

Название публикации:

The role of information communications technology in the development of companies' business strategies: The Russian experience

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Наименование журнала:

International Journal of Civil Engineering and Technology

Volume 9, Issue 10, October 2018, Pages 1131-1139

Аннотация:

Today's world is characterized by the rapid development of information communications technology (ICT), which is increasingly influencing the business activity of economic entities. This paper explores the transformation of the role played by ICT in present-day economic development by way of analysis. The authors examine the evolution of the role of ICT in the private sector. They identify a set of factors each of which is distinguished by certain characteristics of the use of ICT in the private sector. In a climate of digitalization, companies' business strategies may undergo transformation in areas ranging from the use of new electronic channels for marketing to the emergence of new markets that have no comparable counterparts in the traditional business sector. The paper identifies a set of areas that characterize changes in present-day economic life, which include the following: Rapid growth in the "digital" segment, reflected in its increased contribution to national GDP; increasingly wider use being made of the C2C (consumer-to-consumer) e-commerce model, including for the reason of its ease of use in the context of the latest technology; the rapid growth of the sharing economy. The authors draw the conclusion that current trends are jeopardizing the use of traditional business models, including due to the simplification of financial transactions between economic agents (e.g., the use of online banking).

Ключевые слова:

Digital economy, Digital revolution, Digitalization, Information communications technology, Internet