Prospects for the development of internet business in the domestic transport industry

Abstract. Information technology and digital economy present new opportunities for all sectors of the economy, including transport. Today, transport economics is undergoing fundamental changes as a result of the rapid development of information technology and its use is also very fast. Especially the dynamics of the development of informatics and its products and transport business development opportunities based on the use of Internet technology have enabled the growth of the role and importance of using information technology in business processes in terms of the new economy or digital economy. The world economy has changed due to the great development and application of this technology. Transport enterprises are forced to survive in a modern economy where the global market is characterized by competition, diversity of products and services and short cycle life of the product. In terms of the digital economy, information technology creates opportunities for specialization and cooperation between transport companies from different regions by reducing transaction costs, creating ease of access to foreign markets and facilitating the development of new models of electronic business. The purpose of this paper is to present the importance of information technology in economy of transport industry, computerization trends and the opportunities offered by this technology where consumers have quick and easy access on the global market of transport service, as well as in information about goods and services. In the condition of digital economy, the usage of information technology provides businesses with new opportunities to access global markets and also develop business activities online. The full realization of these potentials is essential for new transport enterprises and companies which can compete and create competitive advantage globally.

1 Introduction

—to identify the dynamics of development;
— describe the transformation according to your concept;
— describe the current state;
— to reveal the development trends and prospects of

2 Materials and methods

3 Main content. Role of the digital economy for transport business transformation and creation of new digital systems

3.1 Identifying of the dynamics of development

...
The aim of this paper is to present the importance of electronic business, computerization trends which has changed the transport economy, society and politics. This is the main reason why transport enterprises today in tighter competition are orientated towards the market and to fill up the requirements of the buyers. So, the aim is to describe digital economy, opportunities of Internet usage for business to achieve strategic advantages compared to their competition and how can facilitate the movement of goods and services from producers to customers.

3.2 Some issues of the digital economy

The beginning of the 21st century has seen a rapid change from the industrial economy to a digital economy built on computers, connectivity, and human knowledge by [2]. In the world of free trade where competition grows speed is vital for each sector if the use of information technology in the production process, management or other business processes. Since the business environment is constantly changing and evolving, the business itself changes all the time and with the growth and development information needs to ask businesses will vary. At the same time information technology and computing system needs to support growth, change and development [5]. Information Technology has influence on changing the society, economy and transport business. Computing system linking subsystems and presents information in a unique way while business conceptual structure aims computerization of processes in the transport enterprise.

Our study shows that economy of transport industry has moved to digitalization and usage of information technology become important, if not the most important resource for economic development of a country. Furthermore, the usage of information technology is regarded as primary source of competitive advantage for any transport enterprises which have become to understand the importance of this technology as an enabler of social and economic development.

Computerization of the economy effectively integrates the organization of employees, management, technology for the flow of information, materials, and funding in the ongoing effort to produce high quality and low price and excellent service and clean environment.

The emergence of the digital economy presents new opportunities for all sectors of the economy to computerized and be competitive. In this economy, customers provide quick access and easy on the global market as well as information concerning the place where competing goods and services. Transport businesses provide opportunities for access to the global market and also develop business activities online. The full realization of these potentials digital economy is essential for transport enterprises and companies, and transport and communication industries of different countries.

The new economy has to do entirely with the competition for the future, the capacity to create new products or services with high quality and less cost and with the ability to transform transport businesses into entities that cannot be imagined yesterday that tomorrow may be obsolete. Digitization of new products and services, electronic business and electronic payments are the key of success. While the old economy was based on: iron, brass, stainless steel and analog and physical sizes. New economy based on: silicon, computer, information networks considering how creative economic value. In this economy, information is presented in digital form and in the form of binary code (0, 1) [4], and business processes are transformed from the physical reality on digital reality based on Bits.

Information technology is built around the chip and in terms of the digital economy information technology opens possibilities for specialization and cooperation between transport companies from different regions also reduces transaction costs in business cooperation, provides access to foreign markets and ensures that different companies may...
specialize in products various digital and cooperate by exchanging digital products between companies of different regions depending on customer demand. This collaboration facilitates the development of small and medium as well as electronic access to these markets and the development of new forms and models of business as business, or electronic business.

There is no comprehensive definition associated with the computerization of the economy. In general, the informatization of the economy means the utilization of Information and Communication Technology (ICT) and the use of modern methods of management to optimize the life cycle of products, including market demand analysis, product definition, research and development, design services, environmental protection and other issues.

Information Technology and the Internet provide the opportunity to buy anything ranging from books and other items different because countless web pages advertise products and services on various emails that offer buying and selling these products. Therefore, the development of rapid and fast this technology, electronics business development, increasing demand for accurate and relevant information on time and increasing large number of users have contributed to the computerization of the economics of transport enterprises to be of great importance for the development and enhancing the competitiveness of the economy of various countries.

3.3 Research of the main trends in information technology

Information technology is being used in all spheres of social and economic life, especially in manufacturing, scientific and business transactions, management and service activities for performing different. Businesses have realized that without information there is no successful business and this is why ICT technology finds application today so great.

Increase productivity and reduce costs in developed countries rely on computer running production in robotization of production, the rapid growth of microelectronics manufacturing equipment and computerization on of administrative affairs [3].

Today, thanks to major investments made in these areas in the most developed countries of the world of microelectronics production equipment increased by an annual rate of 20%, 25% robots, complex technology and CAD / CAM for 30%. Continuously falling prices of their modules and this greatly affects the growth of the level of computerization.

The most important trends in technology which increase the level of computerization according [3], are:

• Use increasingly large digital signals as opposed to analogue ones, as well as the trend of computerization of all life processes.
• Moving from technology based on counties with semiconductors’ elements in circles with chip, has enabled the refinement of communication and digitization creating conditions that many economic activities they imagined replaced by virtual. Virtualization enables and enhances the flexibility of the technologies are enabling companies to consolidate their technological infrastructure in order to decrease your administrative and maintenance costs and to prepare for new strategic initiatives, by [4]
• Integration into computer networks is undoubtedly characteristic of the new economy. Operation of electronic markets has changed the structure of the economy. Large multinational companies need to apply for a new strategy which is the result of the convergence between computing, communications and relaxation, because the content of knowledge in the product is growing and getting more information in digital form and memorized in computer.
• The new economy based on innovation because to exist on the market must have innovative skills. Therefore, due to this and other trends a large number of employees have access to innovative work.
• Passing of information systems based on a central computer in the client-server...
3.4 Organization of modern transport business based on computer electronic systems
A new boom in sharply changing market, economy, society and politics by changing products, services, consumer behavior, etc. At the same time, the rules of European and national competition will be implemented to ensure that small businesses have all opportunities to enter new markets and compete on fair terms, etc. [1]

Electronic business means according:

• optimizing transport business processes (production, marketing, distribution, sales, payments, etc.).
• improving relations (with the public, customer, supplier, distributor, etc.).
• improving transport business services (banks, agencies, advocacy, accounting, etc.).

Key elements of the surroundings that electronic business practices are: global infrastructure, links to suppliers, links with buyers and clients and links with intermediary. So, being connected to the internet, companies have the opportunity to do research faster, build websites that promote their products, to monitor consumer behavior and to develop video conferencing. It is worth mentioning one of the most revolutionary developments in advanced communication technologies, such as voice over internet protocol (VoIP), which includes all types of voice communication transmitted through the internet, between the computer with the computer or in hybrid form between PC and regular phone.

Advanced computer technology is sophisticated, though it is often very expensive and takes more time to be implemented by an enterprise.

3.5 E-commerce or e-business?

The rapid and rapid information technology has influenced informatics have an important role in transport business development. Manifestations of computerization in the current economy mostly reflected in the application of information systems for planning and strategic analysis, especially when making long-term decisions. These systems consist of several information systems and management control systems for decision support. By the construction of these systems was originally a requirement for strategic planning of Top managers (the highest level of leadership) and had primary goal easier access to important information, especially those that were classified as information and critical factor to success [2].

While information technology in transport system and the Internet now increasingly as a basis for new business models in different business processes known as electronic business. Electronic business as illustrated above is something more than selling and buying products through the Internet which also included customer service, cooperation with other business partners and distribution and supply. While e-commerce is also an internet business as e-business, but that is a part of it. E-commerce is focused only on buying and selling products and services online. These two concepts are used as synonymous with one another, so even today most people use the term e-commerce instead of the term e-business.

We can say that information technology and knowledge-based economy are producing different products and services in unpredictable values, mention electronic business forms: electronic market; electronic marketing; electronic scholarships; electronic banking transactions; electronic distribution of knowledge and services etc. While e-business models are classified into the following categories:

1) business-to-business (business-to-business) or B2B
2) business-to-customer (business-to-costumers) or B2C
3) the customer-to-business (costumers-to-business) or C2B
4) customer-to-customer (costumers-to-costumers) or C2C

As regards the use of information technology for business purposes in our country and the manifestation of computerization in the transport economy in early 2005 Sberbank of RF, has started with the delivery of e-banking service for Russian businesses. This is made...
Fig. 1. Revenues from the global online market in the field of transport (billion dollars).

Economic effects manifested through computerization of Russian Federation transport economics are: competitive advantages express digital economy as growth in productivity,
reduction of the spending, resource saving, energy saving and environmental protection of life, hence the competitiveness of economy in the world market depends most on the level of computerization of the economy. Transport organizations, institutions and different subjects use this technology for electronic data processing in their work, communication, internanowire with units internal and external including cooperation between by buyers, suppliers, other mechanisms and institutions around the world for over twenty-four hours a day.

As we can see, this is a challenge for many transport businesses, which raise the need for usage of advanced information technology and information systems, which will be able, to cope with success, various provocations in competitive environment.

4 Conclusions

As we see, this is a challenge for many transport businesses, which raise the need for usage of advanced information technology and information systems, which will be able to cope with success, various provocations in competitive environment.

References

1. MTI KS, report on the implementation of the European Charter of Small Enterprises in Kosovo, the European Charter for Small Enterprises (Questionnaire, 2005)

2. P. McKeown, Information Technology and the Networked Economy (Global Text, Zürich, Switzerland, 2009)


