

ВЕБ КАК ИНСТРУМЕНТ МАРКЕТИНГА ОРГАНИЗАЦИЙ

ON THE CONCEPT OF PORTAL SUPPORTING E-MARKETS FOR SMALL AND MEDIUM BUSINESS COMPANIES

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In our opinion, one of the areas of e-business evolution is the integration of electronic markets with social networks (social media). This report focuses on the development of such approach.

Within the framework of this approach community is the basic structure and its basic component is a business unit (a company, an undertaker). We consider a business unit as an abstract *entity*. *Entity* has several forms (or perspectives, or views, or external interfaces). On the portal or in portal database each *entity* is being represented as a set of values of its indicators. An *entity form* is a projection of a set of those indicators.

The forms of business entities may have predefined types: “Searching for investment”; “An investor”; “Seeking for industrial cooperation”; “Selling”; “Need”; “Provide services”; “Looking for "umbrella" structure”; “Provide "umbrella" services”; “Fellowship for the protection of common interests” etc. The business community may also have predefined types: vertical, horizontal, coalitions, alliances.

Each type of community should be equipped with specialized software tools specific to this type of community.

A representative of a business unit creates an instance (exemplar) of a particular community type using one of its forms. In fact, the form in this case plays the role of a constructor of a (class) community. Therefore, the established exemplar of a class community will already possess the software tools configured according to the type of a parent business unit form. It is assumed that it will be possible to create communities of predefined types as well as non-predefined types, importing tools for non-predefined types from a variety of predefined types. Tools should arise interest, be in demand for business, and in fact, be a part of decision support systems.

Some of the elements of a described concept are implemented during the production of Neiberia.com portal (currently in beta-version).

Neiberia portal users may be both common users (clients) as well as business agents (managers) of small and medium-sized firms. In this respect, the communities created within our portal correspond to classical market type C2B & B2C.

Portal Neiberia is not a typical social network, because it contains new structures corresponding to the real business communities, helping their online communications B2B.

The portal is implemented as a multi-lingual. Currently, apart from the main Polish version, there are Russian, Spanish and English language versions which are supposed to contribute to enhancing cross-border business partnerships as well.