MANAGEMENT

Duneva Emiliya Bulgaria
Assistant Professor PHD, Department of Management
University of National and World Economy, Bulgaria

KEY ROLE OF WEB 2.0 FOR THE COMPANY’S MANAGEMENT- THE CASE OF «MALINKA THE MAKE UP-BULGARIA»

Abstract. This paper analyzes the impact of Web 2.0 on the management of a company dealing with Italian cosmetics, reaching conclusions for the use of guidelines and recommendations for building an Internet strategy of the company. In the process of analysis we follow the creation of management information systems, online applications and websites of the company. We prove the thesis that the company up to the largest can use unlimited opportunities on the Internet as a communication channel with customers, but it does not lag behind companies from other economic spheres. Changes are needed to improve the strategy for using the Internet on the Bulgarian market.

Keywords: Web 2.0, information technology, management, strategy, business processes

We live in a time of many changes. Companies are already finding ways to reach their audiences immediately through their websites. An age in which the Internet is displacing the passion for television and people would like to have access to digital media content anywhere, anytime. Nowadays, one of the fastest growing ways of communication is the Internet, which has taken the place of traditional newspapers, radio and television in advertising revenue in the world. Solving modern management problems claims to understand new techniques for creating business processes in accordance with the methods set in popular software products for automated management

Literature review

In the age of rapidly changing technologies and electronic business software is an indispensable component of any company. Thanks to it, the work process in any company or organization is more efficient and employees more productive. One of the most common software over the years is accounting. Most accounting software
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provides funds for accounting for receivables, payables, foreign currency accounts, inventories and assets. Unfortunately, some of them do not offer salary reporting.

Enterprise Resource Planning (ERP) systems are often used. They are a complex of all information systems in one company, serving for analysis, planning, implementation and control of many business processes and functions. They provide an opportunity for development depending on the company's activities. The main parts of ERP systems are human resources design, logistics, production, finance and customer relationship management. ERP unites all programs serving the finance department, production, warehouses, offices, shops in a single integrated software system. And thanks to the unified database, the information can be easily transferred between different offices, shops, departments in the country and abroad. If companies adapt the software properly, there will be a huge return. Employees from different offices and stores can see the same information and also change it. The business benefits of ERP systems are enormous: cost reduction, integration of management and operational work in a single system, increasing process efficiency, achieving a competitive price and higher quality of the final product / service, standardization and increased ability to business innovation, drastically reducing maintenance costs, especially if the system software is offered as SaaS (Software as a Service) [1].

CRM (Customer Relationship Management) systems are the latest generation of business process automation. Prior to their appearance, automation served to optimize and manage the internal processes in the company and its ultimate goal was to create the perfect product to enter the market. Now, CRM is focusing on automating customer relationships. It helps to create better customer relationships and improves teamwork. Consumers are served immediately, which leads to greater satisfaction. Unlike ERP, which is performed in a large company, CRM is also suitable for small companies that have fewer divisions. Among the two software, ERP is time consuming and expensive, while CRM requires less cost and time.

The last few years have seen a shift from office-based software to an online environment. The characteristic of Web Office is that it combines the functionality of desktop office suites with the characteristic of the Internet unlimited sharing and collaboration with other users. This includes calendar, web design computing
services, web search engines, web based mailbox and many other tools. Online software products, for example, can be updated and improved without user intervention. They are available regardless of which part of the world it is located and what device it uses. Thanks to Web applications, new, flexible payment schemes can be introduced. Of course, not all software can and should be removed from the personal computer, but even the one that remains will increasingly use the Internet connection. The growing influence of MS Office over the last two decades has led to approximately 95% market share for desktop applications, but in the online race the company must now catch up with the leader Google (google.com), as well as some smaller companies supporting word processing and spreadsheet services. Nowadays, almost every service offered by Google has its replacement with different quality and popularity offered by Yahoo or MSN.

The concept subject to our development and an occasion for many debates in recent times, is the so-called. Web 2.0. They are the second generation of Web-based societies and the services provided such as social networks, ways of communication, ways of working together and many others, united under one feature - the participation of users of this service in its creation. Changing models also affects the software life cycle. In modern computer programs, a new version with added efficiency and eliminated errors is born from time to time. Applications are constantly changing and improving. The advantage of Web 2.0 is that computer programs, rather than humans, are increasingly requesting information and processing it. With Web 2.0, a number of changes are needed in the management of companies. Blogs, profiles and wikis allow you to communicate easily. Much of the business is starting to take Web 2.0 technologies seriously and use them. In turn, they have great potential for development. In recent years, successful business models based on the World Wide Web have been established, such as those of Google, eBay and others. Facebook, Instagram, Tik-tok, LinkedIn are widely used. Content sharing forms such as blogs are also spreading.

Special applications deal with offering new approaches to recruitment. Recruitment and selection blogs are used, which allows them to be pre-evaluated by
other candidates, and also gives many more options for selection by the employer. Through the new applications, each user can create their own profile on one of the social networks, where they can publish information about themselves, photos, interests, professional experience and other important characteristics.

**The main components of Web 2.0 for business management are:**

— *Social networks*

Social networks are a set of Internet-based tools and the ability for users to share and discuss information[2]. Each social network provides its users with a different platform, functionality and opportunities through which to spread their message [3]. The most commonly used social networks are Facebook, Instagram, Tweeter, LinkedIn and YouTube. When companies use social networks in their activities, they must take into account the characteristics of the particular social network before posting information, video or other content on their pages or profiles in social networks.

— *The blog*

A blog (short for weblog) is a type of website that is written like a diary, and new additions are in reverse chronological order. They often offer comments or news about a particular topic, event or product. With the development of technology, consumers now need to learn about brands from their content rather than the traditional form of advertising. This, of course, requires time and a certain technique and platform for publishing. According to research by Marketing.bg, blogs are the third most common strategy for business development [4]. In 2020, there are about 600 million active blogs worldwide. Of interest is the fact that 53% of bloggers are between 21-35 years old and half of the top 200 companies in the Fortune 500 had a corporate blog in 2018. 70% of people prefer to learn about a company through articles rather than advertisements. Last but not least, companies that maintain a blog receive 55% more visitors to their websites than companies that do not. Other interesting data are that in 2020, bloggers spent 65% more time than in previous years, writing blog posts, with the average post taking 3 hours and 57 minutes to write[5]. To start your own blog you need to buy a domain and hosting.

— *Wiki*

It is a network technology for organizing interconnected web pages, each of which can be visited and edited by users at any time, and in the history and all
versions of the pages are saved. The layout uses commands that are intuitive and easy and do not require any specific programming skills. This technology offers access to a resource by many collaborating users, whether inside or outside an organization, thus allowing each other to share information from a group of people, creating and editing new terms through a common all users. A typical example of functionality is the world encyclopedia [6] which is edited and updated by its users with joint efforts and in recent years significantly ahead of visits to the online edition of Britannica [7].

– *Etiquette*

It is used by a so-called naming system, which allows the user to label a certain content with a certain keyword, identifying it in some way, so that the different types of information can be grouped into categories. The labeling system is used for various discussions in blogs and wikis to make it easier for users to navigate and systematize their opinions and articles in different areas.

– *RSS (Really Simple Syndication)*

It is a technology that retrieves and gathers in one place news and information from various websites. News received via RSS is updated automatically so that the user has up-to-date information at all times. It is not necessary to open the web pages on which the information is placed, it is enough to open an RSS reader, which will extract the necessary data. Used for newsletters, breaking news, specific content from wikis or blogs, structured through different labels. RSS text format written in XML is a very efficient and easy way to view information in the latest Eurostat headlines[8].

– *Mesh-up*

This is an application that integrates and visualizes content from different sources in one place, in a way that is set by the user. An example is: the integration of GOOGLE maps with a catalog of different stores, and the user can easily navigate and use navigation with the map to get to a store. It can be found in Bulgarian literature as a Mish Mash application.

– *Network effect*

This is the situation when the value of goods or services increases with the number of consumers. A typical example is the proliferation of telephones, probably
the first subscriber in a city squeezed his thumbs years ago so that others would appear sooner. The first consequence is that the purchase of goods by one person directly benefits existing consumers. The other consequence is that market share becomes more important than profits.

– Podcasting

These are media formats that are maintained, regulated and controlled by users. The Podcast name contains the name of the Apple iPod portable music player. The method offers sharing of audio and video recordings and attracts more and more users - those who create content and those who edit and use it.

– Enterprise 2.0

The term means Enterprise 2.0, first used by Prof. Andrew McAfee of Harvard University in the spring of 2006. [9] It is the inclusion of blogs and wikis, social networks, podcasts, training videos and presentations in the internal corporate network of an organization, in order to increase the efficiency of the company, increase employee productivity through collaboration, information sharing and joint collective work.

Successful internet practices in business management.

In recent years, the Internet has become increasingly usable and applicable in the management of companies. The website of Aroma Cosmetics - the largest manufacturer of Bulgarian cosmetics deserves special attention. It differs significantly from other manufacturers and predisposes to create a society that constantly communicates, comments and discusses all the news and trends around the favorite brand. The site is well developed, there are links to the pages of Facebook, Twitter and You tube. There is a separate section for product features, easy access to online pairing, a blog, vision information, mission, nature care, financial information, certificates, labs, production, innovation and more. Information for corporate clients and investors is also available. To a large extent, Aroma's website uses most Internet 2.0-type Internet applications, such as blogs, social networks, RSS feeds, video podcasting, which are conducive to integrating customers into the business and using their potential to improve customers and use their potential to improve the products. According to a study of the company's
activities, since Mrs. World advertised the brand, sales of creams and hair dye on the Bulgarian market have increased almost 1.5 times. The company's managers clearly understand the fact that most Internet users are of the younger generation. They spend most of the day in front of computers and are the target group for their new products.

Research

For the subject of the research we chose a company with 30 years of experience on the Italian market and 7 years on the Bulgarian one. It offers decorative cosmetics and professional hair products. The products have a quality guarantee. In order to keep up with the competition, the company always tries to anticipate the needs of the consumer and the changes in the market, which in turn requires great professionalism, experience and serious knowledge. In 2014, when the company "Malinka The make up-Bulgaria" entered the Bulgarian market within two years managed to open seven stores in the capital of central and communicative areas, and in the most famous malls in the capital. The main method for conquering new markets is through the company's participation in numerous fairs and exhibitions for cosmetic products. There are contacts with current customers and suppliers and looking for future customers. The company also relies on its good name, which it has achieved in Italy over the years, as a high quality manufacturer at a relatively low price. In our country it is still in the process of creating an image.

Malinka The make up Bulgaria uses the Internet as communication with her colleagues and managers. For communication with logistics and transport, the innovations in information technologies are used, thanks to which the necessary information is sent much faster and cheaper. To promote its products, the organization uses its Facebook page and the company's official Italian website.[10]

In recent years, the Facebook page has been used to establish contacts with many customers. But the lack of a specialized Bulgarian site and support for the Instagram account, etc. creates mistrust in some of the customers. The management team lags behind the new trends showing that Web 2.0 tools (including social networks, blogs, wikis and social networks provide an opportunity to increase interest in the company. Like many Bulgarian companies that look with skepticism
at the new generation of websites, they nor do they see their great potential. For this reason, this analysis is intended to provide recommendations and guidelines for designing new Internet applications aimed at users of "Malinka the make up".

In order to have greater success in our country, the company, in our opinion, should create an official website for Bulgaria and include Web 2.0 applications. At the moment "Malinka The make up-Bulgaria" has only an Italian website. For a start, you should consider feedback to the site with Bulgarian customers. The competition is intensifying, many Italian and world-famous brands are entering through their representatives and famous influencers. Sponsoring such representatives is quite expensive and that is why alternatives such as the Internet should be sought to attract more Bulgarian and foreign clients. Creating a newsletter that informs regular users about what is happening around the business will be very useful. It can be useful for building the image of the company. In addition to this application, the possibility of email subscription of all news can be used. In this way a successful email-marketing strategy can be applied in the enterprise. The Bulgarian manufacturer will have a much greater effect and benefit if it manages to attract and stimulate the visitors of the Facebook page to share their opinion and recommendations.

It would be a good practice, if they commit for at least 1 hour a week, to routinely different employees of the organization to publish an article or a specialized post with interesting news. Even the manager can write at different intervals his thoughts, market analysis ideas and the main trends in make-up and health. This will certainly attract the interest of readers. This will create a frequent user presence. Sharing is a key element.

By sharing photos of satisfied customers, trainings and videos for advertising purposes, more customers can be attracted. User integration is an essential part of Web 2.0 applications, and to be even more successful, you need to register on Myspace.com. Next, the company's Instagram page should also be developed. Various games with prizes, competitions, challenges and surveys are suitable in this network. The ways to promote the brand and production of "Malinka The make up-Bulgaria" thanks to the Internet are unlimited, but the most important thing is the management team and the employees of the company to really understand the power of this new type of communication. They must make every effort to use modern Internet applications.
An example can be taken from leading manufacturers and world-famous companies from other sectors, which already use this type of media connection successfully with their audience and thanks to them generate large revenues.

**Conclusion**

A high-tech society is a society in which ordinary processes such as information exchange, work, communication are carried out with the help of new technologies. Certainly, the future development of the Internet in the management of companies will mark great growth in the future. The degree of successful implementation of the given recommendations in the development can be assessed by conducting additional research on the internet strategy of the company in the future. It will allow for a dynamic analysis of Internet practices in two different periods, which due to the limitations of the information for the current development were studied only statically using data from 2020.

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