

## **Информационно-коммуникационные технологии в экономике и бизнесе**

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### **INTERNET-MOBILE ECONOMY AS A MODERN FORM OF INFORMATION ECONOMY**

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**Keywords:** electronic economy; e-economy; information and communication technologies; information (new) economy; Internet business; Internet commerce; Internet company; Internet-economy; Internet-mobile economy; Internet project; mobile business; mobile commerce.

**Abstract:** The article reveals the essence of the Internet-mobile economy as a new form of information (new) economy, the relationship of the main elements of the Internet-mobile economy is disclosed. The main condition for the effective functioning of the Internet-mobile environment is its availability to all subjects of the Internet-mobile economy. The Internet-mobile environment is an environment of open interaction of all socio-economic subjects in order to develop and maintain the processes of reproduction of knowledge, goods and services to ensure potential competitiveness on a global scale. The author presents the Internet-mobile environment as an environment of open interaction of all socio-economic entities with the aim of developing and maintaining the processes of reproduction of knowledge, goods and services to ensure potential competitiveness on a global scale.

Due to the fact that the Internet-economy is a consequence of the development of the e-economy, the structural elements of the e-economy continue and complement the development of the entire e-economy system,

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forming a single platform for the development of an information (new) economy, which is based on information and communication technologies. The structural relationship of the elements of the information (new) economy is presented in Fig. 1.

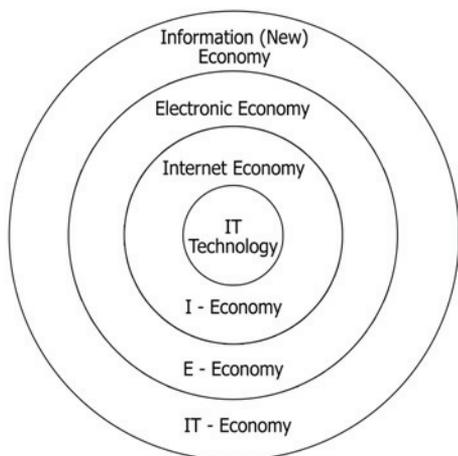
With the development of information and communication technologies, the next form of the Internet economy – the Internet-mobile economy – is emerging. The structural relationship of the main elements of the Internet mobile economy is shown in Fig. 2.

*Internet-mobile economy* is considered by the author as the direction of the electronic economy, the next stage in the development of the Internet economy, a set of economic relations, which are based on mobile Internet technologies.

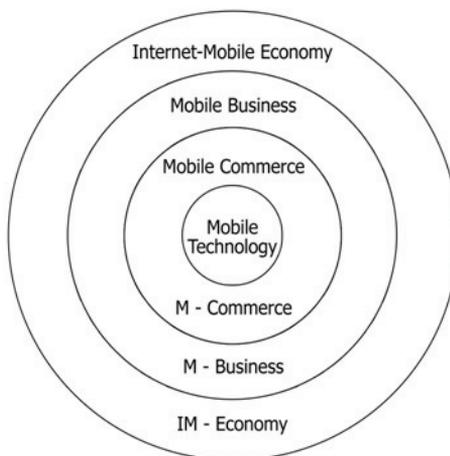
*Mobile business (m-business)* is a transformation of the company's main business processes through the introduction of mobile technologies, aimed at improving business performance. A mobile business is any business activity that uses the capabilities of mobile devices to transform the company's internal and external communications.

The Internet-mobile economy has been formed before the Internet economy, but it is gaining momentum only with the advent of mobile commerce, the prerequisites of which have appeared since the 1980s. Mobile commerce is a commercial activity using mobile electronic devices: cell phones, handheld computers, etc. *Mobile commerce (m-commerce)* is a continuation of E-commerce, the transfer of E-commerce into mobile forms. E-commerce has allowed manufacturers and sellers to come directly to the home and office of customers. Mobile commerce allows bringing services to mobile user terminals, in particular to cell phones, giving users complete freedom of movement. The concept of “m-business” is broader than the concept of “m-commerce”.

The technological basis is the WAP and GPRS, GPS, Bluetooth and EDGE protocols, which allow browsing specially designed web pages and surfing the Internet on the mini-display of your mobile phone. Registration by phone number simplifies identification, which saves time.



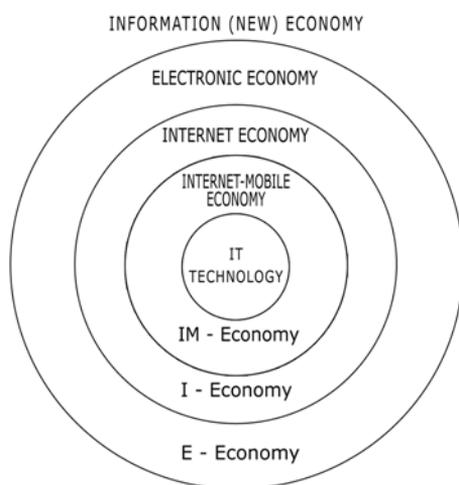
**Fig. 1. The structural relationship of the elements of the information (new) economy [1]**



**Fig. 2. The structural relationship of the main elements of the Internet-mobile economy [2]**

The beginning of the development of mobile commerce in the world belongs to the 1980s. In April 1985, Toshiba launched the T1100, the world's first IBM-compatible laptop. The cost of the T1100 amounted to \$ 2,090. Toshiba's management allocated funds for the T1100 project only under the promise of its initiator Atsutoshi Nishida that during the year he would be able to sell 10 thousand copies, but Nishida managed to realize this volume by the end of 1985. In 1997, two Coca-Cola company selling drinks by SMS were installed on the streets of Helsinki, the capital of Finland. At the same time, mobile banking services became available to Merita bank of Finland clients. In 1998, it became possible to sell digital content using a mobile phone, when the Finnish mobile operator Radionlinja launched a commercial service for the sale of ringtones. A year later, Smart in the Philippines launched the national Smart Money mobile payment platform. Almost at the same time, NTT DoCoMo launched in Japan the first mobile Internet platform, called i-Mode. In the autumn of 1999, France Telecom announced the opening of a secure E-commerce system based on mobile communication called "Iti Achat". The service allowed subscribers of the GSM system owned by France Telecom to make purchases, both via the Internet and via mobile phone. A credit card reader built into the GSM handset guaranteed the security of the system.

The history of mobile commerce in Russia started in the 2000s. In 2003, the Russian operator "Beeline" introduced the SMS-notification service. The launch of the service was the first step that contributed to the transformation of a mobile phone not only as a means of communication, but also as a tool to control costs and pay for the services of third parties. In 2005, it became possible to replenish the mobile phone account from the mobile phone account of another subscriber. In 2007, the service of payment from the account of the mobile phone of services and goods of the third parties was opened. In 2010, the Russian operator "Beeline" realized the possibility of withdrawing money from the mobile phone account. There are now more than a billion mobile electronic devices in use worldwide, which are becoming a more common way to access the Internet than personal computers.



**Fig. 3. The structural relationship of elements of the Information (new) economy [2]**

The Internet-mobile economy is a consequence of the evolutionary development of technologies of the electronic economy, respectively, and elements of the Internet-mobile economy continue and complement the development of the entire system of the electronic economy, forming a single whole, thus forming an information (new) economy as the next stage of development in the concept of post-industrialism, formulated by D. Bell, which is shown in Fig. 3.

Having begun in the 1970-s, the process of digitalization of society in recent years has become global. It has

now reached not only all developed countries of the world community, but also many developing countries, thus creating an information (new) economy based on information technology.

The term “Information economy” was introduced into scientific circulation in the mid-1970s by the American scientist E. Porat, in whose opinion the term “information” reflects the main substantive aspect of the new society – the change in the main production resource and forms of social wealth, which are not physical goods, but information, new knowledge [3].

The information society, according to I. A. Lazarev [4], G. S. Khizha, K. I. Lazarev, can be represented as a new post-industrial socio-political and economic organization of society with highly developed information and telecommunication infrastructures providing the possibility of effective use of intellectual resources to ensure its sustainable and safe development. The transition to the information society involves a significant change in the entire economic system of society and the government, as the growth and weight of the information industry for the national and world economy are becoming increasingly important. The world’s market of information and telecommunication technologies is growing faster than the market of the world economy as a whole. The profound influence of information technology on the ongoing socio-economic processes of society leads to the formation of a new organization of the economic system, which is currently used for naming different concepts: information economy, network economy, new economy, virtual economy, electronic economy (e-economy), Internet economy, Internet-mobile economy (IM-economy). The choice of concept depends on what property of the new economic system is considered more deeply.

According to T. E. Eutodieva [5], the information economy is “the economy of the information or electronic - digital society, which has significantly new forms and properties of post-industrial policy on the basis of extensive Informatization of society and practical implementation of information and telecommunication mechanisms of self-organization and harmonization of the economic system”. The concept of “network economy” plays a significant role in the post-industrial stage of development of the economic system of network forms of management through the development of direct telecommunications links between the agents of joint activities. In the concept of “knowledge economy” the same researcher focuses on the fact that the sectors of technological materialization of knowledge play a decisive role, and the production of knowledge is a source of economic growth. The term “new economy” or “neoeconomics” is generalized and includes all these aspects of the new form of organization and functioning of the economic system, emphasizing that the new post-industrial stage of economic development is considered. Considering neoeconomics as the highest step in the evolution of post-industrialism, Eutodieva highlights the advantages provided by neoeconomics: accessibility, globality, extraterritoriality, interactivity, lack of restrictions for doing business, low operating costs, mass market and speed of turnover.

Thus, according to T. E. Eutodieva, the most universal and profound concept reflecting the multidimensional essence of the modern stage of development of the world economic system is “neoeconomics”.

I consider the features of the development of the main forms of information (new) economy. The main forms of information (new) economy are: Electronic economy (E-economy), Internet economy (I-economy) and Internet-mobile economy (IM-economy).

The structural relationships of the main forms of information (new) economy are presented in Fig. 4.

Internet technologies, being a consequence of the development of information technologies of the electronic economy, cover all elements of the Internet economy system and lead to the development of the Internet-mobile economy. The Internet economy system is represented by the main elements, which are Internet business, Internet commerce, Internet project and Internet company website. The Internet-mobile economy continues to develop the technologies of the Internet economy, using mobile technologies that encompass the entire system of the Internet-mobile economy, represented by the mobile business, mobile commerce, mobile devices and special networks.

These technologies make it possible to conduct commercial operations using mobile devices of the 21st century.

One of the important conditions for the functioning of the Internet-mobile economy is the formation of the “Internet-mobile environment” as a set of conditions that contribute to an effective process of creating, disseminating, exchanging business ideas and promoting realized business ideas in Internet-dependent markets. The main condition for the effective functioning of the Internet-mobile environment is its availability to all subjects of the Internet-mobile economy. *The Internet-mobile environment* is an environment of open interaction of all socio-economic subjects in order to develop and maintain the processes of reproduction of knowledge, goods and services to ensure potential competitiveness on a global scale.

The Internet-mobile environment combines the technologies used in mobile devices and the capabilities of the global Internet as a telecommunications foundation.

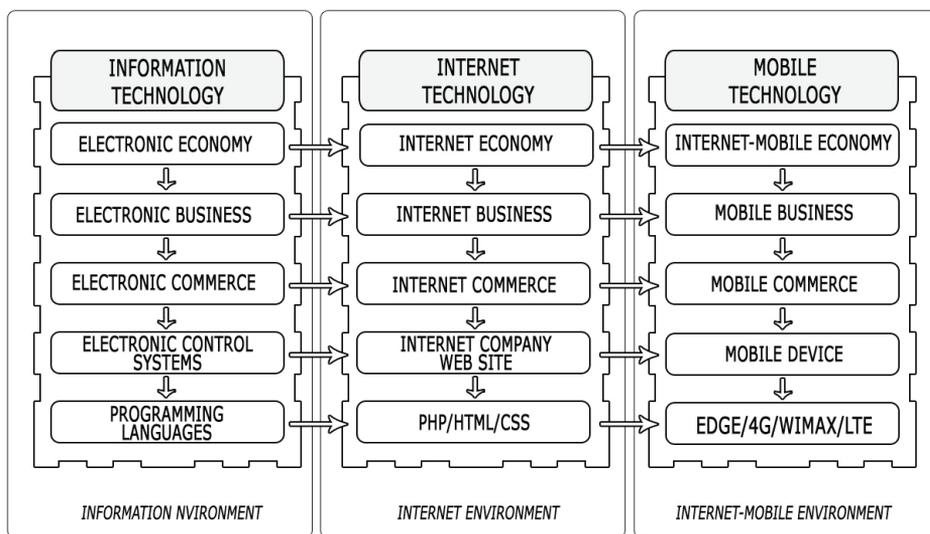


Fig. 4. The main forms of information (new) economy [2]

The environment is “Internet-mobile” because it forms relations between the subjects of the Internet-mobile economy through the use of mobile devices connected to the Internet. In the Internet-mobile environment there are both ready-made products, and those that are at the stage of development and implementation. *Internet-mobile environment* is a set of knowledge, universal principles of the Internet, norms of behavior of subjects, laws, which allows subjects of Internet-mobile economy to create products (services), promote them in Internet-dependent markets, bring their projects to the stage of commercialization.

Thus, at present, the foundations are being laid for the Internet-mobile economy, which is changing the stereotypes in the search, processing and application of information. Mobile commerce in Russia is only emerging as a form of entrepreneurial activity, which requires the creation of conditions for the development of creativity and ethics of entrepreneurship among young people, starting from kindergarten and school desk, the formation of highly qualified personnel in higher education, which becomes possible through the creation of an advanced infrastructure system business activities in the mobile commerce market in Russia.

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## Интернет-мобильная экономика как современная форма информационной экономики

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**Ключевые слова:** интернет-бизнес; интернет-коммерция; интернет-компания; интернет-мобильная экономика; интернет-проект; интернет-экономика; информационная (новая) экономика; информационно-коммуникационные технологии; мобильная коммерция; мобильный бизнес; электронная экономика.

**Аннотация:** В статье раскрывается сущность интернет-мобильной экономики как новой формы информационной (новой) экономики, взаимосвязь основных элементов интернет-мобильной экономики. Основным условием эффективного функционирования интернет-мобильной среды является ее доступность для всех субъектов интернет-мобильной экономики. Интернет-мобильная среда представлена автором как среда открытого взаимодействия всех социально-экономических субъектов с целью развития и поддержания процессов воспроизводства знаний, товаров и услуг для обеспечения потенциальной конкурентоспособности в глобальном масштабе.

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