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Применение информационных технологий в принятии управленческих решений

Аннотация: В статье выделяются и описываются характерные особенности информационных технологий для принятия решений, дается обзор о видах информационных технологий для принятия решений, а также раскрываются процессы работы программ. Статья адресована для широкого круга читателей, интересна для финансистов и менеджеров.

Ключевые слова: управление, принятие решений, информационные технологии, экспертная система, автоматизированная экспертная оценка, системы поддержки принятия решений.

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MARKETING TECHNOLOGIES IN THE DIGITAL WORLD

Abstract: *The article presents the main concept of the impact of information technologies on the development of trade services. The main trends in the development of marketing activities in the trading service are identified. The directions of innovative development of marketing activities in the trading service are defined.*

Keywords: *innovation, information technology, marketing, trade.*

Marketing technologies are a set of techniques, methods of action and decision making that determine the company's activity in managing its position in the market, in choosing and achieving by the company its main goals. In the course of applying marketing technologies, they allow the company to achieve profitability and efficiency in the market through planning, organizing work, analyzing and monitoring the results of the company's market activity, its competitors and the market situation.

Marketing technologies are currently very numerous, but usually five main marketing technologies are distinguished: segmentation, goal setting (goal setting), positioning, analysis and forecasting. Segmentation as a marketing technology involves the work of dividing the market into separate specific segments for research and study of consumer demand, consumer attitudes to certain products. Targeting (goal-setting) as a marketing technology allows you to select the target audience for certain parameters of a specific product of a company for which this or that advertisement of this product is designed from the total number of consumers.

Positioning is a marketing technology that allows a company's product using certain tools to take a more advantageous position in the market than the position of products of competing compa-

nies. Analysis (including sales analysis) is a marketing technology that includes activities to research and study the market of goods and services, the availability and levels of demand for certain products, goods, services, studying the dynamics of price policy in the market, obtaining data and determining the attitude of consumers to certain types of goods in order to increase demand for company goods.

Forecasting is one of the most important marketing technologies and represents techniques and methods of conducting marketing research in order to assess the prospects of the market, the possibilities for its development, tracking price dynamics and trends in their forecasting period. Forecasting is short-term, medium-term and long-term. Thus, the marketing technologies used by the company allow it to work in a correctly defined market segment, provide a high level of sales to a specific target category of consumers, whose needs and preferences are thoroughly and thoroughly studied, and successfully compete with other companies by studying market development trends and customer needs, and ultimately increase the company's profitability or capture a large part of the market - it depends on the specific goals that the company sets for itself at certain stages of development. These successes always show that the company applies marketing technologies that its competitors do not own, produces a unique product or product of comparable quality, but sells it at a lower price.

Using marketing technologies, companies can achieve profitability and efficiency in the market by planning, organizing activities, analyzing and monitoring the results of the company's work in the market.

Traditional marketing technologies are (please see Figure 1):



Figure 1 - Traditional marketing technologies

Segmentation consists in dividing the market into distinct segments to study consumer behavior.

Setting goals or targeting allows you to select the target audience from the total number of consumers according to certain parameters, which will be provided to the company's products and to which advertising will be directed.

The analysis includes activities to research and study the market of goods and services, the availability and levels of demand for certain goods or services, the study of prices in dynamics, consumer attitudes to the company, certain products.

The most important marketing technology is forecasting, which is a method of conducting market research to assess the prospects of the market, its development opportunities, as well as monitoring the dynamics of prices and trends.

Prediction is of three types:
short-term (up to 1 year);

medium-term (1-3 years);
long-term (3-5 years).

Most marketers use classic marketing technologies as part of the 4P complex (please see Figure 2):



Figure 2 – Marketing Mix 4 Ps

Marketing technologies are methods of promoting goods on the market, as well as ways to increase sales. Constantly changing consumer needs, the advent of information technology and innovation are forcing companies to seek new marketing technologies.

Network marketing or multi-level marketing (MLM, MultiLevel Marketing) is a means of effectively promoting products on the market and selling them through a network of dealers (distributors). This is a direct selling concept, so the cost of production is much lower than that of retailers, since there are no extra charges. Network members receive a reward for each product sold and for each attracted new distributor.

Merchandising is a competent display of goods on the shelves of outlets, which allows you to attract consumers and increase sales. The main condition is that the product must lie on a shelf at arm's length, in which case buyers will be able to pay attention to it and make a positive purchase decision. Subject to this condition, you can count on 70% of all purchases.

Product placement is a technology for covert product advertising in music videos, movies, shows, books, video games. The main thing is that the heroes or participants use the products of famous brands, talk about them, etc.

Event marketing is the organization of special events that are more related to image advertising. It contributes to the formation of certain associations in the minds of consumers. Special events include various exhibitions, charity events, tastings, corporate meetings, etc.

The latest marketing technologies that allow the company to increase sales, attract new and retain regular customers are Internet technologies. Now many companies are moving from offline to online business or combine. Site owners want their resource to occupy the highest position in the search results of Yandex or Google at the request of users. But search engines do not just do it. To achieve this goal, it is necessary to make a number of complex but feasible actions for search engine optimization, namely SEO optimization. SEO optimization is a set of measures to improve the visibility of a resource in search results through the use of keywords. Keywords are those words or phrases that Internet users enter in the search bar.

SMM (Social Media Marketing) is a popular way to promote sites. It allows you to advertise the site on social networks using links to the resource in communities, groups and from specific users. This direction includes promotion through blogs. Popular bloggers share a link to the site in their publications, talk about products, try them, thereby attracting an audience.

Viral Internet marketing involves the dissemination of information by users through social networks, instant messengers, etc. Direct marketing is a technology of one-way contact with potential customers. The target audience is sent out selling and attracting letters or messages by e-mail or SMS.

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Сандық әлемдегі маркетингтік технологиялар

Андатпа. мақалада ұсынылған негізгі тұжырымдамасы әсер ету ақпараттық технологиялар саласын дамыту, сауда-саттық қызметтер. Сауда сервисінде маркетингтік қызметтің негізгі даму тенденциялары анықталды. Сауда сервисіндегі маркетингтік қызметтің инновациялық даму бағыттары анықталды.

Кілт сөздер: инновация, ақпараттық технология, маркетинг, сауда.

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Маркетинговые технологии в цифровом мире

Аннотация: В статье представлена основная концепция влияния информационных технологий на развитие торговых услуг. Выявлены основные тенденции развития маркетинговой деятельности в торговом сервисе. Определены направления инновационного развития маркетинговой деятельности в торговом сервисе.

Ключевые слова: инновация, информационные технологии, маркетинг, торговля.

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ИССЛЕДОВАНИЕ ЭФФЕКТИВНОГО ФИНАНСИРОВАНИЯ ПРИ ВНЕДРЕНИИ ИННОВАЦИОННЫХ ПРОЕКТОВ

Аннотация. Исследование эффективного финансирования при внедрении инновационных проектов на сегодняшний день является одним из самых актуальных исследуемых тем. Однако, в научной литературе не приведены конкретные эффективные виды источников финансирования при внедрении инновационных проектов. Для решения данной проблемы:

1. Найдены и исследованы всевозможные источники финансирования.