

training at the fitness center. If you understood that yoga is not actually yours, you are welcome to a dance studio to the first free dance training.

Once you open your eyes to this low-risk world, you'll start to see just how common the practice of tryvertising is. Can you bring 'try before you buy' into your own business, or life?

Makutsevich, Y.
Research supervisors: L. Bedritskaya, L. Markusenko
BSEU (Minsk)

THE INTERNET "BUBBLE"

There is no doubt that the Internet – constituting an easy-to-access, world-wide network - has already had a significant effect on the conduct of international business and that this impact, despite the recent downturn in Internet-related businesses, is likely to continue, changing many aspects of international business in the future, although not necessarily in ways, and at the speed, that might have been expected looking ahead from the middle of the boom.

In this paper we examine a range of effects of the Internet on international business development following the collapse of speculation and hype surrounding the 'Internet bubble' in the recent past. While the Internet may have been over-hyped during the recent 'bubble' stage, there is little doubt that it has affected many aspects of companies' international operations – accelerating some stages of development, although it would appear that firms are still learning how to productively incorporate the power of the Internet across the full range of their international operations in different markets, and develop a better fit with traditional forms of operation.

The influence is great, but we focus on firms' internationalization, with reference to aspects such as patterns of internationalization, the role of language and Human Resources – managing people.

While the Internet is likely to positively affect the rate of firms' internationalization, the effect is by no means certain: much depends on the interplay

between culture and the greater rate at which people are contacting each other via the Internet. While early internationalization processes may be facilitated by the Internet, sporadic evidence indicates that even purely Internet-based firms find it difficult to operate internationally without establishing local, physical facilities, e.g. representative offices, at some stage, thereby slowing internationalization at a later stage. Consider the difficulties of a Russian firm attempting to develop international operations through the Internet, with particular emphasis on selling e-products directly to consumers in the US market. To begin with, it is likely to face concerns regarding products and services originating in Russia, as with physical products. In addition, there are other factors further complicating these concerns: such as payment systems where there has been a reluctance on the part of consumers in many countries to undertake payment by credit cards because of security concerns.

Markets which may never have been considered feasible due to language or other cultural differences could be opened up by the Internet – often fortuitously. At a macro level, of course, the growth of market diversification options is tied to the rate at which Internet use diffuses globally. Thus, countries' technological infrastructure development, including diffusion rate of Internet users, has been found to be a major country entry choice criterion of US Internet firms

The Internet has had important effects on the way in which people are managed within international companies. How the process is handled may well have profound implications for the capacity of companies to internationalize and handle its outcomes. The ability of companies to develop global operations increasingly via the Internet depends on staff being able to initiate and carry through a range of new activities and deal with a variety of new technologies. This will place major demands on the human resources function to find the appropriate staff, either inside or outside the organization.

The Internet works. The Internet helps. But we shouldn't overestimate, over-hype it. The main task today is to study the experience of other countries, of different companies, different spheres of application and to be able to build tighter, links to local customers and suppliers. Companies appear to be testing the limits of the possibilities of virtual assignments, although it appears that these still have to be supplemented with a

range of visiting arrangements. In this, as in many other areas, as people in all countries learn how to use the Internet to more effectively carry out international business, a blending of ‘old forms’ of international operations with the power of the Internet is likely to emerge – in contrast to the ”Internet changes everything” approach.

Solovkina, M.
Research supervisor: M. Kitik
ASU (Astrakhan)

SMM USE FOR PROMOTION OF EDUCATIONAL SERVICES (IN THE CONTEXT OF ASTRAKHAN STATE UNIVERSITY)

The relevance of the topic is determined by the rapid increase in the number of social network users which account more than 100 million people. The number of active authors, who have created content public in December 2015, totalled about 37 million people in Russia. Russian users, expressing their position by publishing messages in social media, have generated 588 million messages per month.

The aim of this work is the analysis of modern marketing strategies in social networks in order to determine their effectiveness.

In the course of the study the modern social networks were characterized; the marketing strategies, used by companies in social networks, were analysed and the most effective ones were identified; a number of recommendations for universities, which are going to use social networks for positioning their educational services, were made. Also a social survey among students of ASU were carried out. The activity of the youth in social networks and the use of the university Internet sites, where students learn, were analyzed. The importance of social networks for marketing activities of higher educational institution of Astrakhan (ASU) was shown.

The studies of Vasilets M.I., Skrigun N.P., Liccardi I. and Ounnas A., Boyd D, Miticheva T.I. and Maslova V.S. have shown the importance of social networks in students’ life and learning. They had studied social network profiles of the young people and concluded: social networks help young people to adapt to the modern