their progress, and seek advice, creating a supportive environment that encourages motivation and consistency.

By using this model, personal trainers can serve more clients without compromising the quality of service. The scalability of webinars makes it easier to expand their business and cater to a broader audience, thus increasing potential revenue streams. This approach also allows trainers to focus on other aspects of their business, such as content creation, marketing, and customer support, further enhancing their overall business strategy in the competitive fitness industry[18]

3. The place of digital tools in the development of international business

3.1 Implementation and use of digital tools for the development of international business

The use of digital tools for international business development is becoming increasingly relevant in today's globalized world. These tools allow companies not only to enter new markets, but also to optimize their internal processes. The main key aspects of using digital tools for international business development:

1. Online platforms for marketing sales. Digital platforms, such as Amazon, eBay, Alibaba, and social networks (Facebook, Instagram, LinkedIn), provide companies with the opportunity to enter new markets without the need for a physical presence. They allow you to expand your audience, thanks to which you can promote your target market in different parts of the world, attracting an audience and promoting your products through social networks. As well as collecting data, which allows you to better track user behavior [66].

2. E-commerce and mobile applications. Today, e-commerce is becoming the main sales channel for international companies. Through mobile applications, companies promote their ideas and goals, as well as the convenience of information perception by users, and the adaptation of content allows for comfortable use around the world [67].

3. Project management tools. Digital project management tools, such as Asana, Trello or Monday.com, help teams collaborate regardless of geographical location. They simplify the exchange of information in real time, and also help the team to exchange ideas and create strategies for the development of projects [68].

4. Use of artificial intelligence. Artificial intelligence has become a part of the world, when various companies use it to develop new and effective business strategies, analyzing the history of the company AI helps to develop the perfect plan for further development, as well as create personalized recommendations for customers [69].

5. Cybersecurity. As international business becomes increasingly digital, the issue of cybersecurity is becoming critical. Protecting customer data and company information is becoming a priority to maintain trust and reputation internationally.

Digital tools are significantly transforming international business, providing new opportunities for growth, adaptation and competitiveness. By using modern technologies, companies can not only grow in new markets, but also improve their internal processes and data protection.

3.2 Strategies and tools for overcoming problems in international business

To overcome the challenges that arise in international business, it is important to use different strategies and tools.

Tools and strategies that can help in successfully solving problems in international business:

1) Risk analysis and assessment

One of the main steps for successfully operating in a new market is a thorough risk analysis. A SWOT analysis, which assesses the company's strengths and weaknesses, as well as opportunities and threats, allows you to understand the internal and external factors that may affect the activity. According to Johnson and his colleagues in the book *Exploring Strategy*, a strategic analysis that also includes political, economic, social, technological, environmental and legal analysis (PESTLE), is fundamental to building a successful strategy for entering new markets. A PESTLE analysis allows a business to understand the impact of government regulations, tax policies, cultural characteristics and consumer trends in each country. For example, environmental regulations can significantly affect the production and distribution strategy of a company operating in environmentally sensitive regions [72].

2) Localization of products and services

Localization is a key strategy for adapting a business to the cultural and social characteristics of new markets. In the book *Global Marketing and Advertising*, Marlene Thain emphasizes the importance of taking into account cultural values, behavioral

norms, and language differences when entering an international market. Localization involves adapting products, branding, marketing messages, and communications to local needs and preferences of consumers. For example, McDonald's, when entering the Indian market, adapted its menu by excluding beef out of respect for the country's cultural traditions. This approach allows companies to gain the trust of consumers and become closer to their culture [73].

3) Building strategic partnerships

Strategic partnerships with local companies or government agencies can significantly reduce the risks associated with entering new markets. Partnerships help businesses expand their access to resources, market knowledge, and networks. Instead of exploring a new market on their own, a company can team up with a local partner who already has experience in a particular country and understands the specifics of the local culture and market conditions. One example is Starbucks' partnership with local businesses in China, which helped the company adapt to the cultural and consumer characteristics of the region. Thanks to this partnership, Starbucks was able to enter the market faster and consolidate its position as a premium coffee brand [73].

4) Technological solutions

Technological tools can significantly facilitate the processes of adaptation to new conditions. CRM systems (customer relationship management systems) help store and analyze customer data, which allows businesses to better understand the needs of their target audience. Analytical tools allow companies to obtain real-time data and make decisions based on objective indicators. As Peppers and Rogers point out in their work *Managing Customer Experience and Relationships*, the use of CRM systems helps to personalize services and improve customer interactions. Technological solutions also include business process automation, which can reduce costs and increase efficiency. For example, automation of logistics and order processing processes can significantly reduce delivery times and improve customer experience [74].

5) Training and development of personnel (teams)

To successfully operate in the international market, it is important that employees have the necessary knowledge about the cultural and market characteristics of different

countries. Training personnel in cross-cultural skills helps to avoid misunderstandings that may arise due to cultural differences. Geert Hofstede, in his book *Culture's Consequences*, emphasizes the importance of understanding cultural values and behavioral patterns for effective communication in international business. Continuous training and professional development also help personnel improve their skills, which contributes to better adaptation to changing market conditions [75].

6) Cybersecurity and data protection

With the development of digital technologies, cybersecurity threats are also growing. Companies operating in international markets must ensure the protection of both their customers' data and internal business processes. Companies should regularly conduct cybersecurity audits and develop policies to protect information systems. Compliance with international standards, such as the GDPR (General Data Protection Regulation), helps to avoid fines and ensure customer trust. In addition, cybersecurity in an international context often requires adaptation to local laws and requirements, which makes this aspect especially important for global companies [76].

Modern international business faces numerous challenges, but the effective application of strategic tools helps companies adapt to new markets, reduce risks and increase competitiveness. Careful risk analysis, localization, partnerships, technology solutions, staff training and cybersecurity are the basis for building a successful international strategy. These tools allow companies not only to enter new markets, but also to maintain a high level of efficiency and reliability, which contributes to long-term growth and development on the global stage.

CONCLUSION

Today, the development of information technologies opens up new horizons for both productive and non-productive human activities, significantly expanding their capabilities. The modern economy is no longer limited solely to the production of material goods, but is increasingly focused on the creation, processing and distribution of information products and services. The success of both individual specialists and entire organizations is largely determined by the level of awareness and the ability to effectively use available information. In modern conditions, making informed decisions requires analyzing large volumes of data, which is impossible without the use of specialized technological solutions. This, in turn, stimulates the development of new approaches in business, especially in the context of global digitalization. In addition, the introduction of service business models has become an important factor in the transformation of freelancers into full-fledged entrepreneurs. The integration of individual services, such as web design and SEO, into comprehensive packages helps to increase the efficiency of service provision and reduces the burden on specialists. This approach allows solving the problem of the so-called "creeping expansion of tasks", which often leads to a decrease in motivation among freelancers. Thanks to the introduction of flexible and adaptive service packages, clients gain access to personalized solutions, which ensures flexibility even at the stage of product development.

In the field of international business, the use of strategic tools is the key to the success of companies that strive to remain competitive in the conditions of dynamic changes in the global economy. A comprehensive approach, which includes detailed risk analysis, product localization, development of partnerships, implementation of innovative technologies, personnel training and ensuring cybersecurity, allows not only to enter new markets, but also to maintain a high level of business efficiency and reliability. This contributes to the long-term growth of companies and provides them with a stable position in the international arena.

In summary, we can conclude that modern business cannot do without the implementation of innovative approaches that combine the effective use of information technologies and strategic planning. Only those companies that are able to quickly adapt to changes and use the latest tools will be able to remain competitive and ensure their stable growth in the face of globalization.

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APPLICATIONS

SUMMARY

Vyhovskyi D.S. Internet technologies and their influence on the development of international business.

The qualification work is devoted to studying the impact of Internet technology on the development of international business. The essence of the concept of e-commerce, strategies and pricing principles of e-commerce are considered. An analysis of modern business models used for e-commerce enterprises is conducted. Strategies and digital tools are proposed to overcome problems in international business.

Keywords: INTERNET TECHNOLOGIES, STRATEGIES, DIGITAL TOOLS, INTERNATIONAL BUSINESS, E-COMMERCE.

АНОТАЦІЯ

Виговський Д.С. Інтернет технології та їх вплив на розвиток міжнародного бізнесу.

Кваліфікаційна робота присвячена вивченню впливу інтернет технології на розвиток міжнародного бізнесу. Розглянуто сутність поняття електронної комерції, стратегій та цінових принципів електронної комерції. Проведено аналіз сучасних бізнес-моделей, що використовуються для підприємств електронної комерції. Запропоновано стратегії та цифрові інструменти для подолання проблем у міжнародному бізнесі.

Ключові слова: ІНТЕРНЕТ-ТЕХНОЛОГІЇ, СТРАТЕГІЇ, ЦИФРОВІ ІНСТРУМЕНТИ, МІЖНАРОДНИЙ БІЗНЕС, ЕЛЕКТРОННА КОМЕРЦІЯ.