

thus acquiring data for the purpose of decision –making.

Ability of network automated information technology gives the user access to telecommunications facilities regionally remote information and you Numeral resources. Selection of the network depends on the efficiency of the administrative apparatus to the information exchange and management of all business units.

Among the staff of the company stands marketing department. The staff of the marketing department in its production activities relies on information technology to address the company's marketing [3].

Innovation approach to information technology is an important factor activity and formation of the organization. In the difficult process of managing large-scale system management focuses on the key trends: revenue, personnel, implementation, and others. For each of them in order to facilitate the collection and preservation credentials formed separate information systems. Among the main practical results obtained in the automation of personnel. Reduce total complexity of human resource management, reducing the final cost of maintenance and support of the system, maintenance personnel, and improvement in the quality of information support, staff security, and collective protection. Savings are achieved by accelerating the exchange of information, the successful processing of information, reducing the likelihood of errors [4].

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INNOVATION TECHNOLOGIES IN MARKETING

Modern marketing based on information technologies and modern technological devices. Systematization of methods and techniques of working with the hardware and software of computer technology is a major challenge of information technology. The development of efficient technologies in the data and in the development of scientific and technological research is called a view to systematizing. Efficiency is the main concept in all stages of the presentation of informative actions. For software for efficiency - is the performance of persons

operating them. In programming efficiency - is the amount of code that programmers created per unit time. In information technology, all aimed at efficiency.

The most important aspect of the application of IT in marketing and e-business is the using of mobile devices of various types and purposes. Technology of mobile commerce - these are technical devices that are directly relevant to e-commerce. Technical devices and mobile commerce technologies make the most user-independent stationary sun, allowing the presence of the mobile phone or laptop. This independence is very important for the business people because often the decision time is very limited, and it should not interfere with such factors as the inability to quickly make a deal, or lack of access to information channels [1].

Information technologies include four traits:

- have a vision character
- contributes to more efficient operation of markets by simplifying and improving access to information
- have a global distribution
- accelerate the innovation process, making it easier and cheaper the process huge amounts of information and reducing the time required to develop new products.

By «Lehman Brothers» definition, mobile commerce - is using of mobile handheld devices to receive and impart information, communication, commit transactions over public and private networks [2]. Innovative ways of marketing require having modern information technologies for the following technical devices. Mobile phones with WAP, GPRS or own micro browser. Mobile phone has become an important phenomenon at the late XX. Development of technology and communication standards chips for 15 years has lowered the price of the phone in 20 times. But the functionality has increased many times over. Modern mobile phone has become a powerful computing device with a flexible operating system, a large memory, multimedia functions, built-in standard frequency and time, the ability to communicate with other electronic devices and access to the Internet [3].

Mobile internet access is performed using a wireless modem is already connected to the Internet. IP-telephony system. One of the important advantages of IP-telephony is significantly lower cost voice traffic compared to the cost of services the public telephone network. IP-telephony increases the performance of the firms and gives you the opportunity to work with e-mail messages, receiving operational data from production applications of ERP-systems, as well as bulletins, reports and news from the Internet / Intranet [4]. As a result of the emergence of integrated systems to support voice, video, graphics and work with the data made possible the creation of new modern custom applications that convert IP-phone into a full-featured computing device. This kind of mobile phone that implements a wide range of services is a small computer with a built-in XML-browser to perform a variety of XML-based applications. IP-phones provided with access to the corporate directory users with search and dial. Built-in service menu allows the user to gain access to the text or graphics information stored on the Web-servers [5].

3G Technologies- is the system of third generation. They provide high-quality voice, images, multimedia content, access the Internet, and the exchange of data between a mobile phone and a computer [6].

All the way of technological development of mobile devices indicates that the subsequent improvement of these devices will follow the path of integration methods, techniques, standards, in order to increase functionality and improve the quality of services provided by the mobile IT technology, which significantly affect the marketing. Mobile devices will be compact technical devices of several classes: handheld computers whose primary function will be the organization of the user's time, documents and personal databases (advanced organizers); smart phones with extensive features of mobile communication; mobile "managers" - multifunctional media devices, which combine the dimensions of the pocket PC, work with audio and video, wireless Internet access and use of significant gains to rapidly evolving technology Web 2.0 [7].

Today we can say with confidence that the information technology not only for penetrating into all spheres of human life, but also for changing the life, adjusting it for themselves. Information technologies have undertaken to generate the need for new information technology. Automation of human activity comes to a whole new level of mobile. This all can be used for effective management of the enterprise. Most organizations today can not be operated without using the information technology. Information gives the work extends the life, forms, etc. So, in the information technology industry used not only for analysis of stocks of raw materials, components, finished products, but also allow you to conduct market research to forecast the demand for different types of products, find new partners and much more. It is very important that without information technology, as like without energy, transport and chemical technologies, it can not function normally.

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