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Будущее электронной коммерции **The Future of E-Commerce**

According to International Data Corp. (IDC), the worldwide market for Internet-related services is expected to explode — from \$4.5 billion in 1997 to \$43.6 billion by 2002. The main impetus for this trend is the rush to implement e-commerce Web sites. While shopping over the Internet using the PC still seems quite unusual, the days of being tied to the PC for product needs may soon be over. In the near future, currently being investigated by engineers, you'll go shopping via PalmPilot, via TV with cable-modem hook-up, via game machine, via intelligent refrigerator. A new kind of consumer is about to emerge as the internet revolution spills over the edges of the computer revolution's territory. The next wave is people who never wanted to buy a PC. It is expected that as early as 2003 a third of online households will be spending around \$50 billion through non-PC devices.

Many of them won't even have to open a Web browser to go shopping. Internet-cell phones already have e-commerce capabilities. Excite@Home's broad-band cable service will launch an undertaking next year that lets you instantaneously buy the products you see advertised. The slightly more active may prefer to use bar-code scanners, which a company called Symbol Technologies is embedding into Palm handled computers. Simply scan the 12-digit bar code of each product in your kitchen, and the replacement is on its way. Electrolux is said to have already developed prototype smart refrigerators that will order food for you.

As more and more sites promise faster and faster deliveries, experts expect the arrival of shops of the future, vehicles on a permanent cruise between warehouses and customers. The future concept of shopping seems to be the following: people will go shopping as a social activity, there may be a lot of showrooms and fewer places where you actually may take things home. On-line there will be a lot of retail web-sites, and intelligent shopping e-agents will do their best to help you in your bargain hunting.

Right now the society is not quite ready to trade long lines in the supermarkets for e-shopping. However, e-commerce is getting deeper and deeper into our lives. We still can go shopping down the street. The 21st century won't leave this chance to us. We'll make electronic shopping lists and go shopping electronically.

Each technological and economic revolution generated critical changes in the society. Along with the Millenium we are facing the new business, social and political model of the future, that will be generated by the e-revolution.

Согласно данным Мировой информационной корпорации, мировой рынок услуг, связанных с Internet, увеличится почти в 10 раз к 2002 г. Сейчас мы переживаем бум электронного бизнеса. Пока покупки по Internet для многих все еще остаются новинкой. Однако человеческая мысль не стоит на месте. Уже ведутся разработки, цель которых — отлучить ПК от процесса шоппинга.

В будущем тот или иной товар можно будет заказать через Internet, используя сотовый телефон, телевизор, холодильник и другие пока невероятные средства. В конечном итоге это приведет к изменению представления о покупателе, реальные магазины будут представлять собой всего лишь выставочные центры, а сам процесс покупок будет осуществляться только через Internet. В результате этой революции мы обречем новую социальную и политическую модель будущего.

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Новая современная концепция маркетинга **New Modern Conception of Marketing**

Marketing is a very important part of modern economics. Its influence on economic life is very great.

It is one of the most important elements in economic structure of modern firms. May be we can say that it is impossible the existence of the firm without marketing department in conditions of modern market.

I agree with this statement. The best way to proof it to answer the quotation: " what are the tasks, aims, and structure of marketing".

Modern economists consider that marketing activity mast solve next tasks:

1. To which consumer should I sell my goods? How should I define the consumer I hope to save?
2. What product or products should I offer?
3. How much should I charge for each product? Should I offer discounts to people who pay cash or who buy in large volumes?

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