

10. Право на вчасний доступ до нових технологій захисту персональних даних.

11. Право на інформацію щодо наявних в конкретний момент часу організаційних структур та правових засобів захисту.

12. Право на регулярну оцінку ризику втрати конфіденційності та його обсяг.

Література:

1. Бернерс-Лі Т. Заснування Павутини: З чого починалася і до чого прийде Всесвітня мережа / пер. з англ. А. Іщенка. Київ : Вид. дім Києво-Могилянська академія, 2007. С. 109.

2. Основи ІТ-права : навч. посіб. / Т. В. Бачинський, Р. І. Радейко, та ін. ; за ред. Т. В. Бачинського. Вид. 3-тє, переробл. і допов. Київ : Юрінком Інтер, 2022. С. 113.

3. General Data Protection Regulation GDPR. *Intersoft consulting* : вебсайт. URL: <https://gdpr-info.eu/> (дата звернення: 21.11.2022).

DOI <https://doi.org/10.30525/978-9934-26-277-7-124>

INTERNET MARKETING AT THE PRESENT STAGE STRUCTURAL CHANGES IN THE NATIONAL ECONOMY

Kramskyi S. O.

*PhD of Engineering, Associate Professor,
Associate Professor at the Department Management, Finances and Administration
Odesa Institute of Interregional Academy of Personnel Management
Odesa, Ukraine*

The article reveals the essence of Internet marketing as a universal scientific and methodological tool and a complex system of information technologies, which are extremely necessary for the functioning of modern business entities in markets with different structures and dynamics of development. The structure of Ukraine's economy is under the influence of complex global economic relations, and there is an acute problem of applying universal information technologies to determine the direction of the country's development, its inclusion in a complex system of trade relations on world markets, and to withstand competition with global trading companies. Problem statement and its connection with important

scientific and practical tasks. Internet marketing is becoming widespread in the economic relations of economic systems of various levels, which is connected with the rapid process of digitalization of modern socio-economic systems. Information technologies dictate the determination of society's needs not so much in the quantity and quality of material products of everyday use, but rather require the establishment of demand for modern intellectual, high-tech products, or, as they are commonly called, knowledge-intensive products, that is, products with a high share of added value [1, p. 20]. Such products are endowed with high consumer qualities and are in high demand, which makes their search on global and domestic markets an extremely difficult task, which poses special challenges to marketers. The complexity of the tasks involves a deep understanding of the state of modern markets for the latest products, their accessibility to obtaining the necessary commercial information, and the possibility of wide application of software technologies in the conditions of increased competition for sales markets and the limitation of such application in terms of the economic security of the state and its regions. Analysis of recent publications on the problem. Many scientific works of both domestic and foreign scientists are devoted to the research of modern theoretical and methodological problems of Internet marketing, the disclosure of scientific and technological features of its application. The most famous works of such scientists as Burkinskyi B.V., Boychuk I.V., Muzika O.M., Dubnytskyi V.I., Kolodinskyi S.B. [3, p. 53] and many others. However, all the problems of the use of Internet marketing have not been determined and investigated to the end, especially since the Internet technologies themselves are becoming more complicated. Formulation of research objectives (problem statement). The purpose of the research is to develop the scientific and methodological foundations of the development and use of Internet marketing in modern, dynamic and burdened by complex military and political conditions, socio-economic systems in Ukraine, and primarily in commercial trade relations with the developed countries of the world.

To achieve the goal of the research, a number of tasks were set, which are as follows: 1. determine the essence of Internet marketing as a means of determining the level of demand for the main product groups by their types and promotion of goods to the markets of Ukraine, as well as to potential markets of the world. 2. Conduct an analysis of the current state of Internet marketing and establish its impact on commercial relations between business entities in Ukraine at the current stage of social and economic relations in Ukraine. 3. Justify the priority ways of using Internet marketing

in the development of e-commerce and the further development of trade relations with the leading countries of the world [3, p. 54].

An outline of the main results and their justification. Researching the state of modern Internet marketing requires determining the sources of its origin and stages of development. In general terms, Internet marketing is a scientific term that generally covers a wide range of technical and technological means, with the help of which there is a fragmented formation of socio-economic, economic-legal and business relations in a specific environment – the Internet. In a more concise understanding of this concept, its interpretation consists in the development and implementation of a set of activities aimed at promoting a company created in the Internet environment, which offers a certain range of products or services, or activities aimed at obtaining profit and satisfying consumer demand for goods or services. At the same time, the main goals remain the expansion of the number of customers who visit the company's website, the increase of traffic on the website and the growth of sales of goods or services in which the company specializes. Internet marketing is becoming a universal technology that no company can do without in today's dynamic world, because thanks to such technology, the costs of promoting goods and services to consumers are drastically reduced, the company is positioned on the market and the market share in which the company will dominate is further increased, to carry out its pricing, marketing, assortment and other types of policy, which will eventually make it the market leader. Such a position on the market will ultimately form a high positive image of the company, will form a brand of the company that will always distinguish it among a large number of other companies on the market and will allow to receive additional profits worthy of a high brand of the company. In total, the company will have the opportunity to become a monopolist in the market and influence the opportunities to obtain monopoly profits [4, p. 9].

At the same time, with the development of Internet marketing, the arsenal of tools used by well-known global companies on the Internet is also growing. If earlier there were quite primitive tools for the promotion of goods and ambassadors, such as websites and Internet advertising, today we can include the creation of blogs, the presentation of video conferences, presentations, targeting, postal mailings of orders with guaranteed delivery, acceptable and various terms and forms payments and purchased goods, the use of various types of currencies with their conversion and the use of a system of discounts and incentives or gifts and purchased goods and services. That is, Internet marketing has a large number of advantages that allow the company to widely apply its trade policy on a large scale in most

markets not only in its own country, but also to freely cross the borders of other countries and form a circle of its consumers on global world markets [1, p. 22]. We will determine the advantages of Internet marketing and describe the advantages, using the experience of large and well-known companies in the world:

First, to form a special, unique, i.e., unique brand of the company on the market and establish direct contact with potential consumers of the goods and services offered by the company on its website. The uniqueness and specificity of the site allows you to clearly position the company on the market, determine its place and assess the potential of the company's development in the future.

Secondly, to get an assessment of the site visitors to the offered goods or services, to get the opportunity to analyze the interaction of the site visitors with the offered range of goods, to determine what priorities are given when determining the offered goods or services and finally to establish direct contact with a potential client by means of correspondence or telephone conversations, which dramatically increases the effectiveness of Internet marketing.

Thirdly, Internet marketing allows you to work around the clock and with a large number of visitors regardless of their age, gender, preferences, features of national, religious and social status. Such work rejects the possibility of additional payment for overtime work to the company's workers and to attract part-time and part-time employees with flexible work schedules to work in the company. Such working conditions are suitable for students, apprentices, course participants and all those who cannot work a full shift and are forced to determine the conditions of their work depending on the time of day and the distance to the workplace.

Fourth, great advantages are revealed when using various types of advertising aimed at a certain circle of potential customers of the site, which not only provides information about the offered products, but also creates demand for the latest products that are not yet known to customers. The number and types of products are constantly growing, the range of products offered by the company testifies to its flexibility and dynamism of development, and thanks to such aggressiveness of its behavior on the market, it achieves high financial indicators.

Fifth, Internet marketing allows you to dramatically reduce the cost of goods by reducing commercial costs, especially those related to the maintenance of a large number of sales workers, warehouses, workers related to security and fire safety, transport workers and managers of different levels, especially when it comes to the location of representative

offices and branches in remote areas of the country, depressed regions and places in remote areas with limited transport conditions for delivery of goods and means of communication [2, p. 92].

Conclusions. The conducted research established that the role of Internet marketing is constantly growing and its influence on the entire system of economic relations in Ukraine is gaining dynamism. This dynamic is especially noticeable in the field of e-commerce, which has been growing rapidly in recent times and is becoming the breakthrough field, or as famous economists call it, the "growth point" of the modern Ukrainian economy. The structure of e-commerce in Ukraine is quite promising for its development, encouraging entrepreneurs to transfer their business to the Internet, because it is in this environment that great opportunities open up. Therefore, the next direction of Internet marketing research is its role in the formation of investment resources for the development of the economic potential of Ukraine.

References:

1. Kramskiy S. O. Models of team composition for the staffing of an IT company on a fuzzy set platform. *Scientific Bulletin of Mukachevo State University. Series "Economics"*. 2021. 8(1). P. 18–28.
2. Kramskiy S. O. Risk-oriented approach management system of transport safety. *Bulletin of the Volodymyr Dahl East Ukrainian National University. Severodonetsk : Volodymyr Dahl East Ukrainian National University*. 2017. № 3(233). P. 90–94. [in Ukrainian].
3. Kolodynskiy S. B. Internet marketing infrastructure to support the innovative development of the region. *Innovations economics. Series "Economics"*. IMPEER of NASU. 2022. 24. № 3(84). P. 51–59.
4. Matolikov D. P. Business technologies and processes of IT-project management on the platform of simulation. *Management of Development of Complex Systems. Series "Management"*. KNUCA. 2018. № 35. P. 6–12.