

The Role of Network Technologies in the Economy

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Abstract: Network technologies play a major role in the modern economy. They enable fast and efficient data transfer, data exchange and communication between different organizations and individual users. In this article, we look at the main ways in which network technologies affect the economy. Network technologies in economics and CRM systems are considered. The business processes of the distributor's direct sales network construction were formalized and the conceptual and functional models in the IDEF0 notation were described.

Key words: information system, network technologies, CRM system, conceptual model, functional model.



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Introduction

Currently, innovation is becoming increasingly important for sustainable economic development at the microeconomic and macroeconomic levels, as it allows enterprises to meet the increasingly complex requirements of customers, surpass competitors in domestic and international markets, and increase labor productivity. Tomorrow's economy will be based on network technologies.

The human desire to expand freedom from the personal conditions of the world around us is beginning to acquire a technological base in the form of advances in network information technology and the new economy.

The ability to establish direct, peer-to-peer communication between anyone and everyone, free of space-time constraints, will create an Internet-based network of doing business that will fundamentally change the socio-economic sphere.

The increasingly widespread use of Internet technologies causes a gradual transition of economic relations to an electronic form of existence, which is characterized by the network nature of the

structure, low cost, and instantaneous occurrence of events in it. These circumstances open up new economic prospects.

Internet technologies provide almost complete freedom to move intangible assets at personal discretion and even withdraw your own money. This means that human influence is equal to organizational structure. As a result, there are no differences between individuals and legal entities, and entrepreneurship is compressed into the format of an individual. At the same time, the means of labor organization are becoming so powerful that on their basis it is possible to create production capacities on a scale unimaginable today.

In addition, Internet technologies, which provide the opportunity to establish direct equal relations between the producer and the consumer, allow them to do without the participation of sellers in their relations. The network form of economic behavior does not allow the intermediary to impose its conditions on other main participants of market relations.

This article examines the technology of direct sales of network marketing, market offers for software products that automate business processes in this area, formalizes the business activity of a network marketing distributor: the main functions of this activity are highlighted, external marketing control effect. the environment, the information worked by the distributor is summarized, on this basis the inputs and outputs of the future information system are determined.

Methodology

1. Global connectivity: Network technologies enable communication between businesses and organizations in different countries. This expands their sphere of influence and opens up new opportunities for business. Companies can exchange information, make deals and conduct business relations through the Internet, which makes the processes much easier and faster.
2. Increase productivity: through network technology, organizations can significantly increase the efficiency of their operations. They can use a variety of software and hardware solutions to automate processes and improve employee performance. For example, the implementation of an enterprise resource planning (ERP) system can simplify and accelerate business processes, increase productivity and save costs.
3. Development of e-commerce: Internet and network technologies have made e-commerce (electronic purchases, online payments, etc.) an integral part of the modern economy. They allow companies to sell their products and services anywhere in the world, attract new customers and expand their business. This allows small and medium-sized enterprises to compete with large companies on a global scale.
4. Creating new markets: network technologies create new markets and opportunities for innovation. For example, online platforms for sharing consumption (Sharing Economy) have allowed people to rent their free resources or offer their services directly to other users. This allows saving money, increasing the use of resources and developing alternative forms of business.
5. Increased availability of information: Network technologies have led to free access to information. It allows users to quickly find the information they need, learn new topics and learn new skills. As a result, people's skills and professional skills are increasing, which serves economic development.

These examples are just a small part of the impact of network technologies on the economy. They permeate all areas of business and open up new opportunities for development and growth. Therefore, the development and use of network technologies is becoming increasingly important for successful business in the modern world.

Direct sales and network marketing

Direct selling is a type of distribution, one of the types of retail sales outside the stationary retail network. The sale of goods to the final consumer occurs as a result of the provision of the product by an individual or a group. Network marketing, or often referred to as MLM (Multi-Level Marketing), refers to the concept of selling goods and services based on the creation of a network of independent distributors (sales agents), each of whom, in addition to selling, products also have the right to attract partners with similar rights.

Results and discussion

MLM Business Automation

The advent of the computer brought the MLM industry to a new level. All companies in the MLM industry have their own websites that include business and product training materials, promotional materials, online product ordering service, etc. It should be noted that these sites support the work of the company, but not the distributors. . In this regard, there was a need to develop programs for automating the work of distributors. Let's look at the components of entrepreneurship in the MLM industry. A network business is an information and education business, in fact, the activities of a network marketing distributor include:

- 1) distribution of information about goods and services;
- 2) dissemination of information about business opportunities;
- 3) teaching other people the art of information dissemination;
- 4) training network participants in entrepreneurship.

The main activities of the distributor are related to customers: distributing information and attracting potential customers, receiving orders and delivering them to customers, training customers who want to create their own MLM business. The software market offers customer relationship management (CRM) systems, often referred to as customer management.

CRM (customer relationship management) is a customer-oriented strategy based on the use of advanced management and information technologies, with the help of which the company establishes mutually beneficial relationships.

with your customers.

The main functions of modern CRM systems:

- personal registration of information about the client and communication with him by phone, fax, website and mail;
- analysis and storage of data, if necessary, export and import them to other information systems;
- providing information to users.

Network technologies play an important role in the economy, especially in the field of information technologies. They enable businesses and organizations to effectively share information, manage their projects and resources, and interact with customers and partners.

Conclusion

Here are a few ways that network technology is impacting the economy:

1. Improved communication: Network technologies facilitate communication between different departments, branches and partners of the company. It allows you to quickly transfer information, make joint decisions and respond to changes in real time.

2. Effective process management: Network technologies enable the automation of a number of business processes such as warehouse management, accounting and reporting, orders and delivery of goods. This increases the efficiency of enterprises, reduces the costs of employees and the time of completing tasks.
3. Global trade: Network technologies provide access to the world market through the Internet, creating opportunities for international trade. Companies can sell their products and services around the world, communicate with customers in different languages, and conduct business operations abroad.
4. Development of e-commerce: Network technologies are the basis of e-commerce, which has become an integral part of the modern economy. It enables consumers to purchase goods and services online, while businesses reach a wider audience of customers and increase their revenue.
5. Innovation and development: Network technologies help stimulate innovation and develop new sectors of the economy. They enable the rapid exchange of ideas, the creation of new products and services, as well as the launch of startups and investments in new technologies.

In general, network technologies create conditions for more efficient operation of enterprises, development of economy and improvement of people's quality of life. They help to reduce costs, increase efficiency and develop new business models, making them an important tool for achieving economic growth.

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