

# Concept of Internet Marketing as a Modern Organization Development Paradigm



Hassan Ali Al- Ababneh

**Abstract:** *The key theoretical aspects of the formation of marketing and the use of the marketing mix in the modern context are considered. The relevance and conceptual need for improving the marketing mix and the development of practical recommendations taking into account the transformation of the global market and the rapid development of innovative technologies and tools are determined. An in-depth theoretical and methodological analysis of the theory of the marketing mix and its containing elements are carried out, which allowed the author to classify the existing marketing concepts. Due to the lack of a unified system for periodization of development of the marketing mix, the author has developed and proposed the structuring of the main evolutionary stages of marketing development and its containing elements. Theoretical and methodological aspects of the formulation of the organization's Internet marketing concept using the "7P" elements as the main paradigm of the functioning of organizations are developed. A classification of the main elements of the concept of Internet marketing is presented with a description of their characteristics, features of use, advantages and disadvantages, which will allow using these theoretical approaches in practice. It is proved that the formulation of the concept of Internet marketing is impossible without the use of innovative Internet technologies. The main trends in the development of Internet technologies in the world are investigated. Graduation of the countries of the world by the groups of the integrated ICT index is carried out. It is proved that the use of ICT in the process of formulation the concept of Internet marketing is the most effective method in the modern context. The risk indicators and the effectiveness of the use of the concept of Internet marketing by banks of Jordan are assessed and analyzed.*

**Keywords:** *concept, efficiency, internet marketing, market, marketing elements, marketing mix, marketing strategy, product, price, risk.*

## I. INTRODUCTION

The transformation of the global economy under the influence of the processes of financial globalization and internationalization led to the rapid development of innovative technologies in business, which in turn inevitably affected the theory and practice of marketing,

changing not only their form, but also the content, approach to building a modern marketing concept. The volatility and fierce competition in the market of goods and services dictates the top management the basic rules of operation and strategic goals that are aimed at ensuring financial stability and long-term growth by building an effective management strategy using the concept of Internet marketing. The key issues of managing an organization using the main aspects of marketing theory are considered in the a lot of scientific publications [1]–[19].

The significant contribution to the development of the main theoretical aspects of the formulation of the marketing concept based on the use of innovative technologies in marketing, which has a very positive effect on the organization's business, were made by scientists [11], [20]–[31]. The main methodological details of organizing and using the concept of marketing in business are considered in the scientific publications [32]–[36]. While appreciating the scientific achievements of both domestic and foreign scientists in the field of theoretical and methodological aspects of marketing organization at the enterprise and the formulation of its use concept, it should be noted that there is an urgent need for an in-depth study of the marketing concept in the modern context. The impact of transformational changes in the global economy leads to volatility of both internal and external environment, which must be taken into account in the process of making managerial decisions and the formulation of the concept of marketing in the organization. It should be noted that in the modern context there is an intensive development of information technologies and tools that can be used in business and management. The competitiveness of the organization in the modern context largely depends on the share of using innovative technologies and IT tools for organizing business and formulating the concept of Internet marketing as a modern management paradigm.

### A. Actual Scientific Researches and Issues Analysis

The need to develop an effective marketing strategy of the organization in the modern context is one of the most fundamental strategic directions. An effective marketing strategy depends on the selected marketing concept by which financial stability, profitability and competitive position of the organization in the market are achieved. To study the basic concepts of marketing, should consider the evolution of approaches to the formation of a marketing mix in an organization. Until the end of the 1950s of the 20th century,

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was used a 12-element model in the marketing mix: product planning, pricing, branding, distribution channels, personal sales, advertising, promotion, packaging, demonstrations, service, physical properties, finding and analyzing facts [7].

In 1961 was suggested the idea, that marketing variables should be divided into two main groups: the first is the proposal (product, packaging, brand, price, service), and the second is the methods and tools (distribution channels, advertising, personal sales, sales promotion and PR) [10]. The initial definition of the marketing mix [37], over time, has been interpreted differently by various marketing experts. So, researchers in [38], instead of the term “marketing mix”, propose using the concept of marketing structure, by which they understand a specific combination of marketing elements to achieve goals and meet the target market. It should be pointed out, that he introduced in a popular form the classification of various marketing elements included in the marketing mix, dividing them into four categories, which have since been known among specialists as “four Ps”: product, price, place, promotion [36].

Thus, the concept of marketing mix was determined by a set of basic marketing tools that are included in the marketing program: product policy (product), marketing policy (place), price policy (price), communication policy or promotion policy (promotion). Subsequently, the 4-Ps model was developed and finished in the paper [4]. Product is a set of “products and services” that a company offers to a target market. Price is the amount of money that consumers must pay to receive the product. Place - all kinds of activities, thanks to which the product becomes available to target consumers. Promotion is all kinds of activities of a company to disseminate information about the best qualities of its product and persuade target consumers to buy it [4].

At the same time, disunity in the definition of the marketing mix has led to a further modification of its structure and the expansion of the standard set of its components. So, attempts were made to introduce additional elements into the structure of the marketing mix, for example, sometimes a fifth “P” is added, meaning people, human resources, personnel or personal selling [38]. In 1986, were proposed two additional and universal “Ps”: political power and public opinion formation [39]–[41].

In the modern context, the classical representation of the marketing mix in the form of “4Ps” indicates the need to include elements in its structure that directly determine the final result of economic activity - the offer of goods and services on the market. In this regard, some scientists and specialists lawfully take out beyond the scope of the marketing mix study the internal resources of the enterprise, such as personnel, means of production; technologies used at the intermediate stages of creating the final result, and should be considered only in the projection onto one or several 4Ps components.

### B. Uninvestigated Parts of General Matters Defining

The analysis of the theoretical marketing aspects indicates the existence of a problem, which consists in the lack of a unified approach and the formation of a marketing mix and the definition of its containing elements that would take into account the influence of all factors using innovative tools and

methods. To study the evolution of the development of the marketing mix in the global economy, the basic stages of the development of marketing, the concepts used and their functioning features should be structured. It should be noted that there is a need to systematize approaches to determining the marketing mix and to structure its components taking into account the intensive development of information technologies and innovative tools and their use in the formulation of the marketing concept. The transformational processes of the global economy significantly affect the marketing system as a whole, including its containing elements, which each organization determines for itself based on strategic goals and initiatives. Since the intensive use of innovative tools and information technologies in business quickly finds its application, it is necessary to consider the features of their use in the concept of marketing.

The use of Internet technologies is quite relevant in the modern context, which in turn leads to the modernization and improvement of existing methods, mechanisms, concepts and management strategies, and marketing is no exception, which indicates the need for further research. Since in modern science there is no common approach to the classification of existing concepts of marketing and Internet marketing, as a modern organization management paradigm, there is a need for a more detailed and in-depth study.

### C. Purpose of the Study

The research purpose – is the development of conceptual theoretical and methodological aspects to the formulation of the concept of Internet marketing and justification of practical recommendations for improving the marketing mix in the modern context.

In accordance with the purpose of the study, the following tasks are identified: analysis of the theory of the marketing mix and its containing elements; classification of existing marketing concepts; structuring the evolutionary stages of marketing development in the world; analysis of the use of innovative Internet technologies in the world and their application in the concept of marketing; the formation of conceptual aspects of the concept of Internet marketing; formation of practical recommendations for improving the marketing mix in the modern context.

## II. MATERIALS AND METHODS

The theoretical and methodological basis of the study is the objective fundamental principles of modern marketing theory. In the process of study, both general scientific and special methods for cognition of analysis and synthesis to develop practical recommendations for improving the marketing mix in the modern context; methods for cognition of logical generalization to determine the evolutionary stages of marketing development in the world; and graphical method and the method of constructing analytical tables to visualize the results of the study, were used. The information base of the study was the key data of the World Bank, the International Bank for Reconstruction and Development, the International Monetary Fund,

the International Finance Corporation, the Central Bank of Jordan and individual banking institutions, scientific papers of domestic and foreign scientists, economists, marketers, etc.

### III. KEY FINDINGS OF THE STUDY

The current stage of development of the world economy is characterized by the constant growth of competition in domestic and foreign markets, the globalization of economic relations, radical changes in technologies, means of promoting products on the market, methods of influencing consumers, their growing awareness and increasing service requirements. So, in modern conditions, organizations in order to obtain and maintain competitive advantages need to constantly analyze markets, competitors, products, consumers; improve products and improve ourselves; apply non-standard solutions in advance to promote products on the market, that is, carry out strategic planning of innovation and

marketing activities.

Marketing in the modern context is the targeted use of market-based policy instruments, which focuses on meeting the needs of consumers. In other words, marketing is a company's activity in the field of market research, not only in the sphere of interests of trade and marketing activities, but also in predicting the possible behavior of the market for a new product.

In the face of increased competition in the world market and an unstable market environment, the organization of any activity is forced to constantly search for methods to ensure sustainable development. To solve these problems, it is necessary to improve the existing marketing mix and determine its key components. The key components of the organization's marketing mix are presented in Figure 1.

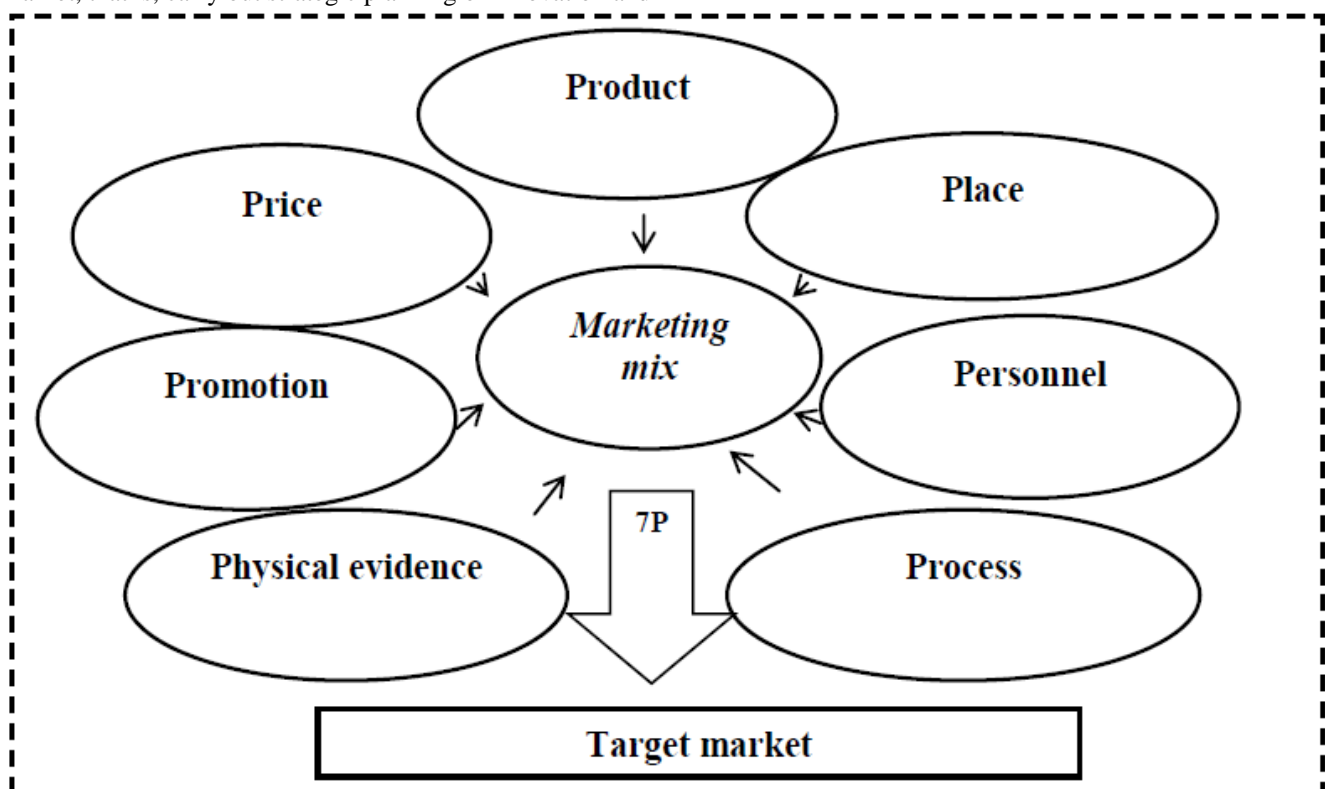


Fig. 1. Key components of the organization's marketing mix

Source: Compiled by the author based on [4], [12], [14]

In the modern context, the use of the classic marketing mix is not always enough, therefore, marketing researchers are constantly expanding this list, which is why new concepts are being formed - "7Ps", "8Ps" ... "12Ps". The classic 4 elements of the marketing concept completely controlled by marketers are the key factors. The most successful concept in terms of prevalence of advanced marketing mixes is considered the marketing concept "7Ps", shown in Fig. 1.

For a more detailed study of the marketing concept, it is necessary to consider the structuring of the evolutionary stages of marketing development in the world, shown in Table 1.

The new paradigm in the development of marketing in the world, according to the majority of scientists and specialists, falls on the 60-80s, which is associated with the transition of economically developed countries from the industrial to the post-industrial period. This explains the transition from mass to individual production in the presented structuring of the evolutionary stages of marketing development. Differentiation of the world market, the need to optimize costs and increase revenue significantly determines the development and use of innovative tools and Internet technologies. A feature of the modern economy is the presence of an electronic environment as a result of the development of global information and communication technologies. Modern entrepreneurship is actively applying the capabilities of information technology in its practice. Moreover, the level of such use often determines the success of doing business, the place of entrepreneurs, both in the domestic and world markets. The dynamics of the main indicators of the use of Internet technologies in the world should be considered (see Fig. 2).



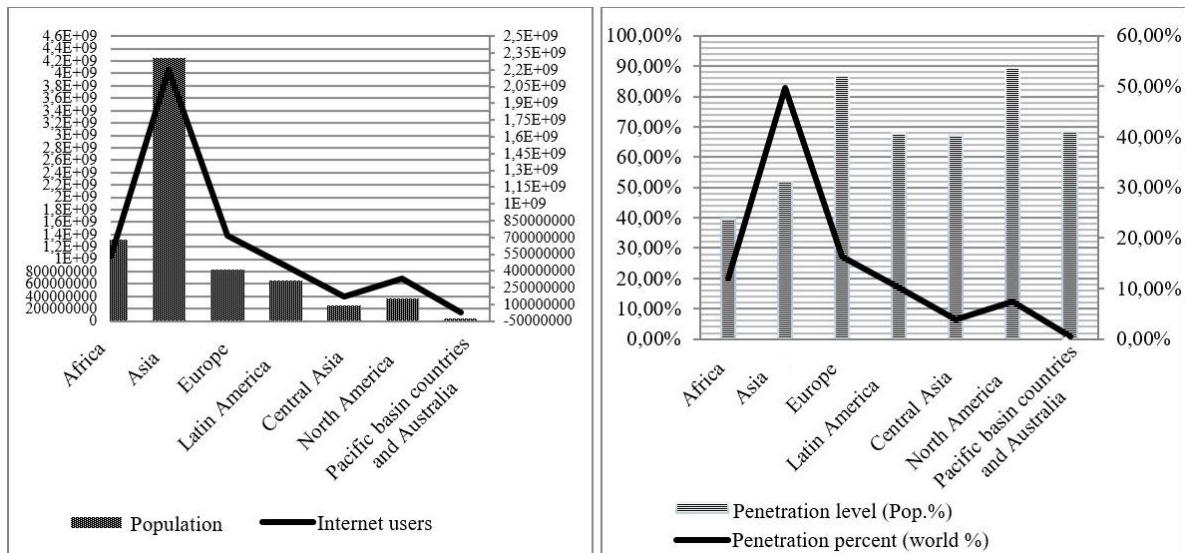
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These indicators characterize a fairly high level of activity of the world's population on the use of Internet technologies. The greatest use of Internet resources is observed in Latin America, Europe and Asia, the lowest penetration rate in Africa. The data provided on the statistics of the use of Internet technologies in the world indicates that that the use of Internet technologies is a prerequisite in the formation of the organization's marketing mix. The classification of the main categories of the concept of Internet marketing is shown in Table 2.

**Table 1. Structuring the evolutionary stages of marketing development in organizations of the world**

Period of time	Characterization of the evolutionary stage	Marketing concept
The end of the XIX – beginning of the XX centuries	Intensive economic development, mass production, invention of a direct current generator, electric motor, combustion engine.	The marketing concept, which was aimed at the development of production and production facilities. The success in the market is achieved by the reduction of product cost and their prices.
1930-1950	The rapid increase in production capacity and saturation with goods.	The concept of sales marketing aimed at the promotion of goods, since the market is oversaturated with goods.
1960-1980	An increase in the share of new technologies in production, which allows improving the quality of the goods and providing a wider range.	The concept of marketing is transformed into an entrepreneurial function, which is aimed at meeting the needs of manufactured goods.
1980-1999	The implementation and emergence of new technologies, which allows increasing production, improving the quality and value of the goods.	Marketing concept aimed at improving the quality of service and meeting customer needs.
2000-2007	The crisis period in the world economy, the instability and sharp dynamics of raw material prices, which leads to an increase in the cost of goods with the same quality and volume of production.	The concept of marketing, which is based on the use of all the basic concepts that are aimed at increasing sales of goods, promoting, improving services to gain a competitive position.
2008 – present day	The rapid development of innovative tools and information and Internet technologies and their use in production.	The concept of Internet marketing, which is based on the sale, promotion and service through the use of Internet technology.

Source: Compiled by the author based on [16]-[26]



**Fig. 2. Dynamics of indicators of the use of Internet technologies in the world as of July 1, 2019**

Source: Compiled by the author based on [42]

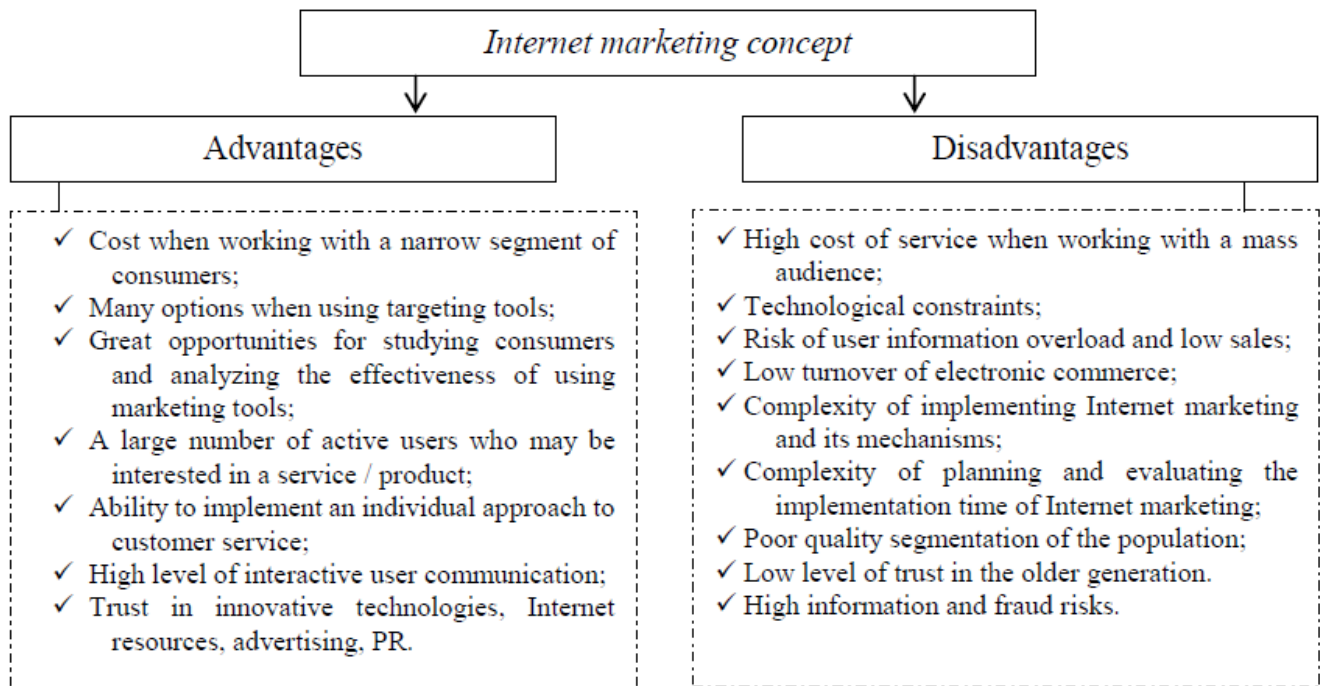
**Table 2. Classification of the main categories of the concept of Internet marketing organization**

Category	Characteristic
SEO (promotion and search engine optimization)	Marketing aimed at promoting its resource in the search engines. When selecting a resource, the highest possible position is ensured when the search engine returns a result.
ATL advertising	Marketing providing uniqueness and uniformity of product advertising.
Contextual advertising	Marketing aimed at adding key phrases or words that increase the SEO of this advertising when users search the Internet.
Targeting	Marketing aimed at maintaining uniformity in texts and special parameters, when users search the Internet.
Promotion on the Internet	Marketing, providing the technical properties of a resource for its promotion on the Internet.
PR campaigns	Marketing aimed at the effectiveness of promotion by compiling press releases, articles, announcements, etc.
Direct marketing	Marketing aimed at creating e-mail and RSS <sup>1</sup> feeds by the user who left their data on the company's website.
Viral marketing	Marketing, mainly working on social networks and aimed at attracting the attention of as many people as possible.

Source: Compiled by the author based on [36]

Internet marketing in the conditions of constant transformation of the economy is the most optimal management tool, which includes a wide range of information and communication channels of interaction with the consumer, such as: social networks, blogs, websites, portals, chats and chat bots that are used to serve customers and

increase the profits of the organization. For a more detailed study of the concept of Internet marketing, should consider the main advantages and disadvantages of its use in the organization, which are shown in Fig. 3.



**Fig. 3. Internet marketing concept: advantages and disadvantages**

Source: Developed by the author on the basis of data [38]-[40]

For a more detailed study of the application of the concept of Internet marketing in organizations, it should be noted that the effective functioning of this concept is impossible without the use of innovative tools and Internet technologies, which provide the opportunity to implement an individual approach to servicing customers, improving services by using remote sales channels and optimizing organization costs to use the marketing mix. In this regard, it is appropriate to group

countries in the use of Internet technologies based on an analysis of the development index of information and communication technologies (ICT) and their use in the marketing mix. According to the calculation methodology, the ICT index is an integral indicator and includes about 11 key indicators, the value of which ranges from 0 to 10. The totality of these indicators is structured into three main groups, shown in Table 3.

**Table 3. Structuring key indicators that shape the ICT index**

Key indicators forming the integrated ICT index	Index category
<ul style="list-style-type: none"> <li>✓ Level of financial literacy of the country's population;</li> <li>✓ Ratio of learners to the total population;</li> <li>✓ Proportion of the number of learners in secondary schools to the total population;</li> </ul>	ICT Financial Literacy Index (Skills sub index)
<ul style="list-style-type: none"> <li>✓ Number of cellular subscribers per every 100 persons in the country;</li> <li>✓ Number of fixed telephone lines per 100 population;</li> <li>✓ Internet access speed (bit/sec) per 1 network user;</li> <li>✓ Share of organizations having a computer and a computer with Internet access in the total number of organizations.</li> </ul>	ICT Accessibility Index (Access sub-index)
<ul style="list-style-type: none"> <li>✓ Number of Internet users per 100 persons of the country's population;</li> <li>✓ Number of subscribers with the Internet access per 100 persons of the country's population;</li> <li>✓ Number of subscribers with high-speed mobile internet access per 100 persons of the country's population.</li> </ul>	ICT Use Index (Use sub-index)

Source: Compiled by the author based on [48-50]

The use of ICT has a direct impact on the formulation of the concept of Internet marketing, which is expressed by the use of advanced technologies for the promotion, positioning, sales, advertising of products and services through the use of Internet tools. The modern concept of Internet marketing should be flexible and not focus on the use of standard elements of the marketing mix, which in turn will strengthen its competitive position in the market and increase the net financial result of the organization. For a more detailed study,

it is necessary to consider the gradation of the countries of the world by the ICT index as of January 1, 2019, shown in Fig. 4.

This gradation of the countries of the world by the groups of the integrated ICT index shows that the innovative technologies used in all sectors of the world economy are developing quite rapidly.

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Consequently, it should be noted that Internet technology in the modern context is the main tool, the use of which in business increases sales and, accordingly, profit by using ICT tools in the marketing concept. For a more detailed study, see

dynamics of key performance indicators of the concept of Internet marketing in the banking sector of Jordan, shown in Fig. 5.

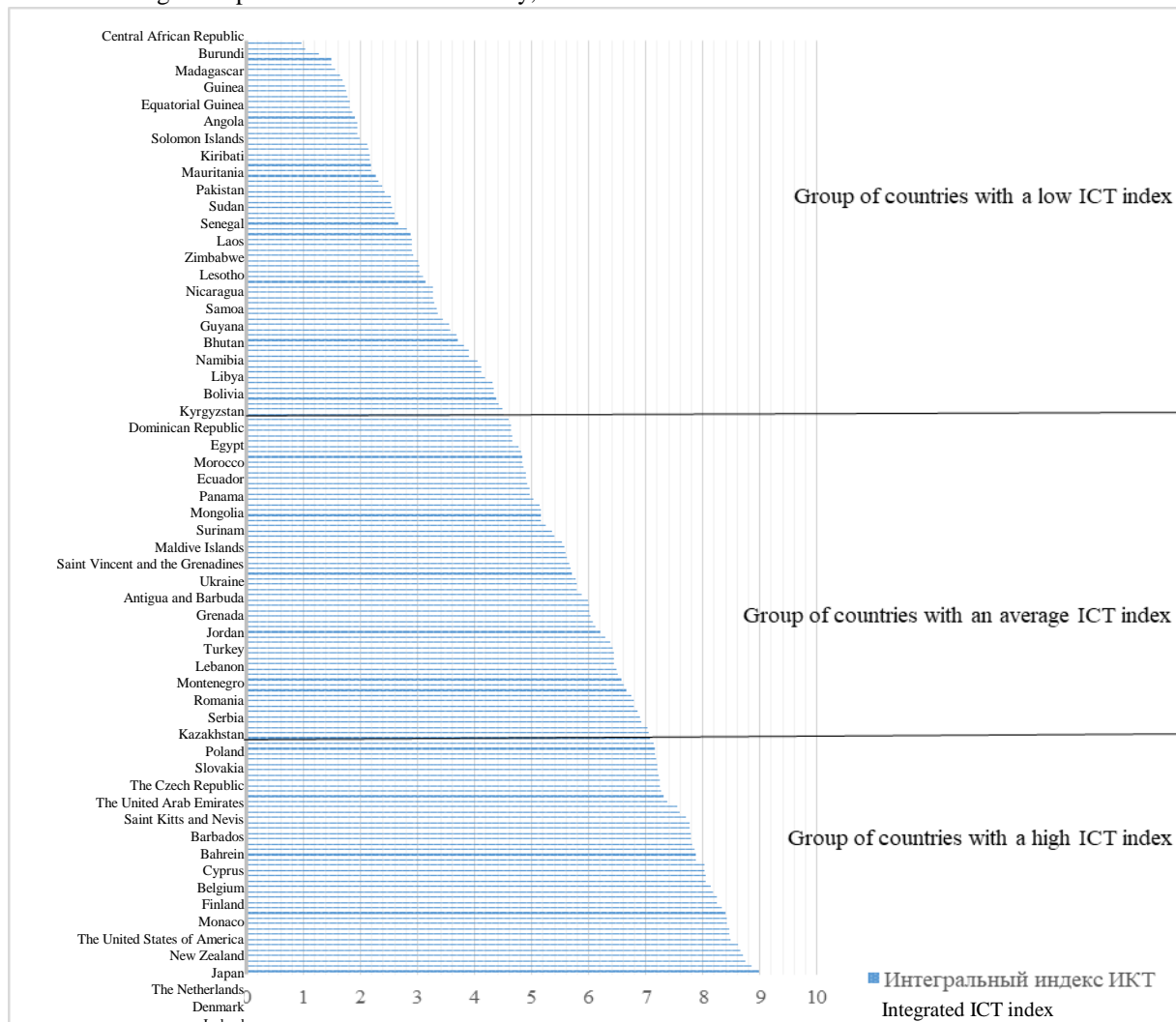


Fig. 4. Graduation of the countries of the world into groups according to the integrated ICT index

Source: Compiled by the author based on [43],[44]

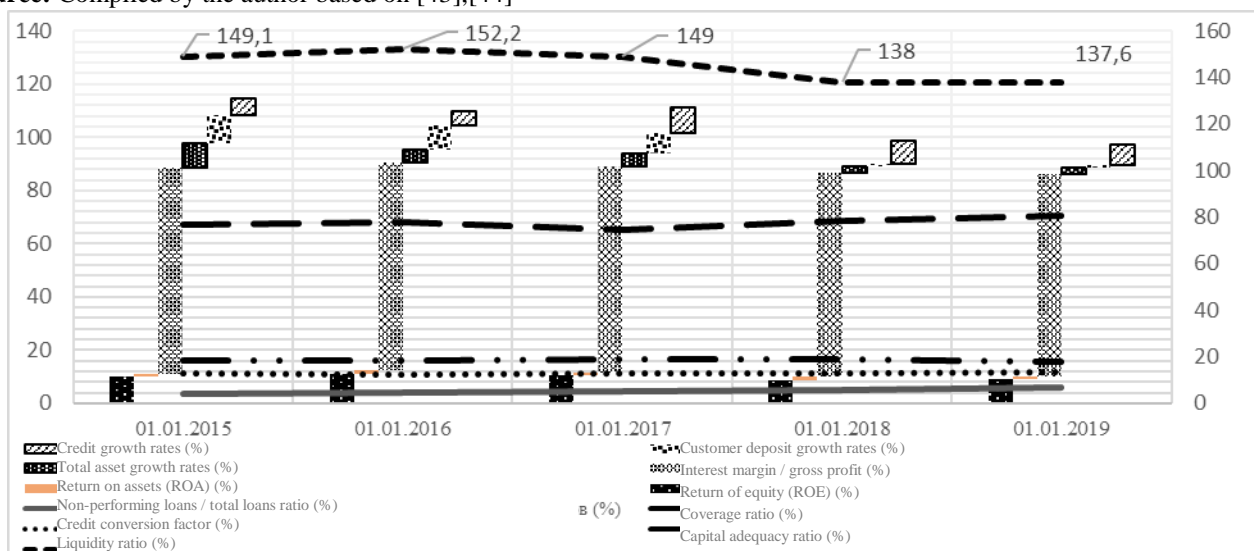


Fig. 5. Dynamics of key risk indicators and the effectiveness of using the concept of Internet marketing in the banking sector of Jordan, %

Source: Compiled by the author based on [45]



In this graduation of the countries of the world (see Fig. 4) on the use of ICT, Jordan is in the second group of countries with an average ICT index, which shows that innovative technologies are used quite intensively in business. To analyze the use of these technologies and their application in marketing, namely, in the formulation of the concept of Internet marketing in Jordanian banks, risk and performance efficiency indicators were assessed by non-performing loans to total loans ratio; credit risk ratios, resource coverage of market risks and capital adequacy; liquidity ratio; credit growth rates, total asset growth rates, customer deposit growth rates, return on assets (ROA) (%), return on equity (ROE) (%), interest margin. The dynamics of key risk indicators and the efficient use of the concept of Internet marketing in the banking sector of Jordan for the period from January 01, 2015 to January 01, 2019 shows that the functioning of the financial sector of Jordan is influenced by a large number of factors, both internal and macroeconomic, which in turn creates uncertainty, which is reflected in the outflow of customer funds and an increase in bad debts, but banks are demonstrating positive changes in performance indicators such as profitability and interest margin. These performance indicators are a key result of using the concept of Internet marketing, which uses alternative channels for selling banking products and services, placing funds in more profitable assets, which increases net interest income of banks over the analyzed period.

#### IV. CONCLUSION

The study examined the basic conceptual theoretical aspects of the formation of marketing and the use of the marketing mix in the modern context. An in-depth theoretical and methodological analysis of scientific research in the field of marketing was carried out, which determined the relevance and conceptual need to improve the marketing mix taking into account the transformation of the world market and the rapid development of innovative technologies and tools.

Due to the lack in the scientific literature of a unified periodization of the development of marketing concepts and its containing elements, the author has developed a structuring of the main evolutionary stages of marketing development. Theoretical and methodological aspects of the formulation of the concept of the organization's Internet marketing using the "7Ps" elements are developed as the main paradigm of the functioning of organizations in the modern context. The formulation of the concept of Internet marketing is impossible without the use of innovative Internet technologies. The study provides a classification of the main elements of the concept of Internet marketing containing a description of their characteristics, features of use, advantages and disadvantages. The countries of the world were graded by the groups of the integrated ICT index, which confirms the fact of the need to use innovative technologies in marketing. It is proved that the use of ICT in the process of formulating the concept of Internet marketing is the most effective method in the modern context. Key risk indicators and the effectiveness of using the Internet marketing concept by Jordan banks for the period from January 01, 2015 to January 01, 2019 are assessed, which confirms the theoretical assumptions that the use of

Internet marketing is a modern organization management paradigm.

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