

INFLUENCE OF INFORMATION TECHNOLOGIES ON MARKETING STRATEGY OF THE ENTERPRISE

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In modern conditions many areas of the economy are characterized by very rapidly develop technology [1]. The rate of development is such that according to the E.G. Moore, there is a doubling of the power of computer technologies, every 18 months, which has a direct relationship to Internet technologies. Therefore, studying the influence of Internet technologies on the economic environment for the formation of marketing strategy of the enterprise becomes more and more important [2]. Information technology and systems for preparation and adoption of managerial decisions quite often are developed and applied at enterprises. There are constantly developing new approaches to management, which are implemented in information systems.

Nowadays, a new direction in the organization of marketing with the effective use of information technology - e-marketing has emerged and quite rapidly developing [3]. The process of managing electronic marketing involves the implementation of certain actions by the marketing department of the enterprise carried out in a sequential manner. The complex of electronic marketing forms the same elements that form a complex of traditional marketing - this is the so-called 4P complex, which consists of product, price place and promotion. Elements of the e-marketing complex have specific features. First of all, this is due to the fact that the Internet is a new full-fledged type of the market, and not just one of the effective means of marketing communications.

Thus, the rapid development of information technology has a significant impact on the development of marketing and the company's development strategy primarily through the creation and implementation of computer decision-making systems, the use of Internet technologies to improve existing and search for new directions for business development. Expanding application of IT and the Internet is explained, first of all, by the desire of enterprises to increase competitiveness, also profits through effective information processing and creation of new business directions. The approach to the use of IT, Internet resources becomes an important competitive advantage of the company, allowing to take the leading position in the market [4].

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