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ИССЛЕДОВАНИЕ УПРАВЛЕНИЯ МАРКЕТИНГОМ В ЭПОХУ

СЕТЕВОЙ ЭКОНОМИКИ

Аннотация: В эпоху сетевой экономики стремительное развитие информационных технологий и широкое применение интернет-технологий привнесли новую жизненную силу в сферу маркетинга, но также поставили перед ней беспрецедентные задачи. Дальнейшее развитие интернет-технологий может не только оказать поддержку развитию науки и техники, но и изменить образ работы и жизни людей. Сетевая экономика стала одной из основных точек экономического роста в новую эпоху. Если предприятие не идет в ногу с The Times при осуществлении маркетингового управления, то неспособность адаптироваться к потребительским привычкам и предпочтениям населения

снизит уровень маркетингового управления, с определенной точки зрения, это не будет способствовать последующему развитию предприятий. Целью данной работы является глубокий анализ этих изменений для повышения качества и уровня маркетинговой работы. Исследуя уникальные характеристики сетевой экономики, мы обобщаем основные возможности и проблемы, с которыми сталкивается институт управления маркетингом, и выдвигаем ряд научных и разумных стратегий их преодоления. Эти стратегии могут не только в полной мере использовать преимущества сетевой экономики, но и способствовать дальнейшему повышению общего эффекта маркетинга, предоставляя полезные ссылки и рекомендации для управления маркетингом.

Ключевые слова: Сетевая Экономика, Маркетинг, Возможности, Вызовы

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EXPLORATION OF MARKETING MANAGEMENT IN THE ERA OF

NETWORK ECONOMY

Abstract: In the era of network economy, the rapid development of information technology and the wide application of Internet technology have injected new vitality into the field of marketing, but also brought unprecedented challenges. The further development of Internet technology can not only provide support for the development of science and technology, but also change people's way of work and live. The network economy has become one of the main economic growth points in the new era. If the enterprise does not keep pace with The Times when carrying out marketing management, failing to adapt to the public consumption habits and preferences will reduce the level of marketing management, from a certain point of view, it is not conducive to the subsequent development of enterprises. This paper aims to deeply analyze these changes to improve the quality and level of marketing work. By exploring the unique characteristics of the network economy, we summarize the main opportunities and challenges faced by the marketing management institute, and put forward a series of scientific and reasonable coping strategies accordingly. These

strategies can not only give full play to the advantages of network economy, but also further improve the overall effect of marketing, providing useful reference and reference for marketing management.

Key words: Network Economy, Marketing, Opportunities, Challenges

Introduction

With the vigorous development of Internet economy, the innovation of marketing strategy is increasingly prominent. The rapid progress of digital technology and the comprehensive popularization of the network have brought unprecedented opportunities and challenges for enterprises. The behavior mode of consumers has changed rapidly under the impact of the information wave, and the traditional marketing means have been difficult to meet the current market demand. In the context of the era of network economy, the way the public obtains information has changed significantly, and it is more inclined to obtain fast and timely information through Internet intelligent devices. Among them, the emergence of "short video" and other emerging communication modes has provided new channels and new

opportunities for enterprise marketing. However, this also requires enterprises to change the traditional marketing thinking mode, and develop scientific and effective marketing strategies in line with the background of The Times, so as to enhance the market competitiveness.

Marketing background in the era of network economy

Network economy is a broad concept, which refers to the sum of all economic activities associated with modern communication networks (including the Internet, telecommunication network, TV network and all other modern information transmission networks). These economic activities cover the production and operation activities of network communication infrastructure, network equipment and other hardware, the development and production activities of various network services and network software, as well as the network transaction activities with e-commerce as the core content. It not only includes the rapid growth of the information technology industry with computer as the core, but also covers the rapid development of the whole high-tech industry based on modern computer technology,

and also includes the profound changes of traditional industries and traditional economic sectors caused by the promotion and application of high and new technology. Some scholars have clearly put forward that the network economy refers to "all economic activities built on the basis of the information network formed by the modern communication network and the electronic computer network". Therefore, the network economy is actually an advanced economic development form produced on the basis of the traditional economy and through the promotion of modern information technology.

With its unique advantages, such as all-day operation, globalization, immediacy and self-expansion, the network economy is profoundly reshaping the pattern and development direction of the world economy, and becoming the core driving force of economic development in today's era.

The key advantage of the network economy lies in its ability to operate around the clock. Unlike traditional economic models, which heavily rely on workers' schedules and are constrained by time and location, the network economy transcends these

limitations. For instance, brick-and-mortar stores and factories adhere to fixed business hours, causing economic activities to pause outside of these periods. In contrast, leveraging advanced Internet technology and high-tech solutions, the network economy enables seamless 24/7 operations. Whether late at night or early in the morning, transactions and business activities continue uninterrupted, both domestically and internationally. This continuous operation model maximizes time efficiency, turning every moment into a potential business opportunity and significantly enhancing economic benefits. By eliminating time constraints on economic activities, it accelerates economic operations, improves efficiency, and fully harnesses the economic value of time.

Globalization is another prominent feature of the network economy. With the rapid development of Internet technology, the network economy has built a convenient bridge of economic exchange and cooperation for all countries in the world. In the traditional economic era, the economic exchanges between countries are restricted by geographical distance, information transmission speed and other factors,

and the communication channels are limited and the efficiency is low. Now, with the Internet platform, companies, consumers and governments around the world can communicate and trade quickly in real time. A small business in a developing country can display and sell its special products to the world online; consumers in developed countries can easily buy goods and services from the other side of the world. This globalized model of economic exchanges has made countries more interconnected and interdependent, which has given a strong boost to the development of global economic integration and formed a complex but closely connected global economic network.

The network economy's immediacy has greatly enhanced its competitiveness.

Traditional economies suffered from slow information transmission and geographical constraints, causing delays in transactions. For instance, contract signing by mail took days or weeks, and goods transportation was time-consuming. However, with high-speed information channels, the network economy eliminates these barriers, enabling instant communication and rapid transaction execution. Whether in stock trading or

e-commerce, speed is a defining feature, boosting efficiency and accelerating business activities. Companies can swiftly adjust strategies to market changes, while consumers enjoy instant access to goods and services, fostering continuous economic growth.

Marketing management opportunities in the era of network economy

With the rapid development of the network economy, the traditional marketing model is increasingly lagging behind. In the past, corporate marketing was highly dependent on manpower, which was not only time-consuming, but also costly. This model limits the market expansion and brand influence of enterprises. However, the rapid progress of modern technology, especially the popularization of Internet technology, has provided a strong impetus for the transformation of a traditional marketing model. Enterprises began to use online platforms to achieve product marketing and the scale of efficiency. Through the Internet, enterprises can break through the geographical restrictions and promote their products to every corner of the world. This has not only greatly increased sales, but also expanded the consumer

group and enhanced brand awareness. This transformation and upgrading enables the enterprise to maintain a leading position in the fierce market competition and achieve a qualitative leap in the marketing model.

In the traditional economy, high logistics costs restricted enterprise marketing, increasing burdens and slowing expansion. However, with the rise of e-commerce and technological advancements, the logistics industry has undergone a revolution. The network economy enhances logistics speed and accuracy, allowing businesses and consumers to access product information faster while protecting their rights. This leap in logistics efficiency lowers enterprise costs, accelerates e-commerce growth, and expands marketing opportunities.

In the era of network economy, consumers' consumption concept has undergone profound changes. They not only have higher requirements for the quality and function of commodities, but also are more active in the process of commodity selection, and their personalized needs are increasingly prominent. In the past, consumers' choices were relatively limited, and they often were in a passive position.

But that is being completely changed, driven by Internet technology. Nowadays, the Internet provides consumers with a massive commodity information platform. Consumers can browse, compare and choose products anytime and anywhere according to their own preferences and needs. This kind of initiative not only changes the shopping habits of consumers, but also poses new challenges to the traditional marketing model. In order to meet the personalized needs of consumers, businesses begin to pay attention to the personalized design of products, so that the products are more in line with the actual needs and aesthetic preferences of consumers. At the same time, the rise of the network market has also broken the limit of time and place, so that consumers can more easily obtain the goods and information they need, which undoubtedly brings new development opportunities for marketing.

Challenges of marketing management in the era of network economy

With the rapid rise of the network economy, many enterprises have poured into this field, competing to share the dividends brought by the network economy. However, in this transformation boom, some enterprises do not hesitate to take

improper means in the pursuit of profit maximization, among which the market monopoly phenomenon is particularly prominent. These enterprises take advantage of the advantages of network technology, eliminate opponents and destroy market fairness by restricting competition and market manipulation. This behavior not only damages the interests of other enterprises, but also has a serious impact on the healthy development of the whole industry. In order to maintain the fairness and fairness of the market, the relevant departments of the state must stand up and introduce strong policies to severely crack down on the enterprises that violate the rules. Only in this way, can we effectively curb the market monopoly behavior, guarantee the fair competition of enterprises, and promote the healthy development of the market.

The rapid development of Internet technology has given rise to many emerging technologies. However, with the progress of technology, relevant laws and regulations have failed to follow up in time, resulting in many legal blind spots in the market. The existence of these blind spots makes the regulatory authorities face many difficulties in the process of law enforcement, and the balance of market development

is therefore affected. Due to the relatively low threshold of the network economy, the market access has become relatively easy, which provides more opportunities for enterprises, but also brings many problems. Some bad enterprises take advantage of this opportunity to produce and sell inferior quality products, infringing on the rights and interests of consumers. In order to improve this situation, the regulatory authorities must strengthen the formulation and implementation of laws and regulations to ensure that the market environment is fair, transparent and standardized. At the same time, enterprises should also consciously abide by the relevant regulations, strengthen self-supervision, improve product quality and service level, and jointly maintain the healthy development of the market.

The Crisis of marketing reputation

In the network economy market, the controversy between copyright and piracy has not stopped. Some consumers, due to the lack of discrimination, often accidentally buy pirated products when shopping, thus suffering economic losses. This situation not only damages the rights and interests of consumers, but also seriously affects the

credibility and credibility of the brand. Once a brand loses credibility, consumers' trust in their products will decline significantly, and their market share will gradually shrink, which may even lead to the bankruptcy of the brand. In order to maintain the market order and the rights and interests of consumers, the relevant departments must intensify efforts to crack down on piracy and raise consumers' awareness of the genuine products. At the same time, enterprises should also take active measures to strengthen brand building, improve product quality and service level, so as to rebuild consumers' trust in the brand.

With the diversification of consumption channels, consumers' shopping process becomes more and more complex and tedious. In order to simplify the shopping process and improve the consumer experience, one-stop marketing arises at the historic moment. This strategy through the integration of commodity introduction, maintenance, after-sales support and other links, to provide consumers with comprehensive and convenient services. One-stop marketing not only simplifies the shopping process, but also greatly improves the satisfaction and loyalty of consumers,

thus promoting the growth of consumer demand and bringing more economic sources for enterprises. In order to effectively implement the one-stop marketing strategy, enterprises need to accelerate the optimization and upgrading of the industrial structure, and increase the investment of capital and technology. At the same time, the training of professional marketing managers is also the key, they need to have enough ability and keen market insight, in order to develop effective marketing strategies, to meet the diversified needs of consumers. When the enterprise is successfully transformed into a functional enterprise, its competitiveness will be significantly improved, and then driving the upgrading and development of the whole industry.

In the era of big data, data has become one of the most valuable assets of enterprises. Database marketing systematically collects consumers' consumption information, deeply understands their needs and intentions, and provides a scientific basis for marketing decisions. Enterprises can use professional statistics and data analysis technology to deeply dig the information in the database, reveal the shopping

habits, preferences and trends of different consumers, so as to develop personalized marketing management plans.

Under the background of the rapid development of science and technology and the popularization of the Internet, e-commerce has become one of the important channels of product sales. Enterprises need to keep up with the pace of The Times and constantly innovate marketing models to adapt to the changes in the market and consumer needs. By increasing product innovation, enterprises can launch more distinctive products, more in line with the market demand of products, so as to stand out in the fierce market competition. In addition to product innovation, companies can also hold various marketing campaigns to attract consumers' attention. For example, limited time discount, full reduction discount, gift activities, etc., are effective promotion means. These activities can not only stimulate consumers' desire to buy, but also increase the visibility and brand recognition of enterprises. At the same time, innovative marketing mode can also help enterprises to realize the transformation and upgrading of industrial structure, expand new business areas, and

achieve maximum benefits.

In the background of economic globalization and increasingly fierce market competition, the cooperation between enterprises is particularly important. By strengthening enterprise cooperation, enterprises can share resources, complement advantages and share risks, so as to achieve win-win development. In order to build an effective enterprise cooperation platform, enterprises need to follow the principles of fairness, openness and transparency. Such platforms can facilitate information flow and sharing, enabling companies to keep abreast of market developments, technological progress and cooperation opportunities. At the same time, enterprises also need to establish a mutual trust mechanism to ensure the stability and reliability of cooperation by signing contracts and jointly abiding by agreements.

Conclusion

In the network economy environment, enterprises should pay more attention to market research, data research and analysis, quickly change their thinking, and actively innovate. Use information technology to promote product research and

development and innovation, improve product content and quality, to meet the diversified needs of consumers. At the same time, enterprises also need to seize the development opportunities brought by the network economy, constantly innovate production and marketing mode, improve their market competitiveness. In marketing management, enterprises should abandon traditional concepts, break through the institutional restrictions, give full play to the advantages of network, enrich marketing means, accurately position market demand, provide high-quality services for consumers, so as to enhance the core competitiveness of enterprises and promote the long-term and stable development of enterprises.

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