

Dark PR is a business tool. Depending on who uses this tool, it can bring good or do harm. However, even successful companies will not be able to protect themselves without having a staff of powerful PR-group.

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EFFECTS OF E-COMMERCE ON BUSINESS

Electronic commerce is a relatively new phenomenon. Its rapid expansion since the mid-1990s has drawn attention to the impact it will have on promoting trade, economic growth and development.

Electronic commerce offers economy-wide benefits to all countries. The gains are likely to be concentrated in developed countries in the short run but, developing countries will have more to benefit in the long run. The volume of international trade will increase via e-commerce. The countries open to imports from high-income economies will benefit from knowledge spillovers. In addition, electronic commerce is expected to create and destroy jobs. Electronic commerce and the Internet are posed to stimulate trade by lowering the cost of gathering and processing information from distant markets, by creating global access to specific goods and services and by making it possible to send over the Internet goods and services that traditionally required physical delivery.

The use of electronic means and the internet can make the process of initiating and doing trade a lot easier, faster, and less expensive. Collecting information is a costly activity when it involves acquiring information across national borders. In fact, these costs can be so high that they can be considered a substantial barrier to trade. Finding the right supplier, specifying the product's requirements and quality, negotiating the price, arranging deliveries and marketing products is also very costly. With the internet and e-commerce applications, a whole range of these activities can occur without having buyer and seller in close physical proximity.

Especially, the internet when organized via electronic markets through e-commerce applications, reduces information costs and allows consumers and sellers to be matched and interact electronically, reducing the significance of geographic proximity and traditional business networks.

As communications costs continue to fall, the potential for international outsourcing grows. As a result, outsourcing management and production activities will become more important.

The potential benefits from international e-commerce to a developing country arise from a reduction in the cost of imports as much as from an increase in the price received for exports. Even if a country does not export any services, it can benefit from imports of services, paying for them in terms of goods.

Internet brings lots of impacts on international business, most notable effects are: facilitation small businesses to become “born global”; infinitely responsive and elastic supply chains; product development becomes rapid and accurate; mass customization of products and services; appearance of self-regulated markets. On the other hand, internet made internationalization become more feasible for resource-constrained firms, thus even smallest enterprises can start their businesses internationally. In addition, Internet changed international marketing processes: simplified export documentation; decreased the marketing research costs; intensified a growth in intermediary trades.

The applications of E-commerce in international business and marketing processes have their benefits as well as potential problems. The benefits for consumers are convenience, information access, fewer hassles, wider product selection and lower prices. For marketers, the benefits are quick adjustment to market conditions, lower costs, relationship building and audience sizing.

Still, some problems exist: potential loss of proprietary data over the Internet; progress in alleviating functional issues will much slower. Main legal issues are consumer protection, intellectual property violations and court jurisdiction issues.