
FEATURES OF MODERN IT MARKETING AND ITS PROSPECTS

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Annotation. World IT marketing, despite its young age, is becoming increasingly preferred in the retail system. Network sales were previously known to the population of large cities as a way of bringing sales technologies closer to the consumer. When it is not the consumer who goes to the store, but the product comes to the consumer through an intermediary, a network seller, Internet information. Network trade around the world is actively developing. And with the advent of the Internet, it received a “second breath” in the form of online sales, online stores (IM), and others. Like network sales technologies, the Internet was initially used as a modern platform for innovative technologies in trade. In the positive, this means bringing goods closer to the customer (comparable to network technologies), simplifying the delivery of goods to the consumer, and expanding the assortment. The emergence of powerful IM, online warehouses, and the largest presentation sites has become a prerequisite for the development of this convenient form of trading.

Keywords: IT marketing, marketing, the country’s economy, blockchain, consumer, payments market stability.

JEL Classification codes: M31, M39, D29

INTRODUCTION

Like any other undertaking, network IT marketing has not yet been able to avoid the significant shortcomings that make his preferences very vulnerable. To know the existing

disadvantages of e-commerce, this means protecting new trading technologies by developing them and making them not only more accessible, but also safer, and therefore more comfortable for users.

On the one hand, a new direction in trade is indeed becoming more and more preferable, effective. On the other hand, next to the professional giants of e-commerce, start-up, developing, small enterprises appear, and next to them, as always, is low-grade online trading. As a result, the world gets a mix, which has significant shortcomings that make such trade, to some extent, dangerous and undesirable for the consumer. The convenience of on-line shopping is offset by the risks of falling into the cybersecurity area. Moreover, the dangers from cybercrime in IM are many times higher than from real crime [5].

Judging by the Ukrainian market, in the negative of network e-commerce it can be noted: not always high quality of the product, as a rule, a short life before failure, often initially low consumer cost of the product, its latent expiration, very often - overpriced product. Most often, such a product in ordinary stores consists in the category of illiquid, residual, not in active demand, sometimes with amortized qualities. Such goods represent illiquid surpluses that pull the company's trade balance down. This is one of the reasons why network trading has received significant development in our country. That's why, and not for any other reason,

It is worthwhile to deal with this phenomenon, at least from the standpoint of social security of such trading systems, which becomes one of the problems of human security in the Internet space. We can assume that the main source of many problems is the lack of consistency and organization at the heart of this activity.

LITERATURE REVIEW

Theoretical and practical aspects of IT marketing were described in the works of such scientists as Mamaeva L. N., Grebenshchikov N. A. (2018). Modern aspects of blockchain perspectives were described in the works of Don Tapscott, Aleks Tapscott; (2018), Genkin A., Mikheev A. (2018), Mogayr U., Buterin V. (2016).

In the book "Decoded: The Science Behind Why We Buy ", Phil Barden explains with numerous examples why one way or another a person reacts to a purchase, which from a scientific point of view affects decision making and why people themselves cannot explain the logic of a perfect purchase.

Michael Stelzner in the book "Launch: How to Quickly Propel Your Business Beyond the Competition" talks about how to achieve success in business with the help of content marketing and what relations it is important to establish with potential buyers in order to transfer them to the category of real ones.

Avinash Kaushik in his book "Web analytics 2.0" gives examples on web analytics, considers the solution of problems in this area from different perspectives, describes the current state of the web space, teaches how to select tools, analyze the information received.

Philip Kotler in his book "Marketing Essentials" describes the basics of marketing, combines theoretical information with examples from real practice in marketing.

Trout Jack and Al Rice in the book "Positioning: The Battle for Your Mind" reveal the principle of success in competition, which is based not on the product itself, but in the way it is presented to the customer.

Porter, M.E. (2008), Inkpen, A. C., Ramaswamy, K. (2006). There were very few attempts to combine aspects of marketing and its influence on the IT security of the in terms of how really attractive should be object of IT investments not only from the business (or economic) point of view but more from the emotional one.

METHODOLOGY

The theoretical and methodological basis of the study was the works of domestic and foreign authors on the issues of motivating and managing the effectiveness of marketing, making decisions.

In the course of the study, the methods of typology and classification, functional, marketing, system analysis, program and target planning and management, expert analysis, dynamic programming, and graphical interpretation were used.

Method of expert assessments. The essence lies in the fact that the basis of the decision, forecast, and conclusion is the opinion of a specialist or a team of specialists based on their knowledge and practical professional experience. Expert judgment must also adhere to the rules of objectivity and honesty.

Blockchain technology is a distributed database in which data storage devices are not connected to a common server. This database stores an ever-growing list of ordered records called blocks. Each block contains a time stamp and a link to the previous block.

The methodological basis of the research is the methods of materialistic dialectics. The studies were conducted on materials of state statistics, which guarantee the necessary reliability of scientific findings and the possibility of their application. The study is based on the works of domestic and foreign scientists dealing with the problems of the effective functioning of IT marketing in a market economy.

In the process of processing and analyzing information, the following methods of economic research were used: monographic, balance, calculation-but-constructive, mathematical statistics.

RESULTS AND DISCUSSION

Theoretical and methodological basis of modern IT marketing.

Worldwide IT marketing, despite its young age, is becoming increasingly preferred in the retail system. Online sales were previously known to the population of large cities as a way of bringing sales technologies closer to the consumer. When it is not the consumer who goes to the store, but the product comes to the consumer through an intermediary, an online seller, Internet information.

Online trade around the world is actively developing. And with the advent of the Internet, it received a "second wind" in the form of Internet sales, online stores (IM), etc. Like network sales technologies, the Internet was initially used as a modern platform for innovative technologies in trade. In the positive aspect, it means bringing goods closer to the customer (comparable to network technologies), simplifying the delivery of goods to the consumer, and expanding the assortment. The emergence of the powerful "I-M", the online stores, the largest presentation of sites was a prerequisite to the development of this convenient form of trade. According to with the advent of Internet technology in trade, commodity circulation in China increased seven times, in Japan and the United States - two and a half times. Europe is not far behind. The rule has always been characteristic of the Western world - "you need to earn more, work comes first, and there is no time to spend money." "I-M" began to deal with these social problems very effectively. They increasingly demand. Annual rate of growth of revenues from sales in the "I-M" up to 25%. The leaders here are camping United States, China and Western Europe. They account for exactly 90% of the total turnover in e-commerce [2, 3]. Such American, Chinese and other countries giants like Alibaba, Amazon, Taobao, AliExpress, 6PM, Walmart, Carter 's, Zara, and many others are multi-billion-dollar enterprises. The global trade

turnover of online commerce reaches more than 2.5 trillion dollars. And its growth rate is impressive - 18-23% per year. At a time when the growth rate of world trade does not exceed 3-4.5%. About 1.32 billion people around the world participate in Internet commerce [3].

In Ukraine, the volume of sales of electronic products in online stores exceeds 65 billion UAH, and in the near future will reach 85 billion UAH per year [4].

Already today, the advantages of this type of trade are obvious, the prospects of which are extremely high in the world. The positive aspects of it include:

- access to any goods previously inaccessible to the average person;
- alignment of the distribution of goods throughout the consumption network;
- Reducing the scarcity of many groups of goods;
- increase in turnover and, accordingly, the growth of tax revenues;
- access to previously scarce items for use in a given area;
- significant cheapening of goods;
- development of the mobility of trading systems, the emergence and expansion of mobile retail chains;
- the formation of new rules in trade, the creation of a new marketing order, the development of new legislation in the field of trade;
- globalization of trade relations, participation in the WTO rules and influence on them;
- the growth of people's well-being, familiarization with high living standards, improvement of life, a sense of a higher level of social security;
- parallel development of the postal services system.

It is difficult to dispute these achievements, which are based on digital technologies, completely different legislation, an ever-increasing need for a wide range of products, new jobs, and the level of professionalism in a completely new field of knowledge - IT marketing. Society receives a completely new system of effective services, which fits perfectly into the modern palette of human life. With the new technologies we make a qualitative leap in one of the oldest technologies - trade.

Like any start-up initiative, network IT-marketing have yet not succeeded will avoid and be considerable insufficient that make it very vulnerable and. Know the current shortcomings an e - commerce, etc. means to be the new trading e technology developing them and do not only more accessible but also secure, and therefore more comfortable for users.

On the one hand, a new direction in trade is indeed becoming more and more preferable, effective. Next to a professional giant an e - commerce there are beginners, developing, small businesses, and next to them, as always - is base I -shopping. As a result, the world receives a mixt, which has significant shortcomings that make such trade, to some extent, dangerous and undesirable for the consumer. Facilities on-line shop put offset by the risk of being in the area cyber threat. Moreover, a n bout their dangers of the cyber in the " I-M " is several times higher than the real crime [5].

Judging by the Ukrainian market in the red network an e - commerce can be noted: not always the highest quality product, usually a short period of operation before the failure, often initially low consumer value of the goods, his hidden past-due, very often - for a weighted price of the product. Most often, such a product in ordinary stores consists in the category of illiquid, residual, not in active demand, sometimes with amortized qualities. Such goods represent illiquid surpluses that pull the company's trade balance down. This is one of the reasons why network trading has received significant development in our country. That's why, and not for any other reason,

It is worthwhile to deal with this phenomenon, at least from the standpoint of social security of such trading systems, which becomes one of the problems of human security in the Internet space. We can assume that the main source of many problems is the lack of consistency and organization at the heart of this activity.

One of the main problems is the insecurity of purchases in the e-commerce market from criminals. A threat in this case comes from the networks themselves, both technical systems so and from criminal effects of the various fraud. But besides this, it is possible to form groups of problems and the risks associated with them, which in the absence of a solution can become a significant obstacle to the development of modern areas of marketing. We list them among them.

1. Lack of visualization of the goods or the lowest of his visualization. Online sphere often compensates for this shortcoming by the opportunity for the buyer to make a return of the product if its quality after delivery and visual inspection does not correspond to the primary data. But this opportunity is not provided by all "I-M".

2. Absence of contact the seller and consultant. Sometimes networks compensate for this shortcoming with the possibility of e-contacts with consultants. But while effective algorithm of actions that claim to satisfy the needs, does not exist.

3. Absence of sales receipts and electronic payment verification.

This is due to the method of delivery of goods through mail or courier delivery, when the person transferring the goods to the buyer does not legally respond to the purchase and sale procedure. This situation since ancient times has been an ideal resource for illegal trade, a dream for the seller. Recall network trading operations when a customer was “handed” goods of dubious quality, which he did not need. Alternatives are emerging in Europe today “metering” schemes, various “distribution centers” models of click and collect type” and others.

There is an opinion of experts that in Ukraine, modern sales on the Internet are 80% black schemes in which crime manifests itself. For example, only in 10% of cases you can receive a correctly executed check with the goods. Moreover, the check is legal guarantee for the return of goods, at least in court).

4. Alternatively, the absence of a contract of sale, or improper execution of such a contract, which initially puts the buyer at a disadvantage.

5. “I-M”, as a legal entity, often a platform for placing in it of goods in separate individuals. That is, such an undertaking as “I-M”, is not responsible for the legality and proper being the sale of goods, leaving it at the mercy of the same individuals who post information about their own product in a store. Thus, the “I-M” is a kind of legal shell that makes a profit from the payment for the backup of virtual containers (“rent”), which store offers the true owner of the goods.

It turns out that “I-M” represent the interests of private traders, brand the product isolated and sellers are not even intermediaries between buyer and holder of the goods, as a kind of cover, a platform for sales. In addition, these partners cannot even leave their true origin, which can be carried out their work in the legal aspects of it.

A sign of such a relationship is a condition for transfer of money not to bank account “I-M”, and on the individual card account indeterminate natural person, of which the buyer is not even aware at the time of manifestation of interest in the product on the website of “I-M”. In this case, the buyer is not protected in any way about the receipt of low-quality goods and claims against the seller. Most of the laws of the world are not yet suited to this type of fraud.

6. Absence or hiding business entities or legal vague their existence as legal and corporation. The fact of the fact that the true seller does not have obligations for the goods sold and the receipt of money in the legal aspect should be qualified as “unreasonably received income” deposited on the individual bank account card, which is subject to judicial recovery.

For at least in the law is, in Ukraine we do not find such a precedent. Many of the "I-M" do not publish on their website's information about the seller's location, method of claims against its product.

Sales volumes of the conditional "I-M" is the total sales from numerous physical sellers cooperates with this store. And this is very far from the true meaning of "I-M".

7. Maximum trust is forced of the buyer to the seller. Judging by the history of world trade, this situation is not far from the absurd. Because trade at all times was based on competition in pricing between the merchants themselves, between the merchant and the buyer, between different purchasing groups. The principles of competition and complete trust, unfortunately, are not psychologically compatible in the business world.

8. The chaotic structure of online stores. The lack of a unified design practice for such stores leads to the fact that the sole center of the store is its legal address, which is not always used for its intended purpose, and a blurred network of sellers and suppliers of goods, lack of initial documentation for the goods. Sales through Ukrainian sources such as OLX, Instagram and other sites are often carried out without any documents at all. Even if required, the result will not be worth the effort. So far, such issues are outside the Ukrainian legislation. And the consumer is offered smart advocacy schemes that allow to get out of such situations.

9. In Ukraine, relations in the field of e-commerce are theoretically governed by two laws: "About electronic commerce" and "About protection rights of consumers". They are designed to regulate the order of purchases, check security, online payment, return conditions, product defects or discrepancy with the expectations of the buyer, other controversial issues. Which are decided only through the courts, with their incredible duties, often exceeding the cost of the goods themselves, the opportunity to lose for reasons of a subjective nature known to us or in other ways that are not available to the law. All this makes court proceedings unrealistic for the majority of the population and gives the right of permissiveness to the hands of the responding party.

10. Lack of professional staff. Today, no one in the world trains proper internet marketing professionals, at the level of master's programs.

11. And, finally, the fact of the use of the personal data of the buyer "I-M" poses a direct security risk to the buyer. Huge databases of personal data are being formed, but so far their users exchange data for just a little bit. But these databases on store customers, when falling into other hands, provide personal information about a huge number of people that can be used

to harm a person. Imagine such a database from the largest e-commerce stores to billions of consumers. The Facebook privacy scandal with M. Zuckerberg may seem like a toy.

Thus, the “I-M”, as usual, does not guarantee the buyer receipt of goods of the quality he needs and in a digestible condition. The proceedings for each conflict case require tremendous effort. And while such trading systems are establishing themselves in the services market, they are trying to observe the image rules a. But the number of such situations will eventually turn into a negative quality that is characteristic of trade as a whole - categorical refusals of their obligations to comply with the quality of goods and services. This is to be expected. But the “I-M” because of their rapid development in this regard, is able to significantly outperform traditional trade.

Modern aspects of IT marketing in contexts of economic development

We systematize these problems and give them a sociological assessment.

An expert assessment of the quality of modern online trading was carried out in Kiev, Dnipro, Mariupol, Zaporizhzhya region among 650 respondents, including 123 specialists, of those who are professionally engaged in this type of activity (Arabic numbering in table 1) and 527 e-service buyers - commerce in these cities (Roman numbering).

Table 1. Table of expert risk assessments related to e-commerce

№№ n / n	Group Code	Name and risk group	Representativeness, people	Expert point X/Y point
Organizational reasons				
1 / I	A	Lack of contact with the seller, consultant	25/237	4.2 / 8.1
2 / II	A	The absence of a contract of sale or improper execution of the contract	53/158	5.1 / 6.5
3 / III	A	Lack of sales receipts	72/258	6.1 / 6.5
4 / IV	A	Lack of specific legislative framework for e-commerce	92/369	8.5 / 5.0
5 / V	A	“I-M”, as a legal entity - a platform for the placement of goods by individuals	98/411	7.7 / 4.8
6 / VI	A	Lack of professional staff	113/464	8.8 / 4.3
Technical reasons				
7 / VII	IN	The use of personal data of the buyer “I-M” as a direct security risk to the buyer	25/158	9.0 / 3.5
8 / VIII	IN	Lack of product visualization or low visualization	67/274	8.3 / 5.1
9 / IX	IN	Arbitrary and commonality structures “I-M”	114/48	7.6 / 7.1
Subjective reasons				
10 / X	FROM	Insecurity of shopping on the e-commerce market from criminals	77/316	9.0 / 7.7
11 / XI	FROM	Forced maximum customer confidence in the seller	87/353	7.4 / 6.5
12 / XII	FROM	Absence, concealment or legal blur of business entities	102/474	5.0 / 3.0

The choice of answers was made on a 10-point scale in the form of an expert risk probability for each of the items in the group of reasons: organizational (A), technical (B), and other subjective (C). Residents could not give an assessment of individual reasons if they did not meet with them. Table 1 summarizes the survey data. Here in the numerator there are answers from experts, and the denominator reflects the results of consumers of e-commerce services.

According to the results of such studies (Fig. 1), it is worth highlighting more confidence among professionals in the development of e-commerce as a modern and equal subject of trade relations. Consumers now want to see a more organized system of online trading in Ukraine. The most important reasons that hinder the growth of confidence in the research object among buyers are the lack of sales receipts, the lack of contact with the seller, and the specialists have a weak legislative base. The technical side of the issue is more worrying for specialists who see in it the resources in the development of this type of trade, the weak unification of the structures of online stores. Buyers, in turn, are not worried about the relativity of the equipment of such trading systems.

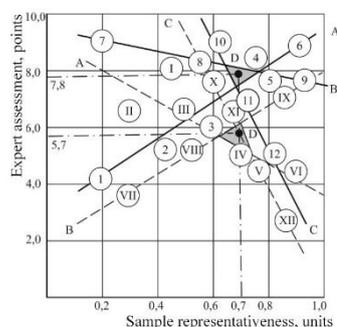


Figure 1. The state of expert assessments of groups of Internet marketing participants in Ukraine - specialists (solid lines) and consumers of e-commerce services (dashed lines) for groups A - organizational reasons; B - technical reasons; C - subjective reasons

Subjectively, the effectiveness of online stores is high according to their staff. Buyers are more skeptical about this factor. The area of rational satisfaction with the functioning of IM in Ukraine on the part of personnel is approximately 1.4-1.5 times higher than that of consumers of IM services (area D, see Fig. 1). For the former, this is due to high volumes of sales that are not achievable in other areas of trade, high wages, mobility, modern forms of work, and the absence of systemic conflicts like “seller-buyer”. On the contrary, skepticism and caution in the consumer of e-commerce services cause uncertainties arising from the execution of orders,

low level and delay of product visualization, forced dependence on the seller, etc. The areas of comfort for the two groups of respondents are almost the same in the estimates: they put more than 5 points and both with a comparable representative sample of 70% of the demand in the market for goods and there are no antagonisms in its further promotion to the consumer.

Internet stores are to some extent an intermediate stage in the development of modern e-commerce. They represent a more organized compared to the existing sequence of sales transactions with a relatively low variety and goods. Of course, this variety differs from that in traditional commodity sales such as “goods-money-goods”, and has opportunities for further development. The payoff function in the grid in Figure 2 means: 1 - mining operations in blockchain technology related to energy costs; 2 - a personal user database as a factor of reckoning in technologies like Tangle (DAG).

You can also rely on the fact that ultra-modern blockchain technologies, which are also based on the network principle of access to distributed information databases without an intermediary, will find their application in IT marketing. Moreover, already today large corporations, such as Alibaba, Bosch, Siemens, are finding ways to use blockchain technologies in their management, logistics and other activities. Despite the fact that digitalization-based technologies are currently being actively developed, their advantages and disadvantages are far from explored.

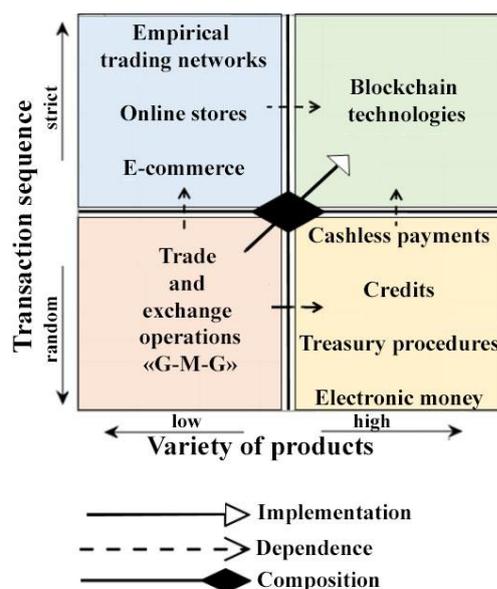


Figure 2. The place of IT technologies in areas related to marketing in the development cartogram. Coordinates n - the number of transactions; φ - payback function; P is the capacity of marketable products in transactions.

The technology of blockchain Numeric chain distributed registries of transactions, commercial transactions, contracts, conveniently enough is applied to the target surface of the diversity of targeted commodity products. For the sake of this, it is necessary to create a comparable dual system of distributed access to databases - commodity and consumers, taking into account their anonymity. Local networks of such registers can be combined, providing the user with a variety of address information about the totality of goods. The speed of operations in such networks can reach units. per second. Such databases are already used by Walmart, the largest US wholesale and retail supply chain, together with IBM, to account for the delivery of groups of goods. The product is becoming more accessible, regardless of where it is produced and where it is stored [6]. According to economists, this approach to marketing will give a new incentive to the development of production, to the development of the world economy in the context of its globalization, which cannot be ignored [7].

A few points that should be considered in the direction of simplification participate in the dis -determination registers used in blockchain technologies.

If the access technologies multiply the network will achieve the technical simplification of verification shadow subject network, it is essential exercise osteitis access any contacts etc. To use in the "procedures for participation." This will take another step forward by simplifying access to any product that is currently being sold anywhere in the world.

Complexity with such networks can become and factor reckoning, which, for example, in the case of financial bitcoins is mining electricity. In the case of e- commerce, one of the equal factors of reckoning may be, for example, a personal database of distributed users, each of whom voluntarily agrees to a limited targeted use of their personal data. E that may contribute to the development tokenization and integration blockchain platforms IoT and AI (see Below). Moreover, the market price of such a database of personal data as an independent product can only increase over time. Such a database of hundreds of millions of e- commerce users can be of significant value, of course, outside of criminals.

The Internet of Things (IoT) is another toolkit for organizing and managing the objects of the surrounding world and virtual objects, followed by the sequential confirmation of each of the subsequent transactions on the basis of already confirmed ones. Such a protocol is based not on mining operations such as POS or POW, like a blockchain, but on network scaling in proportion to the number of such transactions [8]. Such an algorithm (DAG – directed acyclic graph) allows you to more reliably approach each new chain from the standpoint of its

participation in distributed network systems such as “goods-buyer”, without a seller. This scheme is reminiscent of a model when you can choose the goods on the shelf yourself and pay its cost in a nearby “box”. In this case, the non-payment of goods by any one user becomes all participants and wish to set up clear evidence of bad faith of one of them. Similar programs already allow you to implement projects such as "Yandex-stopper" for the regulation of traffic flows in accordance with the congestion of city roads, or to optimize the saturation of the market of certain product depending on its status, as is the case with supplies from India perishables Company s the Walmart .

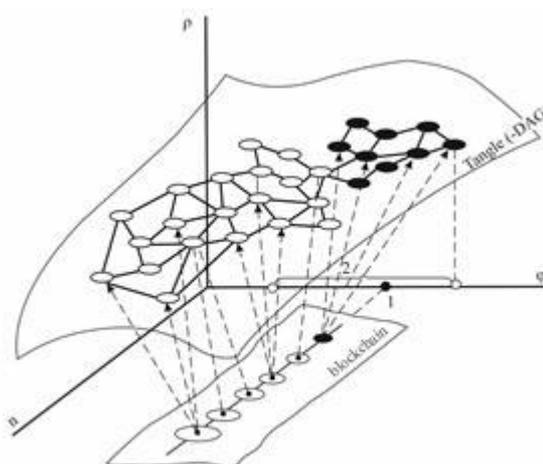


Figure 3. The author’s scheme of dual unity when combining Blockchain and Tangle (DAG) technologies in trading operations. Here is the volume of commodity units in transactions; number of transactions; payback function (mining, personal data bases, etc.).

In marketing terms, a blockchain is a sequential chain of stored blocks of data on digital registries of all previous transactions reflecting events - technical transactions, contracts, contracts between participants. In this case, the generation occurs without the subsequent possibility of their elimination or change. Events are considered to have happened if there is an entry in the registry about it distributed among all participants in the transactions. In turn, Internet of Things projects based on the Tangle (DAG) platform differ from the blockchain in that the condition for the existence of a new transaction is the absence of mining and the confirmation of at least two previous transactions in the network mode (Fig. 3). The overlap of these two technologies (Blockchain and DAG) distributed between transaction participants makes them a fundamentally new tool in e-commerce. Each sequential transaction in the blockchain has its own mapping on the surface of an acyclic digraph.

Such an approach, at first glance, of disparate databases gives the right to use significantly large distributed data about a huge number of transactions managed by the Internet of things. True, the dual-system registry system can have a significant drawback in the form of high costs of processing time in the network of a block of prohibitive sizes, which actually contains two large databases.

CONCLUSION

Implementing these aspects will enable state officials to attract more national and foreign investors on national and local levels that will lead to increase economic security on all stage of it.

Today, a sufficient number of marketing programs for managing commodity and other resource flows are being developed based on the blockchain technology platform. Network products for tracking supply chains of certain groups of goods created on the basis of blockchain platforms are focused on reengineering specific business projects, including elements of distribution, data immutability, decentralization, tokenization.

There is a finite time between software product which is capable hundred be the same flexibility for trade, such as the computer operating the program, cloud, etc. and the Internet.

All this gives confidence that the methods of IT marketing and the accompanying forms of trading using Internet technologies are already an irrevocable given that has found its active niche in trade and is doomed to development. The number of “I-M” is constantly increasing, their functionality is constantly evolving, the need is growing. In Ukraine, as in many other countries, these forms still work almost outside the legal field on the protection of consumer rights, on the specific conditions of e-commerce, outside the basic organizational forms. Solving these issues will significantly increase the attractiveness of e-commerce and make it an important competitor in world trade.

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