Chapter 14
Emerging Perspectives on Using Avatar-Based Management Techniques for Internet User Investigations: Social Media as an Information Source

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ABSTRACT

This chapter shows that statistics collection methods are the same for various types of websites. Often, a simple “counter” is used for both unique visitors to the site and the total number of hits to the site from unique and previously registered users. Speaking DOI: 10.4018/978-1-7998-1581-5.ch014
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of a “digital” or “smart” economy, authors distinguish different categories (levels) of development: analysis, content of business intelligence, large data warehouses. Business analytics can be divided into a number of parts: modeling and analysis of system dynamics, expert systems and databases; knowledge and technology; geographic information (geo location); system analysis and design. The various methods and forms of information (statistical models) used to identify non-trivial patterns and propose solutions are often associated today with the concept of data mining. Intelligent data analysis involves the use of knowledge from a complex of data (databases). According to experts, data mining is one of the elements that is part of the process (database management system), which includes the analysis and cleaning of data.

INTRODUCTION

The “digital economy” can be called the “global economy”, the purpose of which is to include almost all transactions in the Internet space. Management, monitoring and analysis of all the main business processes of the company on the Internet, collective bargaining, accounting and organizing transaction registration processes, procurement, hiring and training personnel, monitoring relationships with partners and customers, technical support and much more are all basic elements digital economy. In addition to the technical component, the importance of introducing a digital culture into the company should be mentioned. This is necessary in order to gain a competitive advantage over companies and countries that do not own these technologies. An important point is the awareness of the need to change the mentality of company employees to provide digital services, training, work with new technologies, the introduction of which is necessary for business development, so that employees can clearly imagine the preferences that digital technologies carry, both for business and for personal development in general.

Unfortunately, in Russia, the digitalization of business is still in its infancy, it is not ubiquitous, but fragmentary. Changes are the most difficult task precisely for domestic companies, as this requires a complete restructuring of the corporate culture and business as a whole. The Russian economy, as you know, is heavily dependent on raw materials and markets, therefore, at the moment, it is difficult for our country to compete with more technologically advanced countries. In the IT sector, there is still an acute shortage of qualified personnel. This problem should be solved at the level of educational institutions (training courses at schools and universities) and for business (companies), as well as at the state level (education and training in this area). In addition to the above, a low level of venture business development should be noted, due to low predictability and high risk of investing
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