

Investigating the Effects of Cyberspace on Improving and Development of Internet Businesses

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Abstract

Internet businesses have made a significant contribution to the Employment in the field of modern communication technologies. Facilitating conditions, improving culture, improving infrastructure, supporting entrepreneurs in this space, and removing barriers can draw a clear perspective for the country's economic prosperity. The world today is known for its extensive communication between peoples. A significant part of our lives defined by these social relationships, and the higher the quality of these relationships, the higher the standard of living and, consequently the business level. Today, however, it is impossible to imagine communication between peoples without new means of communication and digital technologies. Entrepreneurs' social networking or cyberspace includes the private network, the job network, the experience network, the professional network, and the marketplace network; The highest factor loading is related to the experience network, and the lowest factor loading is to the private network. In this study, we attempt to present the positive benefits of cyberspace in various aspects of business development that would certainly be useful for changing the perspective about business and executives in the area of prevention of cybercrime and injuries with a positive approach.

Keywords: Cyberspace, improvement and development, internet businesses

1. Introduction

The Internet economy referred to as the digital economy or the new economy, has affected all economic and social sectors including retail, transportation, financial services, manufacturing, education, health, the media and so on. Most businesses in this economy are based on digital technologies. These technologies include communication networks, computers, software, and other information technologies and also include a variety of e-commerce, Electronics markets, payment and receiving, smart cards and electronic money and financial transactions. Economic development is either in the form of physical development, called basic energy, or information-based development called knowledge-based economics. Also, in some references and reports, the countries' economies are divided into three sectors: primary resource, primary efficiency, and basic knowledge. Accordingly, in today's world, we are witnessing profound changes in the countries' economies. The relationship between ICT development and the countries' economic development is a mutual relation: ICT development in different ways can affect the overall performance of the economy. First, progress in this field can increase production and improve productivity within the area itself, which directly enhances the economic performance of the community. Second, and most importantly, its application to other sectors and improve the performance of user sectors indirectly enhances the economic performance of the community. On the other hand, the increase in per capita income as an indicator of community welfare increases the demand for ICT services and results in the development of the sector.

Social networks are an appropriate place to be in the virtual community. Nowadays, all businesses in the world are creating a social network page for active engagement with their customers and audiences and attracting new customers. The widespread presence of people on social networks has made it possible for businesses to capture the momentum of their market and interact with their audiences in a real and intimate way. The Internet plays a vital role in our life. Whether it is in business, information, communication, it all relates to this invented technology.

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2. Business Definition

Business means activities that involve the production, purchase of goods, and services to sell them for profit. With the advent of computers, the Internet, and the development of societies, we are witnessing a new type of business that is expanding in cyberspace, which is called the Internet (virtual) business. Electronic activities carried out on the Internet are called Internet business. This is a brief explanation of this type of business, but it goes beyond just a few words and phrases. The base of this type of business is on the Internet, and without this, it would not be possible to continue this business. Internet businesses are emerging in a variety of ways. Various ideas can be applied to this business, and most importantly, you need to know the steps to start this business thoroughly and fundamentally. Virtual space consists of tens of thousands of interconnected computers, servers, communication networks, switches, and fiber optic cables that allow communication across a comprehensive system.

3. Cyberspace and information

One of the important functions of cyberspace is to notify the events that occur in the social environment. In the present century, the magnificent development of the mass media has made the world a small village in which everyone can be informed of all the events in the world quickly and comprehensively. In the communications era, no event, though in the farthest reaches, is confined to a specific geographical area, and hence three features, beyond time, transcendental, and extraordinary speed are belonging to the mass media. Today, all aspects of human personal and social life, from the most private of human behavior to the greatest changes in social institutions, and cultural and political structures represent through the media.

Information is the science of customization (gathering, storage, and processing information) and making information accessible (information retrieval and transfer). Information science is a scientific discipline that studies the quality and use of information, the forces governing the flow of information, and the tools for preparing information for optimal access and use. The task of information science is to deal with the part that concerns the generation, collection, organization, storage, retrieval, translation, transmission, conversion, and use of information.

4. The Role of Cyberspace and Business Development

The role of social networks in businesses has changed dramatically in recent years as social networks have become the most popular in cyberspace. The tendency towards social network sites around the world is still growing. Social media, although not very long-lived, have played an essential role in people's daily lives, and many users visit their social network page at least once a day. That's why paying attention to them is so important. Here's a look at some popular social networks that help you understand clearly the essential role social networks play in online business and attracting new customers.

4-1. Facebook

Facebook, with over 59 million users, is the largest across all social networks. With the advent of social networks, targeting potential customers has become easier than ever. Facebook is one of the most famous social networks in the business, where you can connect with your potential customers around the world, From the advertising point of view, it is also as easily manageable as possible.

4-2, Twitter

The advantage of Twitter is that your content spreads quickly (like viruses); the more people share your content (retweet your content), the more followers you will reach. We share the latest news and articles we have in the major media. Hashtags have made a significant shift in the way your content is published, so keep track of the day and create hashtags for the day's content. We can also tweet content from famous people who have a lot of followers to get more exposure from their followers.

4-3, Instagram

We use this popular photo-sharing app at special events and trade exhibitions. Whenever we host an event, we encourage attendees to share their photos on Instagram using the hashtag of that particular event. We also offer awards and incentives to those who have participated in the project.

5, The Benefits of Social Networks in Business

The social network is a powerful tool to realize the goals of PR officers and marketers because they can facilitate influencers, provide online support, and turn active users into a powerful source of business advertising.

Today, customer loyalty is the key to business success. With enhanced customer loyalty, the market shares and profitability of the business will increase. Understanding the market by planning and adopting appropriate strategies to increase customers' loyalty rates creates long-term benefits for businesses. Keep in mind that social network marketing is a type of marketing that focuses on targeting and communicating with the audience, not on selling your products or services directly. Companies should use social media as a powerful tool for communicating with the audience, which means customer loyalty. Another benefit of using social media in businesses is the reduction of marketing costs. On social media, there will be no heavy advertising and branding budgets through mass media and print. Using social media enables businesses to access and analyze valuable information of their audiences and visitors. Content marketing professionally through social networks is a method used to convey information to audiences and customers. If you use this approach, with the information you publish about your business, you will become a good source of information in that industry. So, your audience will publish your content as well as other people interested in getting to know your business.

6, Needs Assessment

In many cases, business owners tend to identify their audiences' behavior and needs, and cyberspace allows them to gain valuable insights into what their audiences are interested in and how they behave. And even if they have a problem with their product or service, they would prefer to find out very quickly. With the feedback they receive in the social media marketing process, they will be the first to know when a problem is coming up and take quick action to remove it[1]. Studies show that consumers appreciate companies that respond to customer complaints.

7, Branding in cyberspace

In today's world, many online businesses have been able to turn their business space into a branding space by generating a lot of traffic and visits, so that people are ready to queue up to access their products or services. It should be noted that the web and branding space on the web has different components, but the most critical element in this area is what memories does a website user has of that website? So it can be said that branding is nothing but creating memories and successful customer experience. Because in today's world, customers can enhance or weaken a company or brand by sharing their experiences. Basically, on the web, the role of brands is more complex and uncontrollable. Because the web is the only place where people's interactions are uncontrollable, it means that people can easily share experiences and comments through the web pages and social networks by Word of Mouth marketing [2]. This affects a brand positively or negatively. In today's world, businesses are short-lived because of the penetration rate of the communication and transmission of information between people on the web. So design experience is one of the most critical elements to consider when discussing branding on a website. Because these experiences that guide people toward the goals of a brand. People no longer want to have to, but by giving them the right solutions, they guide toward their desired organizational goals without coercion.

8, The impact of cyberspace on the economy

In today's world, which referred to as the era of communication, no area can track the path of growth and development in a global and even local competitive economy without harnessing the potential of mass media and keeping up with its developments. New communication technologies significantly affect the expansion of information and the use of satellite and computer facilities worldwide, which can investigate the social, economic, cultural and, many other sectors[3].

The impact of cyberspace on the economy is so high that today's digital economy is an essential part of developed countries' economies. Developing countries to achieve a high share of their economies have also various plans.

9, Discussion and Conclusion

The most significant advantages of Internet networks and cyberspace is Sharing hardware and software resources and quick and easy access to information. But in this world and space, access control and how resources are shared should be an essential part of the network, and with the spread of the Internet across different economic, Social and cultural sectors, the attitude to information security and other shared resources entering a new phase that enables global access to large-scale, fast and inexpensive information transfer between geographic locations, as well as the potential for cyberspace to combat and compete against military and terrorist aggression and security against rivals and enemies, the possibility of generating prosperity, comfort and speed and providing services to citizens and social interactions in the cyberspace. Everyone is looking for the positive effects of cyberspace on the growth of the business. Technology has changed dramatically in the last 20 years, and business owners need to keep up with it.

Companies need to actively use and control cyberspace to ensure they provide good service to the people who visit their pages. Cyberspace has become an integral part of modern culture. People have become accustomed to the benefits of using social media in their private, public, and professional lives, and there is no turning back. In this field, the positive look must overcome the negative. The online business that has created many online stores must be dynamic so that the customer can trust the store to buy the product. In principle, site and store support should always be active. So, the customer can easily ask questions and that the various emails sent to the store are regularly checked, and the customer must communicate with the entrepreneur like in an office. Beginning a small business in the form of an internet business does not necessarily require a company, but it is not bad to have a small office where the entrepreneur can work or have strong support so that customers can communicate. Having a small office does not necessarily mean being authentic, but if the entrepreneur makes the customer communication easier and more accessible, the customer will purchase safely. Today, economics, business, education, culture, and the general lifestyle of society linked to social networks, and in this area, a positive outlook must overcome the negative.

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