

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**UKRAINIAN-AMERICAN CONCORDIA UNIVERSITY**

School of Management and Business

Department of International Economic Relations, Business & Management

Bachelor's Qualification Work

**Management of a company in the field of Internet trade**  
**(based on the “BetterMe” case)**

Bachelor's student of  
Field of Study 07 – Management  
and Administration  
Specialty 073 – Management  
Educ. program – Management

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**Kyiv – 2024**

**Abstract.** The significance of this study lies in its contribution to the understanding of effective management practices in the domain of Internet trade. As consumer preferences continue to shift towards online platforms, businesses must adapt and innovate to stay ahead of the curve. By analyzing the “BetterMe” case, we aim to extract valuable insights into the key factors driving success in Internet commerce.

The study aims to identify the main factors that contribute to the success of “BetterMe” in the e-commerce market. This includes analyzing their marketing strategies, product management, customer service, and other aspects. The research on "BetterMe's" management practices in the field of Internet trade highlights the company's innovative strategies, customer-centric approach, effective risk management, and strong financial performance.

**Keywords:** e-commerce, digital marketing, customer relationship management, supply chain management, data analytics, business model.

**Анотація.** Важливість цього дослідження полягає в розумінні ефективних методів управління в сфері Інтернет-торгівлі. Оскільки переваги споживачів продовжують зміщуватися в бік онлайн-платформ, компанії повинні адаптуватися та впроваджувати інновації, щоб залишатися попереду. Аналізуючи кейс «BetterMe», ми прагнемо отримати цінну інформацію про ключові фактори, що сприяють успіху в Інтернет-торгівлі.

Дослідження спрямоване на визначення основних факторів, які сприяють успіху «BetterMe» на ринку електронної комерції. Це включає аналіз їхніх маркетингових стратегій, управління продуктами, обслуговування клієнтів та інші аспекти. Дослідження методів управління «BetterMe» у сфері інтернет-торгівлі підкреслює інноваційні стратегії компанії, клієнтоорієнтований підхід, ефективне управління ризиками та сильні фінансові показники.

**Ключові слова:** електронна комерція, цифровий маркетинг, управління взаємовідносинами з клієнтами, управління ланцюгом поставок, аналіз даних, бізнес-модель.

**PHEE-institute «Ukrainian-American Concordia University»**

**Faculty of Management and Business**

**Department of International Economic Relations, Business and Management**

Educational level: **Bachelor degree**  
Specialty **073 “Management”**  
Educational program **“Management”**

**APPROVED**

Head of Department \_\_\_\_\_



**Prof. Zharova L.V.**

“ ”

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**TASK**

**FOR BACHELOR'S QUALIFICATION WORK OF STUDENT**

*Olha Shelestiuk*

(Name, Surname)

1. Topic of the bachelor's qualification work

*Management of a company in the field of Internet trade (based on the “BetterMe” case)*

Supervisor of the bachelor's qualification work *Prof. L. Zharova*

(surname, name, degree, academic rank)

Which approved by Order of University from **“25” September 2023** № 25-09/2023-1к

2. Deadline for bachelor's qualification work submission **“25” April 2024.**

3. Data-out to the bachelor's qualification work *Gather primary data through interviews with key stakeholders of "BetterMe," such as executives, managers, and employees. Collect secondary data from company reports, financial statements, press releases, and industry publications*

4. Contents of the explanatory note (list of issues to be developed) *The aim of the thesis on the topic “Management of a company in the field of Internet commerce” is to study and analyze in depth the management strategies that are successfully used by the company "BetterMe" in the field of e-commerce.. Research Tasks:*

- Literature review.*
- Case study selection and background study.*
- Data collection..*

- Analysis of "BetterMe's" management strategies.
- Evaluation of innovation and technological adoption. Investigate "BetterMe's" use of innovative technologies such as AI, data analytics, and mobile applications.
- Assessment of risk management strategies.
- Analysis of financial performance.
- Comparison with industry best practices. Compare "BetterMe's" management practices with industry benchmarks and best practices in Internet trade.
- Development of recommendations.
- Documentation and reporting.

5. List of graphic material (with exact indication of any mandatory drawings)

- BetterMe user demographics
- BetterMe premium subscription plans
- BetterMe app downloads
- SWOT-TWOS
- Top 5 E-commerce markets
- User engagement metrics
- Marketing campaign performance

6. Date of issue of the assignment

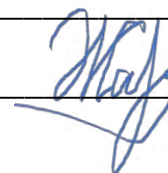
Time Schedule

№	The title of the parts of the qualification paper (work)	Deadlines	Notes
1.	I part of bachelor thesis	10.12.2023	In time
2.	II part of bachelor thesis	27.02.2024	In time
3.	Introduction, conclusions, summary	25.04.2024	In time
4.	Pre-defense of the thesis	29.04.2024	In time

Student \_\_\_\_\_

  
(signature)

Supervisor \_\_\_\_\_

  
(signature)

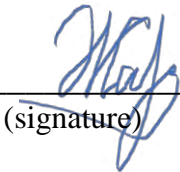
**Conclusions** (*general description of the work; participation in scientific conferences/ prepared scientific article; what grade does the student deserve*):

The research is performed at a high level, contains all the necessary elements, and fully meets the requirements prescribed in the recommendations for this type of work. The bachelor's thesis is based on materials obtained during the internship. The analysis made it possible to formulate recommendations for improving the company's management quality.

The assigned tasks were completed fully, and the formulated scientific hypothesis was confirmed.

The student has the required number of participants in conferences.

With a successful public defense, the work deserves an excellent grade

Supervisor \_\_\_\_\_  
(signature) 

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## INTRODUCTION

**Relevance of the topic.** The advent of the digital age has transformed the landscape of commerce, giving rise to the rapid growth of Internet-based businesses. Companies engaged in online trade have witnessed a surge in demand, offering products and services that cater to the evolving needs of global consumers. Among these enterprises, “BetterMe” stands out as a prime example of effective management in the realm of Internet trade.

The management of a company in the field of Internet trade presents a unique set of challenges and opportunities. It requires adept strategies in marketing, product management, customer service, innovation, and more, all tailored to the dynamic nature of the online marketplace. By examining the case of “BetterMe”, we delve into the intricate workings of a successful Internet-based enterprise, aiming to uncover the strategies and practices that have propelled its growth and competitiveness.

The significance of this study lies in its contribution to the understanding of effective management practices in the domain of Internet trade. As consumer preferences continue to shift towards online platforms, businesses must adapt and innovate to stay ahead of the curve. By analyzing the “BetterMe” case, we aim to extract valuable insights into the key factors driving success in Internet commerce.

Moreover, this study seeks to offer practical recommendations derived from the experiences of “BetterMe”. These recommendations can serve as a blueprint for other companies in the Internet trade sector, guiding them towards enhanced efficiency, competitiveness, and sustainable growth.

The relevance of the topic “Management of a company in the field of Internet commerce (based on the case of “BetterMe)” is important today for a number of reasons.

Economic growth of e-commerce. In recent years, there has been a rapid development of e-commerce. Shoppers are increasingly shifting to online platforms for purchases, making this sector extremely promising for businesses.

Popularity of fitness and healthy lifestyle. “BetterMe” is introducing innovative approaches to fitness, healthy eating, and wellness. Due to the increased interest in healthy lifestyles, especially during the pandemic, the demand for such services and products is growing.

The need for effective management. Successful e-commerce operations require effective management of business processes, marketing, logistics, finance, and other aspects. The “BetterMe” case study will provide valuable experience in these areas.

Analysis of innovation strategies. “BetterMe” is known for its innovation in the fitness and healthy lifestyle industry. An analysis of their strategies will identify key aspects of their success in this area and test their applicability to other companies.

Use of technology in business. E-commerce needs to be linked to the use of the latest technologies such as artificial intelligence, data analytics, blockchain, etc. Studying the “BetterMe” case study will help to find out how to effectively implement such solutions in business.

Market competitiveness. Competition in e-commerce is fierce, and companies must quickly adapt to changes, improve their strategies and management practices in order to remain competitive.

To summarize, the study of company management in e-commerce on the example of “BetterMe” is important in the context of current business trends, the popularity of a healthy lifestyle, and the need to explore innovative strategies for successful market functioning.

**The aim** of the thesis on the topic “Management of a company in the field of Internet commerce” is to study and analyze in depth the management strategies that are successfully used by the company "BetterMe" in the field of e-commerce. Specific research objectives include.

To examine the key aspects of BetterMe's success. The study aims to identify the main factors that contribute to the success of “BetterMe” in the e-commerce



market. This includes analyzing their marketing strategies, product management, customer service, and other aspects.

Study of the company's innovative approaches. The thesis aims to uncover and research the innovative methods and technologies used by “BetterMe”. This may include an analysis of the use of artificial intelligence, data analytics, personalized approach to customers, etc.

### **Research Results:**

"The study uncovered key success factors behind 'BetterMe's' exceptional achievements in Internet trade, notably its innovation in fitness solutions, tailored for modern consumers. The company's adept use of digital marketing, such as social media and partnerships, has significantly heightened brand visibility and engagement. Emphasizing customer satisfaction, 'BetterMe' offers responsive support, user-friendly platforms, and updates based on feedback.

Research highlighted the firm's use of AI for personalized fitness plans, data analysis for tailored recommendations, and real-time progress feedback. Leveraging advanced analytics, 'BetterMe' gains insights into user behavior, enhancing personalized offerings and engagement. The company invests in user-friendly mobile apps for accessible fitness tracking.

The study delved into 'BetterMe's' strategies for competitiveness, showcasing its commitment to innovation through product updates and partnerships with influencers and experts. Its agile business model allows swift adaptation to market changes and trends. Financially, 'BetterMe' shows strong growth, attributed to a growing customer base and diverse offerings.

Comparing management practices with industry standards, 'BetterMe' leads in innovation, customer engagement, and market presence. Recommendations include international expansion, continued use of AI for personalized programs, strategic partnerships, employee development, and new product introductions."

In conclusion, the research on "BetterMe's" management practices in the field of Internet trade highlights the company's innovative strategies, customer-centric approach, effective risk management, and strong financial performance. The study

offers practical recommendations for "BetterMe" to sustain its growth momentum and serves as a valuable guide for other companies aiming to excel in the competitive landscape of online commerce.

**The main object** of the study is to analyze and evaluate the management practices of a company operating in the field of online commerce, with a special focus on the case of BetterMe. The study aims to examine various aspects of BetterMe's management, including its strategies, innovations, and approaches that have contributed to its success in the online marketplace.

**The subject** of this study is the management practices of a company operating within the realm of Internet trade, with a primary focus on the case study of "BetterMe." This research seeks to delve into the various facets of "BetterMe's" management strategies, innovations, and operational approaches that have contributed to its success in the digital marketplace.

#### **Research Tasks:**

1. Literature review. Conduct a comprehensive review of literature related to management practices in Internet trade. Explore theories, models, and frameworks relevant to strategic management, digital marketing, innovation, and risk management in the online business context.
2. Case study selection and background study. Select the case study of "BetterMe" and gather relevant background information about the company. Understand "BetterMe's" history, business model, target market, products/services, and market positioning.
3. Data collection. Gather primary data through interviews with key stakeholders of "BetterMe," such as executives, managers, and employees. Collect secondary data from company reports, financial statements, press releases, and industry publications.
4. Analysis of "BetterMe's" management strategies. Analyze the strategic management practices of "BetterMe" in terms of market analysis, competitive positioning, and goal-setting. Examine the company's marketing strategies,

including digital marketing campaigns, social media engagement, and customer acquisition tactics.

5. Evaluation of innovation and technological adoption. Investigate "BetterMe's" use of innovative technologies such as AI, data analytics, and mobile applications. Assess how these technologies have enhanced the company's products/services, user experience, and competitive advantage.

6. Assessment of risk management strategies. Evaluate "BetterMe's" strategies for identifying and mitigating risks in the Internet trade sector. Examine how the company addresses risks related to cybersecurity, market fluctuations, regulatory changes, and customer data protection.

7. Analysis of financial performance. Analyze "BetterMe's" financial performance using key financial indicators such as revenue growth, profitability, and return on investment. Assess the impact of management decisions on the company's financial stability and long-term sustainability.

8. Comparison with industry best practices. Compare "BetterMe's" management practices with industry benchmarks and best practices in Internet trade. Identify areas of strength and areas for improvement based on industry standards and trends.

9. Development of recommendations. Based on the analysis, formulate actionable recommendations for "BetterMe" to further enhance its management practices. Provide strategic insights on areas such as market expansion, product diversification, customer engagement, and operational efficiency.

10. Documentation and reporting. Compile all research findings, analyses, and recommendations into a structured and coherent report. Ensure the report adheres to academic standards, with proper citations, references, and a clear presentation of data and analysis.

**Scientific Novelty of the Research.** This study explores new avenues in understanding management practices within Internet trade, focusing on 'BetterMe' as a case study.

Exploration of emerging trends: the research delves into the latest trends in managing Internet-based businesses, emphasizing how companies like 'BetterMe' use digital tech, data analytics, and AI for success.

In-depth Analysis of 'BetterMe': it provides a detailed look at 'BetterMe's' strategies in product development, marketing, customer engagement, and risk management within Internet trade.

Identification of key success factors the study identifies critical elements like market positioning, customer focus, and innovative tech as drivers of success in Internet trade, using 'BetterMe' as an example.

Analysis of innovation and technology: “BetterMe's” adoption of AI, data analytics, and mobile apps for user experience improvement is analyzed, showcasing advancements in the digital landscape.

Insights into risk management: evaluation of “BetterMe's” risk strategies offers insights for online businesses to proactively address market dynamics, competition, and tech disruptions.

Practical recommendations: based on the case study, actionable recommendations are provided for Internet trade companies, grounded in empirical evidence and best practices.

Implications for decision-making: findings directly impact business leaders and managers, offering guidance for effective decision-making and strategic planning in the digital marketplace.

Contribution to academic scholarship: the research enriches academic discussions on Internet commerce, using 'BetterMe' as a lens to understand how companies achieve sustainable growth online."

**Structure of the work.** The thesis consists of an introduction, three chapters, their subsections, conclusions, a list of references and appendices. Total volume of work: ... pages.

## **CHAPTER I. THEORETICAL ASPECT OF COMPANY MANAGEMENT IN INTERNET TRADE**

### **1.1. Role of Internet trade in modern business**

Internet trading is a method that facilitates buying and selling of financial instruments such as mutual funds, equities, bonds, Sovereign gold bonds, derivatives, stocks, ETFs and commodities through an electronic interface. Online Trading has simplified a complex process into a few clicks.

Internet Based Trading (IBT) helps Members and their clients to trade on the Exchange Trading System by accessing members' IBT server via the internet from anywhere in India. Internet trading can take place through order routing systems, which will route client orders to exchange trading systems for execution.

The internet has opened numerous opportunities for individuals, corporations, organizations, industries, and even entire countries. Its nature keeps us informed and engaged with global events on a daily basis. Furthermore, it has enabled small businesses to reach a vast audience for their products and services without the need for expensive office spaces. The internet has been a guiding force for companies ranging from local enterprises to global giants.

In the realm of industrialization, the internet has played a significant role through the e-commerce industry. Exporting and importing activities contribute to the growth of national economies and expand the global market. Each country possesses distinct advantages in terms of resources and skills. Some countries are rich in natural resources such as fossil fuels, oil, timber, fertile soil, minerals, and gold, while others may lack such resources. Additionally, certain countries have advanced infrastructures, educational systems, economic growth, and capital markets, enabling them to engage in complex manufacturing and technological innovations. (What is online trading - definition, working and benefits)

Imports are crucial for businesses and consumers alike. Countries often need to import goods that are either scarce domestically or available at more affordable

prices abroad. This benefits consumers by providing better prices and a wider variety of choices, ultimately enhancing their standard of living.

E-commerce, defined as conducting business transactions over the Internet, has assumed two key roles. Firstly, it serves as an efficient means of gathering and sharing information. Secondly, it has the potential to replace many in-house economic activities with external suppliers competing to provide these services (Nuray Terzi, 2011).

The internet facilitates seamless communication between companies and their shipping partners. This advancement has significantly reduced delays in importing and exporting, making the process more efficient and timely. Through electronic forms, tracking systems, and email communication, multinational corporations save valuable time and resources. Ultimately, these savings are passed on to clients, expanding the reach of businesses that would otherwise be limited to local operations.

The capacity to access global marketplaces, which was traditionally restricted due to geographical limitations, has recently expanded to include the domain of digital technology. The internet acts as a vast platform that makes it possible for firms of varying sizes to conduct seamless international business transactions. Small businesses go through a metamorphosis and emerge as global rivals as a result of the digital highway, which helps level the playing field in terms of opportunity, encourages economic diversity, and heralds the beginning of growth. (Impact of the internet on international trade services.)

However, it is not only about transactions; rather, it is about engagement, which may be thought of as a symphony of interactive interfaces and individualized experiences. Websites operate as dynamic entities, while social media platforms serve as virtual performance venues, and mobile applications work as gateways to immersive digital environments. The notion of consumer engagement, which was originally restricted to exchanges that took place inside of actual retail settings, has since been extended outside the realm of the physically present. As a result of virtual try-ons serving as reflections of the current modern digital era and real-time

feedback playing an increasingly important part in assuring customer satisfaction, the live chat support system is bustling with a number of requests. (Harvard Business Review, 2019)

Nevertheless, this period of the digital renaissance is not devoid of its share of upheavals. The traditional business models for retail stores, which have in the past been regarded as fundamental, are currently going through a period of major and profound transformation. The rise of e-commerce has resulted in considerable upheavals, which has thrown established norms into question and muddled the lines between the online and offline worlds. Direct-to-consumer (DTC) companies, similar to young saplings, sidestep the need for intermediaries by offering not only products but also immersive experiences, all of which are easily available via digital interfaces.

The world of internet commerce sees a significant amount of data transfer, which is regarded extremely important in the age of the digital. The substance that is being contemplated is not simply a collection of data; rather, it consists of important insights that are tightly intertwined with the complex fabric of customer behavior and trends in the industry. In the same way that skilled entities would examine this data, algorithms do so as well, giving businesses direction in the intricate process of decision-making. The purpose of predictive analytics is to shed light on the future course of events, much to the way that mystic crystal balls do, so enabling businesses to plan for, make the most of, and protect themselves from potential risks. (The change of money laundering in the digital age - sanction scanner, 2020)

The emergence of digital marketplaces as significant hubs of e-commerce has resulted in the formation of busy metropolises that provide customers with a diverse range of options from which to choose. Amazon, Alibaba, and eBay are three well-known companies that act as intermediaries to help buyers and sellers interact with one another and provide customers with a wide variety of options. In recent years, companies whose presence was traditionally confined to traditional brick-and-mortar locations have expanded their operations to include participation in online

marketplaces. The platform in question is not simply a single entity; rather, it is a huge and sophisticated world that cultivates an environment that is conducive to competition, innovation, and offering a wide variety of client options.

The proliferation of job chances in the midst of this era, which is marked by advances in digital technology, is analogous to the blossoming of flowers that occurs throughout the season of spring. The advent of the digital economy has resulted in the development of a wide variety of roles that did not exist in traditional economies, such as digital marketers, web developers, and logistics specialists. These functions are now considered to be vital components of the digital world. Entrepreneurs, who are seen as individuals with a clear sense of direction in the digital sphere, look for environments in which their concepts may be developed into online businesses. In doing so, they encourage innovation and contribute to the expansion of the economy.

Convergence of digital and physical components is a defining feature of the Internet of Things (IoT), which stands for the "Internet of Things." Intelligent devices, which can be thought of as networked entities existing within the digital realm, are able to gather data and perform analyses in real time. Household appliances may now come equipped with sensors that covertly communicate important data to their producers, thereby giving the latter with invaluable direction. The Internet of Things plays an essential part in the coordination and management of stocks within the retail business, which paves the way for the efficient functioning of supply chains. The phenomenon under consideration goes beyond simple technological developments and encompasses a relationship that is mutually beneficial. This relationship maximizes the efficiency with which operations are carried out and increases the level of overall happiness experienced by clients. (Swan M. Blockchain, 2015)

As time has gone on, the primary function of social media platforms has shifted from that of connecting platforms to that of independent marketplaces. The concept of social commerce, which combines elements of community and business, is becoming increasingly prevalent. When businesses develop a presence on social media sites, the lines between interpersonal conversations and business transactions



become increasingly blurry. Individuals' decision-making processes can be significantly influenced by the recommendations of their peers, particularly in the field of digital products and services. These recommendations act as digital echoes of trust, and they have a significant impact on the choices that individuals make. As a consequence of this, conversations that take place online have evolved into a sophisticated web of credibility, in which the views and recommendations of one's contemporaries carry a significant amount of weight.

As of late, sustainability and corporate social responsibility have moved from the periphery of business concerns to the center of attention. This is a significant development. A shift in approach is being taken toward e-commerce, which is frequently criticized because of the environmental impacts associated with it. With corporate social responsibility (CSR) programs echoing throughout the digital domain, the adoption of ecologically friendly packaging techniques has become a notion that is widely accepted by a variety of stakeholders. The current initiative goes beyond merely conducting business transactions because it also involves making a commitment to defend ethical standards and appealing to conscientious members of society ( Harvard Business Review, 2019).

Nevertheless, as the digital era progresses, new problems appear that are analogous to shadows that have been cast during its development. The proliferation of fraudulent activity, security breaches, and counterfeit goods has made the construction of strong digital fortresses necessary in order to protect against these threats. Cybersecurity has emerged as a necessity in recent years due to the fact that it can protect not only data but also trust, an essential component of any relationship. It is becoming increasingly clear that there are emerging ethical considerations concerning the fine balance that must be struck between personalization and privacy. The vast and exciting world of digital technology calls for a watchful attitude, strict commitment to ethical norms, and a delicate balancing act between innovative thinking and moral concerns.

Within the framework of this modern digital landscape, technology plays the part of a complex tapestry, carefully intertwining narrative threads that center on

augmented reality and virtual experiences. Both Augmented Reality (AR) and Virtual Reality (VR) are more than just abbreviations; they are actually portals into immersive realities. While this occurs, commercial buildings are undergoing a metamorphosis into figurative sanctuaries, and furniture begins to materialize inside the constraints of residential settings. The practice in question goes well beyond the domain of simple consumerism; it encompasses an immersive journey in which the limits of reality become hazy and the encounters go beyond the sphere of the tangible (Foster Provost & Tom Fawcett, 2013).

Every single click reverberates with a new set of potential outcomes within the intricate framework of the internet commercial network. The issue at hand involves more than merely economic operations; it represents a story of intertwining innovation and tradition, wherein the bounds of what is possible continue to grow with each instance of digital advancement. In other words, the subject at hand is a narrative of interweaving innovation and tradition. The procedure that is the subject of this discussion is not only a transaction; rather, it is a phenomena that is transformative, as it involves the convergence of historical components and prospective outcomes. In this sense, businesses might be compared to interstellar explorers because of their dexterous navigation throughout the vast and ever-expanding universe of online business.

The phenomenon of internet trade is manifested as a harmonious interplay between varied voices and complex algorithms inside the fabric of the present digital era. This interplay results in the production of elaborate patterns that surpass the limitations of conventional commercial methods. Voice commerce is a notion that is now receiving attention. It represents a possible future in which transactions will be made through the use of spoken language, producing an effect similar to that of reverberation. Smart speakers and virtual assistants work as middlemen, enabling the conversion of spoken words into consumer transactions and, as a result, easing the complex process of purchasing goods and services through the use of natural dialogue (Brad Stone, 2013).

Nevertheless, behind all of these divergent viewpoints and points of view, there lie the unsung pioneers of the digital sphere: artificial intelligence (AI). The phenomenon in question goes beyond the realm of simple algorithms and encompasses a kind of predictive magic instead. Chatbots that are powered by AI are similar to digital oracles in that they interact with vast information repositories, assessing the complexities of human preferences and identifying underlying trends. It is possible that the implementation of prediction, suggestion, and personalization algorithms will have the capacity to transform the shopping experience by adapting it to the exact interests and requirements of the individual shopper. Within this sphere, businesses go through a metamorphosis similar to that of wizards, dedicating resources towards the incorporation of artificial intelligence not simply as a utilitarian instrument, but rather as an illuminating force that results in improved user experiences. This includes the prompt handling of inquiries as well as the design of sales strategy guided by the celestial insights provided by predictive analytics.

The digital canvas, which was previously blank, has all of a sudden become cluttered with sophisticated components. The business environment of the internet is defined by continuous change, which can range anywhere from the communication of IoT devices to the dynamic markets of social commerce. The existence of difficulties is analogous to the presence of shadows, since it requires individuals to traverse moral conundrums and display their mastery of technological skills. The combination of forward-thinking practices that minimize environmental impact with cutting-edge technological developments produces a delicate balance between progress and responsibility (Foster Provost & Tom Fawcett, 2013).

Enterprises take on the role of daring explorers within this complex maze, deftly navigating their way through the ever-changing tides of transformation. Individuals are assisted in navigating the complexities of the digital realm by following the principle of recognizing and addressing obstacles, which serves as a guiding principle. Concerns with ethics go beyond basic obligations and act as moral compasses, which is why they play such an important part in steering digital entities through the complicated ethical terrain. Maintaining an awareness of the complex

ways in which different technological components interact with one another is of the utmost significance. This is because, within the ever-changing rhythms of online business, the act of adjusting is not only a strategic strategy; rather, it is the overarching principle that ensures harmonious resonance (Brad Stone, 2013.).

The ending does not only mean that the story is over; rather, it manifests as a progressive increase in intensity as it moves toward its climax. The phenomena of conducting business over the internet has quickly become an important component of modern day commerce. It encompasses a wide variety of different endeavors and has taken on a vital part in the functioning of the international economy. The procedure that is being considered is not only a transaction but rather a significant alteration in the status quo. The market in question extends well beyond its traditional confines and can be conceptualized as being comparable to a large universe. Within this world, there is a dynamic interplay between established traditions and forward-thinking innovations, as well as a peaceful cohabitation of global accessibility and individualized encounters. In the vast universe of internet commerce, businesses find their ways through the landscape like space explorers, uncovering their singular configurations amidst an ever-expanding landscape of possibilities.

## **1.2. Theoretical foundations of Internet trade management**

Within the intricate field of online commerce management, a wide variety of concepts and frameworks interweave, resulting in a multifarious fabric that helps businesses navigate the complexities of the digital marketplace. This fabric offers advice to companies as they navigate these complexities. Theories of consumer behavior play an essential part in understanding the elements that influence purchasing decisions, with a particular emphasis placed on the role that intentions and attitudes play in the decision-making process. The Technology acceptance Model provides insights on the acceptance of technology by users, which is a

significant determinant in the adoption of online platforms. This model was developed by IBM. The Diffusion of Innovation theory investigates the processes by which new products and technologies spread throughout society. This theory provides useful insights into the patterns of adoption that occur within the digital marketplace (Hilary Mason, DJ Patil, 2022.).

Pricing tactics and market competition in the field of online business are significantly influenced by economic theories, the most fundamental of which being the Law of Demand and Supply. These theories play a significant part in influencing both of these aspects. In this intricately orchestrated dance, the prices of goods and services gracefully shift in response to the dynamic relationship between market supply and demand for goods and services. The renowned subfield of microeconomics known as "Game Theory" examines the strategic interactions between competitors in online markets to provide businesses with helpful insights that can assist them in making decisions that are optimal. The Long Tail Theory, which was conceived of by Chris Anderson and represents a departure from traditional retail models, asserts that it is possible to sell a diverse range of unique products in smaller numbers, which in turn makes it possible for specialized markets to emerge within the expansive realm of electronic commerce.

Sociological theories conduct in-depth research on the complex social structure, shedding light on the myriad of factors that contribute to the phenomenon of online business transactions. According to the Social Identity Theory, an individual's sense of self is affected by the groups to which they belong, which in turn may have an effect on the brands they choose to associate themselves with. The current state of the digital landscape is characterized by a profusion of online communities and social networks, which have developed into fundamental aspects of online commercial activity. According to the hypothesis known as the "Network Effect," there is a direct correlation between the success of a product or service and the rise in the total number of people who use it. This demonstrates how important it is to create active online communities in order to enhance the value offered by companies that conduct their operations on the internet.

Within the intricate world of managing internet trade, psychological theories shed light on the rational and irrational components of customer decision-making. The well-known psychologists Daniel Kahneman and Amos Tversky devised a comprehensive framework that they called Prospect Theory. Within this framework, they methodically investigated the cognitive processes that people use to evaluate potential gains and losses in respect to a reference point. This hypothesis elucidates how individuals' propensity for risk-taking is influenced by such judgments in the setting of online transactions. The Endowment Effect is a well-documented psychological phenomenon that has a major impact on persons' valuation of objects that they own, leading to a bias towards overvaluation. This effect causes individuals to overvalue the items that they own. This prejudice, in turn, affects the decisions that they make and their willingness to pay when participating in online auctions and marketplaces. The strategic design of user interfaces and shopping experiences demonstrates the application of behavioral economics principles such as nudges and decision architecture. These concepts were taken from the field of behavioral economics. These strategies are used to effectively lead customers toward behaviors that are desired, such as successfully completing purchases and providing feedback (Hilary Mason, DJ Patil, 2022.).

Businesses are able to more easily design plans to compete in the market and adjust their operations in response to shifts in the marketplace as a result of the development of several strategic management theories. The Porter's Five Forces model performs a comprehensive analysis of the competitive dynamics that exist within an industry. As a result, it is able to aid businesses in determining the opportunities and dangers that may lie ahead. The ideology known as the Resource-Based View focuses an emphasis on the significance of an organization's internal resources and capabilities. This provides businesses with the means to successfully utilize their assets and create a competitive advantage over their rivals. The ability of an organization to successfully integrate, create, and adjust both internal and external competences is at the heart of the governing framework that Dynamic Capabilities Theory provides. Because of this, businesses are given the ability to

successfully navigate the ever changing landscape of internet commerce (James S., Polson N., 2018.).

Theories of digital marketing are extremely important to the revitalization of online marketing initiatives because they serve as a foundation for comprehending the many stages that customers go through before, during, and after completing a purchase. The Customer Journey idea is distinguished by its complex incorporation of narrative components. This enables businesses to personalize their marketing efforts in accordance with a variety of touchpoints, which in turn makes it easier for customers to have an experience that is unique to them. The advent of social media has led to a closer association between the concept of social influence theory and the rise of social media. This study looks into the ways in which people's social networks can have an effect on their attitudes, behaviors, and beliefs. This theory has important real-world consequences for businesses, as it sheds light on how companies may most effectively deploy influencers to alter the views held by consumers and offers some guidance in this regard. The Elaboration Likelihood Model investigates the complexities of cognitive processes and provides businesses with useful insights for the development of online advertisements and content that profoundly resonate with the cognitive capabilities of customers.

When it comes to business transactions conducted over the internet, the ethical dimension is an extremely important factor that directs companies toward responsible and socially conscious practices. In this sense, ethical theories perform the function of a moral compass, offering advice and pointing in the right direction. Utilitarianism is a consequentialist ethical framework that evaluates the moral worth of activities by taking into consideration their aggregate utility and influence on happiness. As a result, it advocates for corporations to incorporate the idea of maximizing society welfare into their decision-making methods. When it comes to developing integrity, transparency, and honesty within the context of firms' online transactions, deontological ethics, which is founded on moral obligations and ideals, serves as a fundamental basis. The building of character is at the heart of virtue ethics, which advocates for businesses to demonstrate virtues such as honesty,

justice, and empathy while interacting with customers and other stakeholders in their communities. This strategy contributes to the development of an ethically responsible culture.

The protective barriers that act as the protective barriers that develop and enforce the legal framework within which businesses are required to operate are legal theories and regulations. The legal framework that governs digital transactions is defined by the principles of contract law, which thoroughly specify the rights and duties of the parties participating in electronic commerce agreements. The Intellectual Property Law acts as a protective mechanism against the unauthorized appropriation of creative works, trademarks, and new ideas, ensuring that businesses maintain their advantage in the marketplace. The General Data Protection Regulation (GDPR), which is an example of a data protection regulation, establishes the principles and standards that regulate the secure and ethical use of client data, which helps to preserve customers' right to privacy when conducting business online (Kai-Fu Lee,2018.).

Within this intricate dance, the ideas of Trust and Security emerge as important players, with their respective responsibilities being intricately intertwined with one another. The success of online transactions is strongly dependent on the level of faith that customers have in the ability of businesses to adequately preserve the confidentiality of their personal as well as financial information. According to one interpretation of trust theory, the qualities of credibility, reliability, and compassion serve as the primary support structures around which trust is built. In order to protect customer data from any potential cyber assaults, businesses have to make the installation of encrypted payment gateways, transparent and safe payment processing systems, and consistent software updates to their security protocols a top priority within their digital ecosystems. The concept of "perceived risk," which has its roots in many theories of consumer behavior, draws attention to the significance of minimizing the risks and uncertainties that are associated with making purchases online. Business organizations have a responsibility to exercise caution and diligence, making certain that every activity made within the digital domain is in



accordance with the principles of trust. This will increase the degree to which customers trust the organization and will encourage customer loyalty. (Ramge T. & Mayer-Schonberger V., 2019, 288 p.)

The study of psychology and economics collide in the field of Behavioral Economics, and it is within this context that the behaviors and decisions involved in internet trading are researched and understood. Consumer behavior is significantly influenced by a number of key elements, including prospect theory, loss aversion, and choice architecture. Individuals are influenced to avoid losses as a result of loss aversion, which is a cognitive bias. As a result, individuals' responses to online discounts and promotions are influenced by loss aversion. Choice architecture is a sophisticated activity that entails intentionally modifying the way choices are presented in order to influence decision-making processes. This is done in order to guide individuals through the decision-making process. Online businesses, similar to skilled artists, use these principles to create captivating user interfaces, strategic pricing strategies, and persuasive marketing techniques. This effectively aligns with consumers' behavioral tendencies, subtly guiding them towards desired actions such as making a purchase or subscribing to services. Similar to artists, online businesses use these principles to create captivating user interfaces, strategic pricing strategies, and persuasive marketing techniques. (Wu T., 2017, 432 p.)

Cultural influences have a tremendous impact on the formation of preferences and perceptions, and this impact extends to the actions that take place in the realm of internet commerce. The Cultural Dimensions Theory developed by Hofstede is a helpful model that may be used to get a better understanding of the complex cultural elements that have an effect on how people communicate, how they make decisions, and how they feel about those in positions of power. It is absolutely necessary for businesses that are active in worldwide e-commerce to have a profound grasp of the cultural nuances that exist in the digital space. The term "localization tactics" refers to a wide range of methods, including the modification of languages, marketing campaigns that are sensitive to cultural norms, and regionally unique products and services. These methods are the artistic brush strokes that go into creating a canvas

that is capable of resonating with viewers from a variety of cultural backgrounds. The Cultural Capital Theory is a popular concept in this sector. It places an emphasis on the relevance of cultural knowledge and resources owned by individuals. As a result, it informs businesses on how to personalize their products and marketing communications to cater to diverse cultural segments. Guaranteeing relevance and impact within the sphere of the digital domain, each individual brushstroke and slight variance in expression acts as a tribute to the complex fabric of different civilizations, ensuring that the work will be significant.

There is a rich tapestry of theories that develops from the intricate web of academic discourse, which is interlaced with other fields of study such as consumer behavior, economics, sociology, psychology, ethics, law, trust, behavioral economics, and cultural understanding. The complex structure that serves as the basis for the development of the field of online trade management can be compared to the composition of a beautiful symphony. Within the context of the digital world, each theory may be compared to a note of music, and each framework can be thought of as a chord. This results in a harmonious combination. The ideas that guide the strategic moves of enterprises in this environment, which is always shifting, lead to the construction of a dynamic and visually engaging depiction of the situation. This depiction can be compared to a masterpiece that is always changing because it is shaped by each transaction, click, and interaction that takes place. This collection of theories will operate as a guiding framework, steering businesses through the dynamic and always altering terrain of managing online trade in light of the continual expansion and evolution of the digital world. In light of this, this collection of theories will function as a guiding framework.

Within the intricate world of managing online trade, a number of interrelated ideas intersect, resulting in a merger of technology and ethics, as well as business and responsibility. Corporate Social Responsibility (CSR) has arisen as a guiding philosophy, pushing businesses to integrate profit-making activities with ethical concerns. Some examples of these activities include supporting environmental sustainability, maintaining fair labor standards, and cultivating strong community

links. CSR encourages corporations to integrate profit-making activities with ethical considerations. The complicated web of socially responsible businesses, which is supported by consumers who are mindful about their purchasing decisions, is interlaced. The Stakeholder Theory is a guiding principle that emphasizes the significance for organizations to take into account the interests and well-being of a wide variety of stakeholders, including consumers, employees, suppliers, and communities, when making choices. The theory acts as a guide since it emphasizes the importance of the Stakeholder Theory (Schwab K., 2017).

Within the realm of voice, commercial activity takes the form of non-verbal communication, which is generated by voice-activated devices and virtual assistants. The shoppers have their say, and the digital world listens to them; as a result, the traditional transaction has been transformed into a two-way conversation. Natural Language Processing (NLP) acts as an interpreter by making it easier to comprehend and make sense of the nuances that are inherent in human speech. Voice-activated shopping lists are helpful in that they are unobtrusive tools that capture customer preferences, which simplifies the otherwise convoluted process of making purchases.

Personalization, as a method of business strategy, plays an essential part in the process of customizing individualized experiences. As a result, it positions itself as a skilled artisan who is responsible for building unique consumer trips. Algorithms, which are sometimes compared to the tools used by expert artisans, are able to efficiently traverse through massive volumes of data, uncovering previously unseen patterns and insights relating to individual preferences and historical records. The word "dynamic" can be used to describe either a state or a process that is marked by a continuous state of change. The application of personalized portrayals onto digital platforms is accomplished through the use of content modification as the method. The navigational technique known as geo-targeting is used to carefully guide promotional efforts depending on geographic location, so ensuring the highest possible level of relevancy. Chatbots, which are often referred to as conversational agents, play the part of affable hosts by providing individualized responses to

questions asked of them. The world of online commerce, which was originally defined by a lack of diversity, has now evolved into a vibrant environment replete with tailored interactions, which captivate customers through unique experiences (Brad Stone, 2013).

Within the sphere of internet commerce, a convoluted interaction takes place, in which each stage is painstakingly organized with precise thought given to issues of ethical responsibility, technological expertise, and the active participation of customers. The world of business is resonating with the intricate interplay of Corporate Social Responsibility (CSR), the dynamic patterns of AI, the rhythmic flow of data privacy, and the harmonious melodies of individualized experiences. Business entities, which play the role of the primary actors, strategically plan and carry out their actions, fully embracing the complex nature of the task at hand, deftly navigating through the subtle complexities, and ultimately producing an outcome that is highly refined and influential within the context of online commerce administration.

Because smartphones are so widely used, mobile commerce, also known as M-commerce, is becoming an increasingly important part of the internet business. This integration is made possible by the proliferation of mobile devices. The wonderful technological innovation that allows websites to automatically change to varying screen sizes, making mobile experiences more accessible, is known as responsive website design. Mobile wallets and payment applications have emerged as major tools in the digital era, reducing complicated checkout procedures and facilitating transactions with surprising efficiency. This can be compared to the smooth performance of a perfectly rehearsed symphony.

Augmented reality (AR) has quickly become a valuable feature in mobile applications due to its potential to improve users' capacity to visualize information. This ability has captivated consumers. The introduction of new items that exist within the realm of digital technology has resulted in the blurring of the lines that demarcate the realm of imagination from the real world. Location-Based Services, also known as LBS, are an essential component of modern commerce. These

services act as navigators that direct people based on their closeness to one another physically. As consumers move about their environments, these services subtly present them with relevant advertisements that are tailored to their interests. Customers who are frequently moving around have a significant interest in the possibilities of mobile commerce (also known as M-commerce), which is a dynamic phenomenon. It has a persuasive impact on sales and helps contribute to the creation of user-friendly mobile interfaces that are able to adapt to the shifting preferences of technologically capable persons (Swan M. Blockchain, 2015).

Influencer marketing has a loud impact inside the digital sphere, which manifests as a number of voices that are amplified across a variety of social media platforms. This impact may be heard throughout the digital sphere. In today's society, persons known as influencers have risen to prominence as important figures who deftly craft authentic narratives by delicately interweaving tales of extraordinary items and endorsements. Through the use of their one-of-a-kind content, nano-influencers, who are comparable to minstrels in the world of niche markets, deftly engage with a specialized and targeted audience. Both macro- and micro-influencers, who represent a diverse group of individuals, efficiently disperse their influence to a variety of target groups, thereby expanding the range of the brand's reach and impact. Affiliate marketing is an arrangement that is beneficial to both parties involved. This type of arrangement rewards influencers for their capacity to produce sales, which is also referred to as their sales-driven strategies, and ultimately results in shared success. Enterprises, which can be distinguished by the astuteness of their decision-making, participate in strategic alliances, realizing the powerful appeal of genuine influencer endorsements inside the digital ecosystem (Swan M. Blockchain, 2015).

The Customer feedback analysis tool plays the role of an impartial observer, carefully analyzing the digital footprints that customers leave behind online. The sentiments that are conveyed in online reviews are analyzed by sentiment analysis tools, which are also known as emotion interpreters. This process extracts the fundamental components of customer opinions. Inquisitors have the ability to delve

into the complexities of customer satisfaction through the use of surveys, which are a method that is frequently used in research. These surveys, through the replies they collect, provide useful insights into the preferences and dissatisfactions of individuals, which, in the end, contribute to a more comprehensive grasp of the subject matter. The use of social listening techniques enables active monitoring and analysis of digital discussions, which in turn enables the detection and interpretation of prevalent patterns and feelings. Text mining techniques are highly effective tools that have the capacity to generate useful insights from unstructured feedback. These methods are akin to alchemists in that they have the ability to transform raw data into information that can be put to use, and as such, they are sometimes called "data alchemists." Text mining enables researchers to unearth the concealed desires and preferences of customers. This is analogous to the discovery of elixirs that can improve customer satisfaction and drive the success of a firm. To promote a healthy conversation that allows for the convergence of caring and criticism, feedback loops are tools that permit the transfer of concerns from various stakeholders back to enterprises. Companies who are aware of these subtle signs improve and perfect their products, services, and methods of operation by participating in an ongoing conversation that shapes their online presence.

The modern era of digitization has given rise to a new period in which the concept of social responsibility has expanded beyond the realm of simple financial gains. Instead, it has taken on the function of a moral compass that guides businesses towards ethical behavior and environmental consciousness. A deliberate commitment to ethical sourcing seeks to ensure that products are made in environments that place a priority on human wellbeing, encourage equitable labor practises, and maintain the fundamental rights of workers. Eco-Friendly Packaging is a commitment to environmental sustainability that tries to mitigate the harmful impact of plastic waste by using biodegradable materials that give a protective enclosure for products while also minimizing harm to the ecosystem. This is accomplished through the use of biodegradable materials that provide a protective enclosure for products. The idea of minimizing carbon footprints, which is closely

associated with sustainability, comprises supply chain strategies that prioritise energy efficiency, which ultimately results in a reduced impact on the environment. This is because energy efficiency is directly proportional to carbon footprints. A strategic strategy that prioritizes ethical issues, socially responsible marketing seeks to steer clear of detrimental stereotypes and instead develop advertisements that match with and support positive societal norms (Kai-Fu Lee, 2018.).

Advocating for the provision of accessible online experiences for people who have impairments is one of the most important aspects of digital inclusion, which is a key advocate for guaranteeing equitable access. This phenomena exemplifies a revolutionary shift in which the digital sphere morphs into an inclusive environment that allows for the participation of individuals regardless of the talents those individuals possess. Philanthropy, which is an act of selflessness, lends its support to the furtherance of community development and humanitarian endeavors, thereby cultivating the basis upon which society thrives. In the realm of social responsibility, businesses undergo a metamorphosis into guardians of positive transformation. The scope of their efforts extends well beyond the limitations of the digital sector, and this allows them to play a far more significant role in society. As a consequence of this, they provide a contribution to the construction of a framework of ethical business conduct and the preservation of the environment that is resilient against the detriments caused by the passage of time (Foster Provost & Tom Fawcett 2013).

The field of cybersecurity has arisen as a critical defender amidst the expanding usage of digital technology, meticulously protecting the borders of online commerce with unshakable dedication and commitment. Encryption via the Secure Socket Layer, also known as SSL, is a cryptographic technology that protects data transport by encrypting each byte of the information being transferred. This ensures that the communication that takes place between users and websites is kept private and is inaccessible to anyone who is not authorised to view it. Beyond the reliance on passwords alone, multi-factor authentication, often known as MFA, acts as an essential technique for protecting users' identities. MFA strengthens the safety afforded to user accounts because it integrates several extra layers of security. In the

sphere of cybersecurity, two practices that are absolutely necessary are doing regular security audits and penetration testing. These preventative procedures comprise conducting a careful audit of the digital infrastructure in order to locate points of potential vulnerability and, following that, bolstering the safeguards that are already in place. Users are protected from potential online dangers by phishing protection programmes because these programmes filter out dangerous websites and emails in an efficient manner, which keeps users safe from other online dangers.

Firewalls and Intrusion Detection Systems (IDS) perform the role of vigilant watchmen, actively preventing unauthorized access and reducing the danger of malware infection. Training programmes for employees serve as a tool to educate and enlighten workers, giving them knowledge and an understanding of the best practices for cybersecurity. In order to enable employees to become a powerful defense against potential security breaches and attacks, it is necessary to provide them with the aforementioned information. The battle that rages on in the field of cybersecurity requires persons who are committed to the cause, who are knowledgeable in the field, and who make use of cutting-edge technological tools in order to maintain the data's integrity amidst the chaotic environment of the digital domain (Foster Provost & Tom Fawcett, 2013).

Within the vast universe of data, businesses find refuge in the realm of analytics, where each click, hover, and pause serves as a valuable source of knowledge. In other words, every interaction with the website is an opportunity to learn something new. Customer Journey Analytics is a technique that monitors and evaluates the activities and routines of customers as they engage with the digital platforms offered by a business. It is comparable to the work of cartographers, who painstakingly map out the routes taken by individuals and discover important points of communication in a network. This analytical technique helps to detect any difficulties or issues that customers may face along their trip because it allows for the identification of such obstacles and challenges. A/B testing is a crucial experiment that entails presenting two different variants on a digital platform in order to find out which one receives a more positive reaction from users. Heatmap



Analytics, a well-known provider of attention analysis, displays the strategic regions on a website at which visitors have a tendency to spend a considerable amount of time, and in doing so, reveals the areas in which they are most interested. Cohort analysis is a technique that is employed in the process of analyzing personas and categorizing clients according to the similar qualities they have. This makes it possible for companies to tailor their offerings in a way that is more likely to appeal to the members of each distinct tribe.

The utilization of probability in predictive modeling, which is a powerful tool for analyzing data, allows for the forecasting of future patterns of customer behavior. The method can be thought of as an advanced statistical endeavor, in which algorithms deftly traverse through a large number of data points in order to finally grasp the mysterious features of upcoming occurrences. Enterprises go through a transition into the role of interpreters of digital constellations as part of their work in the field of data analytics. They are able to decode the indicators, understand the language of clicks and hovers, and make use of this information to craft experiences that are in perfect harmony with the preferences of the population they are aiming to attract (Foster Provost & Tom Fawcett, 2013).

The old concept of national boundaries is being called into question by cross-border e-commerce, which is a phenomenon that is occurring on a global scale. As a result, the globe is becoming a linked marketplace that is free of territorial restrictions. International payment gateways play the role of middlemen in monetary transactions; this enables them to facilitate efficient communication across a range of various currencies. Their primary responsibility is to guarantee that the terms and conditions of payment satisfy the requirements and preferences of purchasers as well as vendors. Websites that are available in more than one language serve as valuable instruments for overcoming linguistic obstacles in digital communication. This makes it possible for every word to be understood clearly by a wide range of target audiences. The strategic planning and coordination of transportation routes across many continents is made possible via the utilization of logistics partnerships, which play an essential part in the facilitation of worldwide delivery. Their primary goal is

to ensure that goods may be transported around the world in a manner that is both effective and safe. Compliance with tariffs and taxation is an essential part of international trade since it ensures adherence to legal requirements and prevents any legal difficulties that could slow down commercial activities.

Empathetic storytellers have a knack for crafting narratives that exhibit a profound concern for the wide variety of distinctive cultures that can be found all over the world. Cultural sensitivity is one of the traits that distinguishes an empathetic storyteller. When businesses learn about the norms and practices of a variety of cultures, the process can be compared to a staged performance because it requires them to learn about different cultures' customs and traditions. Because of this, they are able to construct marketing tactics and goods that have a strong emotional connection with people who come from a variety of different backgrounds. Businesses go through a process of metamorphosis in which they adopt the role of citizens of the world when operating within the framework of the global economy. This requires them to actively engage with the complexities of international trade, deftly navigate the complexities of other cultures, and contribute to the construction of a complex network of business connections that transcends the restrictions of geographical location. (Hilary Mason, DJ Patil, 2022)

These core components are merging and becoming intimately interwoven within the broad terrain of internet commerce, which is undergoing a dynamic process of continual evolution. Businesses, as the principal creators of this digital realm, assume the roles of innovators, responsible for the introduction of novel ideas and technologies, as well as the obligations of social stewards, which include maintaining the well-being and ethical conduct of society. In addition, businesses assume the responsibility of introducing novel ideas and technologies. They also serve as data interpreters, gleaning useful insights and knowledge from huge amounts of information in order to protect digital systems and data from potential dangers. Additionally, they serve as guardians of cybersecurity, protecting digital systems and data from potential attacks. Individuals are able to deftly navigate this dynamic and ever-changing environment by being led by a sense of elegance, being

spurred by the goal of advancement, and being inspired by the desire to develop substantial relationships with clients. The phenomena of internet trade continues to exist as a complicated interaction between innovation and responsibility. This interplay sees the exchange of data being coordinated to develop a feeling of global comprehension. This phenomena can be thought of as a sort of dance that is unrestricted by physical boundaries; it is analogous to a symphony, in which each click, purchase, and interaction plays the part of a musical note. These components work together to produce a symphony of commercial activity that resonates throughout the vast reaches of the digital universe thanks to the melodic composition they produce when brought together.

### **1.3. Impact of digitalization on international trade and business**

Digitalization has a profound impact on international trade, reshaping the way goods and services are exchanged and introducing entirely new categories of digitally traded products. Equally significant is its transformative effect on established industries, bridging the gap between consumers and producers and offering unprecedented access to new markets, particularly for micro, small, and medium-sized enterprises (MSMEs). (The conceptual framework for measuring digital trade, 2023)

However, quantifying the overall influence of digitalization on international trade falls outside the scope of this Handbook. The primary objective of this chapter, and indeed the Handbook as a whole, is to establish a shared understanding of the concept of "digital trade" and its relationship with international trade.

A key motivation behind the call for better evidence on digital trade is the concern that significant portions of the economy, and consequently international trade, remain unaccounted for due to digitalization (Ahmad and Schreyer, 2016; Corrado et al., 2021). While it is generally acknowledged that current statistical frameworks adequately measure international trade, the invisibility of digital trade

within existing data impedes the assessment of trade policy impacts and may create the perception that digitalization's effects on trade are inaccurately measured.

In terms of statistics, the definition of digital trade centers on the transaction's nature rather than the characteristics of the traded product "All international trade transactions that involve digital ordering and/or digital delivery."

It suggests that digital trade activities should be included within the broader scope of existing trade transactions. Firstly, international merchandise trade statistics on a cross-border basis, as defined in the International Merchandise Trade Statistics: Concepts and Definitions (IMTS) 2010 (United Nations, 2011). Secondly, international trade in services statistics (transactions between residents and nonresidents), as defined in the Balance of Payments and International Investment Position Manual, Sixth Edition (BPM6) (IMF, 2009), and the Manual on Statistics of International Trade in Services (MSITS) 2010 (UN et al., 2010).

Thus, while digitalization's impact on commercial presence is acknowledged, statistics related to foreign affiliates do not directly fall within the scope of measuring digital trade.

The conceptual framework for digital trade encompasses transactions that, in essence, align with the traditional measures of international trade in goods and services within the UN System of National Accounts (SNA) 2008 (UN, 2008) production boundary. This means that monetary transactions for data products (such as purchasing datasets), when classified as transactions in services, are considered part of digital trade. Furthermore, monetary transactions facilitated by data flows are included in digital trade when these transactions are digitally ordered and/or digitally delivered. (The conceptual framework for measuring digital trade)

Examples include data flows to search engines and social networks, which do not involve direct monetary transactions but support them (such as services paid for by advertisers). However, these non-monetary digital flows lie outside the production boundary of the SNA 2008 (UN, 2008), and thus are not measured in national accounts or international trade statistics for goods and services.

The defining characteristic of digital trade, as per the conceptual framework outlined in this Handbook, is the nature of the transaction - whether it is digitally ordered and/or digitally delivered. This aspect determines the scope of digital trade. Additionally, the framework includes two other dimensions crucial for trade policy purposes: the product dimension (what is being traded) and the actors involved in digital trade (who is engaging in trade).

Digitally delivered transactions, the second criterion for identifying digital trade, pertain specifically to services. This concept of digitally delivered trade originates from the collaborative efforts of the UNCTAD-led Task Group on Measuring Trade in ICT Services and ICT-enabled Services (in collaboration with the International Telecommunication Union (ITU), OECD, the Economic and Social Commission for Western Asia (UN ESCWA), the United Nations Statistics Division (UNSD), the World Bank, and the WTO (UNCTAD, 2015)). Within this Handbook, digitally delivered trade is defined as: "All international trade transactions that are remotely delivered via computer networks." (Bootle R., 2019. 352 p.)

This definition expands upon the previous version of this Handbook, which closely mirrored digitally ordered trade by focusing solely on delivery methods "specifically designed" for service delivery purposes.

The refined definition aims to avoid complexities related to interpreting what is meant by "specifically designed," particularly when a single service contract (transaction) may utilize various delivery methods over its duration (e.g., a combination of emails, video calls, and automatic file transfers).

Importantly, this updated definition aligns more closely with existing concepts such as ICT-enabled services and the cross-border supply of services (also known as Mode 1, as outlined in MSITS 2010 (The conceptual framework for measuring digital trade, 2023)).

In essence, the concept of digitally delivered trade encompasses any international transaction where the service is delivered remotely via computer (i.e., ICT) networks. Therefore, the notion of digital delivery is essentially equivalent to that of "ICT-enabled services," defined as "service products delivered remotely over

ICT networks" in UNCTAD (2015). Furthermore, digitally delivered trade, focusing solely on services, is practically synonymous with the concept of service supply via Mode 1, indicating that services delivered digitally are typically supplied through this mode.

In the context of this new period, the idea of connection takes on a fresh importance, one that is unconstrained by the confines that are traditionally associated with physical location. The digital realm does away with geographical barriers, which renders the significance of actual distances unimportant. Businesses in the modern day are becoming more and more involved in a dynamic and interconnected global network that is made possible by digital platforms and communication technology. Because of this, they are able to take part in real-time interactions with organisations that are located on different continents. This relationship is not restricted by the confines of physically and instead thrives within the limitless reaches of cyberspace. Because to this phenomenon, small and medium-sized businesses, who were formerly restricted to operating just within their own countries' markets, now have the ability to do business on a global scale. The implications of this phenomenon are considerable. (Andrew Ng,2018.)

When viewed through the prism of digital technology, the dynamic relationship between supply chains and logistics undergoes a shift. The blockchain is a distributed and secure ledger that is tightly interwoven with the Internet of Things (IoT). This integration has produced a network in which each individual item, such as a package or product, has its own unique digital identity. In order to produce a ballet that is defined by efficiency and precision, the motions are directed by AI-driven analytics that operate as silent choreographers. This helps to ensure that the ballet is performed correctly. These systems are permeated by a flow of real-time data, which can be compared to the pulsating rhythm of a pulse.

This provides organizations with the ability to dynamically respond to the shifting patterns of consumer demand. Intelligent logistics systems play a crucial part in the facilitation of global trade in the era of digitalization. This is accomplished through the effective management of the numerous issues that are involved with

international commerce. In the past, delays were thought to be unavoidable; now, because of the power of digital synchronization, these delays are now being eliminated, which results in a movement of commodities and information that is seamless and uninterrupted. (Brynjolfsson E., McAfee A., 2016)

E-commerce, which is an essential part of the consumer market all over the world, has developed into a key pillar of the retail business all over the world. Within the digital domains of online marketplaces, businesses experience amplification of their voices as a result of the presentation of their products to a broad audience all over the world. The traditional idea of storefronts, which were originally restricted to physical premises, has developed to cover a global consumer base in modern times through the usage of mobile devices. Previously, storefronts could only be found in physical locations. The topic of discussion is a phenomenon known as "seamless availability of products and services," which is made possible by digital platforms and successfully overcomes barriers caused by linguistic and cultural differences. The development of mobile commerce has attracted a lot of interest since it has the potential to completely transform the capabilities of smartphones, transforming them into portals that lead to a wide variety of different options. Companies have a great knowledge of the complexities that are inherent in many cultural contexts, which allows them to tailor their goods and services to the specific tastes of customers all over the world.

In the context of an increasingly interconnected digital landscape, data assumes a vital function as a guiding force, shedding light on the trajectory that organizations must traverse in order to gain significance within the global arena.

This is an important role for data to play since it enables it to throw light on the trajectory that organizations must travel in order to attain significance. Data that has not been processed in any way is converted by machine learning algorithms into information that can be put to use and is of significant value. Big Data is a resource that is huge and extensive. The study of customer behavior, which was once seen as a mysterious phenomenon, may now be better understood and evaluated thanks to the application of data analytics, which was not the case in the past. The study of

digital data is making it possible to see patterns in the movements of the market that were previously difficult to decipher. Companies now have the opportunity to anticipate and negotiate the unpredictability of the issues that come with global trade thanks to real-time analytics, which function similarly to a prophetic tool. The procedure can be compared to an intricate choreography of intellectual acumen, in which knowledgeable decisions are elegantly aligned with the rhythm of knowledge-based insights. (The conceptual framework for measuring digital trade, 2023)

The customer experience, which in the past was characterized by a static and unchanging contact, goes through a considerable transition towards a more dynamic and interactive nature when placed under the influence of digital technology. Previously, the customer experience was characterized by an encounter that was fixed and unchanging. The interaction between businesses and their clients takes place over a variety of different communication channels. Businesses today have access to a vast array of digital resources. Chatbots, which are digital conversational agents, are able to duplicate the questions asked by customers and offer responses utilising artificial intelligence that is both effective and efficient. Chatbots are becoming increasingly popular. Virtual assistants, sometimes known as digital sages, have the ability to interpret complicated questions and provide in-depth solutions to complex problems. Social media platforms have evolved as a dynamic and active environment in the digital era, acting as a platform for numerous activities like the marketing of brands, the gathering of feedback from customers, and the promotion of community involvement. The process can be thought of as a dynamic engagement, in which companies make an effort to proactively reach out to one another in order to build interactions in the digital sphere, thus overcoming boundaries relating to both space and time.

Nevertheless, within this digital utopia, various difficulties appear, analogous to the shadows that are thrown by the sunlight. Regulations, which are in charge of maintaining order, are responsible for putting in place intricate frameworks that demand businesses that participate in international trade adhere to a certain set of criteria. Businesses are required to navigate through complex legal systems because



each nation, in its capacity as a separate political entity, have its own unique qualities that must be taken into account. In the world of the digital theatre, which is distinguished by the continuous flow of data similar to that of a river, the field of cybersecurity assumes the function of a vigilant sentinel. The allocation of resources towards the implementation of stringent security measures is something that organisations that are responsible for managing confidential information do in order to protect their digital assets from potential risks posed by the environment of the internet. (Peter Thiel & Blake Masters, 2014)

The idea of sustainability, which acts as a guiding principle in today's society, is something that may be shown to be realised through the use of digital methods. Through the provision of insightful information, data analytics plays a critical part in assisting businesses in efficiently optimising how their operations affect the environment. In this context, important concerns are the study of energy consumption, the reduction of waste to the absolute minimum, and the attenuation of the influence on the environment. Because it functions as a transparent ledger, blockchain technology makes it easier to trace the origins of products, which in turn encourages the use of ethical sourcing methods and labour practises that are fair to all parties. E-commerce platforms act as dynamic marketplaces that give preference to the promotion of environmentally friendly products, so helping to cultivate a culture of responsible consumption. The topic of this investigation is the phenomena known as the strategic alignment of enterprises with the aspirations of an environmentally conscious world, which has been made possible by advances in digital technology.

When we look ahead to the time that is coming up, we see that the future of international trade is filled with the possibility of technological progress. Emerging technologies, which might be compared to the heralds of a new epoch, are currently in a situation where they are on the cusp of creative developments. The introduction of 5G technology marks an important step forward in the field of communication since it sets the way for a new era that will be distinguished by the effective and uninterrupted transmission of information, freeing it from the limitations imposed

by restricted bandwidth. Artificial intelligence is an advanced branch of research that encompasses algorithms, and it has made tremendous progress in exploring new territories and efficiently comprehending intricate phenomena through the effective application of computer methods. Consumers all over the world are able to have engaging experiences thanks to augmented reality, a technology that combines the real and virtual worlds. These experiences are created through the use of digital tapestries. (Clayton M. Christensen, 1997.)

Digital currencies, which are considered to be at the forefront of financial innovation, have the potential to bring about a paradigm shift in the way people interact with one another on a worldwide scale. The fundamental ideas that underpin monetary transactions will be completely rethought in light of the introduction of blockchain-based financial systems, which will serve as the originators of trust. The phenomenon that is the focus of this investigation is the interaction of many different currencies. As a result of this interaction, traditional barriers are dissolving, and business dealings are becoming borderless and immediate. The contemporary environment is one that is always shifting, which places businesses in a precarious position that requires them to be able to adjust to their surroundings. Legacy systems, which can be thought of as long-lasting foundations from the past, sometimes put up a fight against the forces that drive transformation. The personnel, who serve as guardians of existing practices and beliefs, are faced with the tremendous problem of integrating into novel technical improvements, which they must do in order to do their jobs effectively. Cybersecurity is an essential form of protection, serving as the last line of defense against unwanted web visitors. (Clayton M. Christensen, 1997.)

The emergence of artificial intelligence and machine learning occupies a prominent place within the expansive field of global trade, presenting a bright outlook as a result. Until recently, the aforementioned technologies were only found in the realm of speculative literature; however, they now have a ubiquitous presence inside the fundamental structure of economic activities taking place all over the world. AI systems, which are well-known for their enormous data processing capabilities, make use of large datasets in order to recognise patterns and to make

predictions on future trends. Machine learning models, which function in a manner analogous to that of experienced conductors, monitor the coordination of operations related to supply chain management in an effort to maximise operational efficiency on every level. Clients can have discussions with digital agents, which are chatbots powered by AI that provide assistance in responding to inquiries and performing transactions. Digital agents are also known as chatbots. Within the intricate system that is global banking, algorithms powered by artificial intelligence play an essential part in assessing and mitigating risks. This helps to maintain the dependability and safety of international financial dealings. Automation, often known as a "stealth worker," improves the efficiency of repetitive tasks, which leads to a reduction in operational costs and an increase in productivity.

However, as companies become more reliant on digital technologies, they are met with an increasing number of challenges. Legacy systems, which can be considered as persistent protectors of old customs, display a significant resistance to the forces of transformation by steadfastly adhering to antiquated methodological practices. Workers, the stuff of life.

The basic foundation of every business must contend with the significant obstacle of adapting to a technology landscape that is always in a state of flux in order to survive. Cybersecurity fulfills the role of a watchful guardian and serves as the last line of protection against the nefarious activities of digital intruders. In the goal of gaining digital maturity, organizations find that they are involved in a process of adaptation, in which resilience and creativity emerge as the guiding principles. This can be a challenging situation for these organizations.

Businesses assume the role of major characters within the underlying framework of digital transformation. Their trajectories are influenced by the actions they undertake and the technological breakthroughs they adopt, which in turn shape the overarching framework. This story investigates the crossroads between innovation and tradition, a place where the echoes of previous influences and the melodies of impending advancements can be heard blending together in perfect harmony. Within the intricate context of international commerce, businesses now

play a role that goes beyond that of passive observers and actively exerts an influence on the underlying architecture of the continuing digital transformation. It is essential for organizations to build a mindset of adaptability, embracing transformative transformations wholeheartedly and adopting a proactive attitude towards the future, in light of the constant boom in technological advancements. The individuals who are able to deftly traverse the intricate digital terrain, strategically charting a course that is guided by inventive developments and pushed by the forces of transformation, are the ones who will be in the best position to steer international trade into the future.

Organizations find that they are intimately entwined inside a complicated fabric consisting of a myriad of cultures and marketplaces as they navigate the winding pathways of the modern digital era. Due to the complex nature of this endeavor, a solid understanding of the norms and practices that govern international business is required. Digital platforms have evolved into expansive and interconnected communication channels that promote worldwide communication. This has made it possible for businesses to navigate the intricate nuances of a wide variety of cultural settings. Within the vast sphere of business operations, the idea of cross-cultural competency assumes a significant role. It serves as a guiding principle for navigating the difficulties that are inherent in the field of digital marketing, which is the wide realm in which business operations exist. The importance rests not only in establishing contact, but also in establishing resonance, in ensuring that messages resonate with authenticity throughout the diverse echoes of the global environment. This can be accomplished by ensuring that messages are authentically sent around the world.(Clayton M. Christensen, 1997)

The phenomena of language goes through a significant change within the framework of the digital environment, which can be compared to an intricate tapestry of communication. This change may be attributed to the fact that the digital environment is becoming increasingly pervasive. Converting words from one language to another is not the only challenge involved in the process of translation. It requires a more complicated process that is known as localization, which is when

words go through a transformation to embrace the various subtleties and eccentricities of a particular culture. Cultural sensitivity plays the part of a stealthy choreographer, deftly orchestrating the activities of businesses as they negotiate the process of adapting their offerings to suit local preferences. It is essential for businesses to be able to not only communicate vocally but also possess a complete grasp of nonverbal cues in order to be able to interpret the implicit messages that are sent through gestures, conventions, and traditions across this wide rainbow of cultures. It is also crucial that organizations communicate verbally.

In spite of this, the context of this elaborate performance presents a number of obstacles and problems that call for a very high level of ability and accuracy. The complex nature of regulatory frameworks, which may be compared to separate musical melodies that are part of the symphony of law, envelops businesses in a manner that is both complicated and intricately complex. Legal practises, in a manner analogous to ancient ceremonies, display variances across different locations; hence, it is essential to conform meticulously to the rules set forth by the regulatory bodies. Business businesses, similar like diplomats, are required to exercise prudence and make certain that their digital activities are in accordance with the legal frameworks of each state that they operate with. (Clayton M. Christensen, 1997.)

The usage of data, which in today's culture acts as the equivalent of digital currency, implies a substantial number of ethical responsibilities and considerations. The wide universe of digital information gives rise to the idea of privacy as a holy zone, which necessitates the adoption of powerful protective systems. The General Data Privacy Regulation acts as an important watchdog over individuals' data privacy by requiring businesses to comply with numerous stringent regulations. It mandates the adoption of practises for the transparent acquisition of data as well as the use of solutions for the effective encryption of data. Keeping the trust of one's customers is an essential part of running a successful business in this day and age of extensive data management.

Ethical concerns become of the biggest significance when operating within the realm of algorithms, which is where artificial intelligence has its greatest impact. The existence of bias inside the algorithms that make up AI is a complex and ubiquitous problem that requires rigorous investigation and the implementation of corrective measures. It is a moral obligation to build AI with a feeling of responsibility, and as such, concepts such as justice, transparency, and accountability should serve as guiding principles in this endeavour. The significance rests not only in maximising effectiveness but also in ensuring that decisions made by computers are just, unbiased, and devoid of any kind of bias or discrimination. This should be a priority.

The predicament that policymakers, who are responsible for creating regulations regarding digital trade, find themselves in is confusing. The intricacies of e-commerce policies, digital taxation, and the transfer of data offer challenging problems that need to be resolved carefully. The scope of international trade agreements has expanded beyond the world of physical commodities to include the realm of digital goods, with the goal of reaching a harmonic equilibrium between stimulating innovation and protecting the interests of consumers. This expansion of the scope of international trade agreements has occurred in an effort to achieve this harmonious equilibrium. Legislation in the field of digital technology requires legislators to do a delicate and complex balancing act as they negotiate uncharted territory and an environment that is always changing. Their goal is to formulate regulations that are just and equal, and they will use them to control this space (Boote R., 2019, 352 p.).

In the context of digital transformation, both organisations and nations take on the role of actors in a huge stage production. This is because digital transformation is taking place. Because of the dynamic and intricate nature of digital international trade, it is essential to possess nimbleness, adaptability, and most crucially, a comprehensive knowledge of the complexities that define the modern digital era. The intersection of history and technology materialises as a dynamic interaction, marked by inventive movements that resonate into the future and, as a

result, influence the ever-changing topography of the digital sphere (Andrew Ng., 2018).

To summarize, the impact that digitalization has had, both in terms of magnitude and breadth, on international trade and commerce is substantial. Because of their contribution to increased connectivity, faster supply chains, improved customer experience, and the resolution of difficulties related to sustainability, digital technologies have evolved into instruments that are vital for companies that conduct business on a global scale. Adoption of innovative practices, prioritization of cybersecurity measures, and adherence to ethical principles are crucial factors for effectively leveraging the complete benefits of digitalization and achieving success in the fiercely competitive international trade environment in the context of organizations that operate in the digital realm. There is no way around the fact that the world of cyberspace will be an essential factor in the development of the economy of the future. The businesses who are able to successfully utilise these technologies in a strategic manner will find themselves in the most advantageous position to flourish in the approaching global economy.

## **CHAPTER II. ANALYSIS OF “BETTERME” CASE**

### **2.1. Organizational structure of the company "BetterMe"**

BetterMe is an organization that stands out as a pioneer in the field of digital innovation because it is distinguished by a combination of aspirational objectives and original ways of thinking. This company, which was founded in 2016, is located at the junction of online commerce, with a particular emphasis on the difficult fields of digital health and wellness solutions. BetterMe has been dubbed a "symbol of transformation" due to the fact that its primary goal is to encourage personal growth and independence among people all over the world. Through the provision of digital experiences that are both simple to access and highly individualised, it is the organization's mission to steer individuals towards healthier and more joyful ways of living.

BetterMe is a leader in health and fitness, offering innovative solutions to support the physical and emotional health of its users. The organizational structure of the company is reflected through a number of business directions and strategic initiatives.

BetterMe: Health Coaching is the company's first product line to include a fitness app, leading the way in the Health & Fitness category. This app offers personalized training programs that cover different types of fitness, dance, yoga, boxing, pilates and more. The company focuses on expanding access to a healthy lifestyle, including inclusive training for different categories of users.

BetterMe: Mental Health is the company's second product line that focuses on emotional health and stress management. The app offers personalized plans with expert advice and self-help exercises, including breathing exercises, meditations and soothing tunes to improve sleep. In 2022, BetterMe: Mental Health became free for Ukrainian users and gained popularity as a means of overcoming stress and anxiety.



The BetterMe Store is a section of the company's online store that features products for a healthy and active lifestyle, such as sportswear, fitness trackers, and the Creating Freedom Within and Creating Power Within philanthropic collections. The company offers various initiatives to promote a healthy lifestyle and support social projects.

BetterMe is guided by a number of strategic principles that help it succeed and grow:

- Make mistakes quickly and cheaply: The company believes in the importance of testing and experimentation, and is ready to accept mistakes as part of the process of finding the perfect path.

- Test and learn: The company promotes a culture of continuous improvement, testing ideas and using the findings for further development.

- Speed Above All: BetterMe prioritizes the fast pace of hypothesis testing and choosing the best strategy to stay ahead in a competitive environment.

All these principles reflect the company's strategic focus on achieving high results in the field of health and fitness and constantly maintaining and improving the quality of its products and services.

The BetterMe team works both from the office in the "Astarta" business center in Podil, and from home, providing comfortable working conditions for all employees. To achieve the best results and meet the needs of the team, BetterMe offers the following benefits:

- Rapid growth with the company: The company directs all its efforts to stimulate the personal and professional growth of its employees so that they develop together with it.

- Priority for training and team development: Training includes trainings, conferences, online programs, classes with native English speakers and other forms of professional development.

- Full health insurance and corporate doctor services: The company provides full health insurance for all its employees and provides access to quality medical services.

-Sports classes in the office gym and online: To support a healthy lifestyle, the company organizes sports activities both in the office and online.

-20 working days of paid vacation: The company allocates significant time for rest and re-energization of its employees, giving them the opportunity to take advantage of paid vacation.

-Office breakfasts and lunches: Providing employees with healthy and delicious breakfasts and lunches that help maintain energy and productivity in the workplace.

-Monthly team building events: The company organizes various events to maintain team spirit and promote cooperation among colleagues.

In a difficult time for the country, BetterMe not only does not stand aside, but also actively helps Ukrainians to overcome the challenges associated with a full-scale war. The company has introduced a number of charitable initiatives, including:

Free access to the BetterMe: Health Coaching and BetterMe: Mental Health applications: The company provides Ukrainians with free access to these applications, which contain recommendations for psychological help, training for schoolchildren and other useful functions.

Cooperation with the Ministry of Education and Science of Ukraine: BetterMe cooperates with government agencies to conduct online lessons and other educational initiatives.

Participation in the National Mental Health Program: The company joined this program to provide psychological support and training in important skills to overcome stress.

Charitable initiatives: BetterMe launched charitable lines of sportswear and donated significant funds to the needs of the Armed Forces of Ukraine and other charitable organizations.

These initiatives demonstrate BetterMe's social responsibility and commitment to helping the Ukrainian people in difficult times.

## 2.2. Company overview: "BetterMe"

The people responsible for developing BetterMe have a forward-thinking perspective, as evidenced by the fact that they envision a future in which digitization will evolve from being merely a concept into a tangible way of achieving personalised well-being. Through the display of pixels on a screen, their vision is brought into reality. At the junction of scientific knowledge and technological breakthroughs, individualised health and fitness solutions that are based on empirical data are born. The goal is not merely a change in the individual's outward appearance; rather, it is the nurturing of changes that are not only long-lasting but also have a resonance inside the psychological and physiological spheres of the individual. (BetterMe)

Economic snapshot: "BetterMe is the world's leading mobile health and fitness app specializing in personal training, healthy eating, and psychological well-being. The company was founded in 2016 and has since gained the trust of millions of users around the world. BetterMe's main focus is to help people achieve their health and fitness goals through individually tailored workouts, nutrition, and psychological support.

Analytical analysis. Marketing Strategy: "BetterMe uses an understanding of its users' needs to create personalized training programs and nutrition plans.

Revenue model. The company uses a subscription model, where users can access all the features of the app for a certain monthly or annual fee.

Platforms "BetterMe is available on both iOS and Android platforms, which expands its audience.

User growth: over the past two years, "BetterMe" has shown steady user growth, thanks to high-quality products and active marketing.

Descriptive style: "BetterMe offers users a wide range of training programs that include exercises for all fitness levels, from beginners to experienced athletes. Each program is based on scientific data and recommendations from fitness experts, providing optimal results directly on the user's mobile device.

The app also provides the ability to create individualized nutrition plans based on personal preferences, allergies, and the user's weight and physical health goals. What's more, BetterMe offers a psychological support section where users can get advice and support in the process of achieving their goals.

Thanks to its advanced user interface and user-friendly features, BetterMe has become a reliable partner for anyone who wants to live a healthy lifestyle and achieve their fitness goals.

This is an overview of BetterMe, focusing on its economic impact, analyzing its strategies, and describing the key features that make it a standout in the health and fitness mobile app space.

BetterMe's solutions are constructed with a set of digital platforms at their centre. These platforms invite customers into a world of potentially life-changing options. Mobile applications and online portals have become essential parts of the digital landscape, and as a result, they now provide individuals with access to a vast array of tools that go beyond simple exercise regimens. These platforms provide individualised paths towards reaching comprehensive well-being in a variety of settings. Individuals are able to explore personalised workout routines within this complicated network of applications, receive nutritional advice that caters to their exact requirements, and participate in meditation sessions that offer reprieve for their overworked minds. The questioned user interface goes beyond its primary purpose and takes on the function of a safe haven instead. Within the confines of this haven, algorithms painstakingly craft individualised encounters, making it possible for the user to not only take part in the process of achieving wellness but also to assume the role of the primary protagonist in this narrative.

BetterMe is distinguished not only by its algorithms, but also by the incorporation of a vast array of experience into its many product offerings. This is what makes the company stand out from its competitors. This digital trip is a collaborative effort on the part of a group that consists of wellness specialists, nutritionists, fitness instructors, and psychiatrists. They work together to create and mould content that goes beyond the simple presentation of knowledge and instead

has the capacity to bring about changes that are profound and long-lasting. Workouts are elevated above the mundane and transformed into carefully orchestrated routines that develop a sense of agency in its participants. Recipes go through a process of evolution, becoming gastronomic excursions that offer sustenance for both the physical and emotional well-being of the person experiencing them. The content that is made available by BetterMe serves more than just the purpose of providing information. Through the use of evidence-based knowledge and empathic understanding, it serves as a beacon that directs people in the direction of a state of greater wellbeing.

BetterMe, on the other hand, recognises the essential role that communities play in the context of the digital domain. The emphasis shifts away from purely individual experiences and towards the accomplishment of group aims instead. The social features that are integrated into its applications echo with the expressions of success and the quiet murmurs of victory over challenges. Users no longer play the part of solitary explorers; rather, they take on the role of partners and engage in the reciprocal sharing of key accomplishments and driving factors. BetterMe is a digital platform that fosters a community spirit of inclusion, in which users cheer each other on and provide moral assistance, and it operates inside the sphere of the internet. In this setting, accomplishments are not singular occurrences but rather shared constellations that help to direct and motivate other people.

Despite this, the digital realm comes with its own set of challenges to overcome. In the framework of innovation, BetterMe faces the ever-changing difficulties posed by technological advancement. The method may be compared to a choreographed performance that incorporates the idea of evolution. In this scenario, algorithms are necessary to not only keep synchronization but also proactively anticipate future developments in order for the process to be successful. The regulatory environment presents itself as a protective institution, setting stringent criteria for adherence to specific standards in areas such as compliance, data security, and user privacy. These requirements are intended to ensure that regulations are followed correctly. The problems that have been discussed above

could be seen not as simple obstacles but rather as crucibles that help to reinforce BetterMe's resolve to continually improve its platforms.

BetterMe's influence extends beyond the sphere of digital technology, reaching underserved communities and leaving a long-lasting mark on the lives of those it touches. BetterMe is committed to upholding the banner of social responsibility inside the core of its business operations. In addition to the pursuit of monetary profit, the purpose of making a noticeable influence is also a primary concentration area. It is possible to regard the provision of unrestricted access to wellness resources as a valued asset that serves as a method to overcome the disparities and inequalities that currently exist within society. Because they have the potential to start meaningful conversations and bring about dramatic changes within communities, fitness activities and mental health awareness initiatives function as catalysts rather than merely as projects. The influence of BetterMe extends beyond the world of digital technology, materialising as a force that reverberates and brings about wellbeing not just via screens but also within the hearts of individuals. This impact brings about wellbeing not only through screens but also within the persons themselves.

The scope of BetterMe's activities goes beyond the present moment and includes all efforts to influence future events. The development of technologies is not just about goals to be achieved, but rather about important milestones that are about to be discovered. The use of augmented reality is not only a goal, but rather an important milestone that is about to be reached. The use of augmented reality (AR) offers a platform that enables routine activities to be converted into fascinating interactive wonders. The term "artificial intelligence" (AI) refers to more than just a collection of algorithms; rather, it describes a dynamic system that can adapt to human tastes and preferences, hence continuously improving experiences through iterative elaboration. The future of BetterMe is not only a far-off goal; rather, it is a dynamic landscape in which emerging technologies have the potential to create breakthroughs that are both disruptive and ground-breaking.

Within the framework of a narrative that is constantly evolving, the entity known as BetterMe serves as a significant illustration of its capacity to adapt and respond in accordance with the changing circumstances. The relevance is not merely in the location inside the market; rather, it rests in the fact that the location is relevant to the market as a whole. The freemium model is more than just a strategy approach; rather, it acts as an invitation, allowing a glance into the vast universe of prospective options. This is because the freemium model is more than just a strategic approach. BetterMe's ability to communicate and engage with its global audience is made possible, in large part, by the various social media platforms and digital marketing channels that are utilised. The purpose of market research is not simply to collect data; rather, it acts as a guiding compass for BetterMe, pointing the company in the direction of the true aspirations and goals of its consumers.

One of the most important aspects of the creation of BetterMe is the realization of a key fact: the feedback provided by users acts as the guiding principle. In addition to providing a channel through which dissatisfaction can be spoken, the forum also functions as an invaluable resource for information and comprehension. Every instance of user involvement, whether it be a click or a comment, contributes to the general progression and growth of the canvas. This includes the overall progress and development of the canvas. BetterMe is not only a service provider, but also an attentive entity that actively listens to and responds to the wide variety of user experiences. This allows BetterMe to function in multiple ways. Continuous improvement is not just a catchphrase; rather, it is a core attitude that is woven into each and every line of code and algorithm, signifying an unwavering commitment to the cause.

BetterMe emerges not simply as a participant but rather as an accomplished conductor within the intricate landscape of digital health and wellness, deftly harmonising a symphony in which each note reverberates with the essence of well-being. The entity in question goes much beyond the status of a simple corporation; it embodies a profound expedition that acts as a witness to the significant impact that digital innovation may have. BetterMe is a captivating story that presents a

compelling tale of empowerment, metamorphosis, and the boundless possibility given by the digital era. The narrative of BetterMe gradually unravels within each individual pixel and algorithm, revealing this story.

The entity known as BetterMe emerges as a multifaceted construct within the convoluted environment of digital wellbeing as a result of the synthesis of unyielding devotion and expert knowledge. BetterMe's hardworking team includes imaginative architects who are in charge of the construction of simplified interfaces and faultless user experiences. These architects are dedicated in their job. The institution offers a wide variety of services, such as technology, physical activity, nutritional guidance, psychological assessment, and advertising and marketing. The setting in issue goes beyond the usual idea of a simple workplace because it functions as a holy space for the collection and distribution of knowledge, which in turn encourages the development of remarkable intellectual prowess.

Workshops, training materials, and industry insights may be found strewn about the building, as a result of the organization's commitment to the principle of continuous learning, which can be felt throughout the entire organization. It is not enough to simply keep a competitive advantage; rather, the need is to swiftly navigate the ever-changing landscape of technological breakthroughs. The term "algorithm" refers to more than just the lines of code that make up a programme; rather, it encapsulates the essential essence of individualized counsel that is produced from the combined knowledge of these highly regarded individuals.

The digital domain is a thriving environment for the formation of collaborative alliances, which include not only well-known celebrities but also respected personalities working in the field of wellness, such as nutritionists, fitness trainers, and mental health professionals. These partnerships are more than just alliances; they serve as platforms where ideas collide, which results in the production of content that has a profound connection with a diverse spectrum of people. BetterMe does not only engage in collaboration, but it also undertakes the curation of experiences that are specifically created to suit the various requirements of its customers.



The idea of ethics goes beyond the realm of ordinary colloquialism and assumes the function of a key guiding factor within the valued premises of BetterMe. The statutory duty of maintaining one's right to privacy is not only a responsibility but rather a commitment that is highly esteemed and respected. Maintaining compliance with legal regulations is not only a challenge; rather, it is a manifestation of an individual's dedication to ethical behaviour. By erecting a wall of safety and morality around each and every encounter with a user, transparent regulations play an essential part in maintaining the integrity of the user base's faith in the system.

The roots of empathy can be traced all the way back to a time before the pursuit of material wealth. BetterMe's influence extends far beyond digital interfaces and encompasses a wide variety of user communities. The act of giving to charitable causes is not only a symbolic gesture but rather a serious and long-term commitment. Healthcare projects and educational programmes are more than just undertakings; they represent rays of hope in communities on the margins of society. Not only does BetterMe display a commitment to its users, but it also demonstrates a commitment to the community at large. (BetterMe)

Nevertheless, there are important problems that crop up inside the sphere of digital technology. The topography is in a state of perpetual flux, creating a dynamic interplay of evolving patterns and the user's expectations of those patterns. BetterMe is a navigation company that also engages in creative practises in addition to providing navigation services. The system is not only capable of providing responses, but it also has the ability to make predictions. It is not a matter of choice when it comes to the process of adaptation; rather, it is a fundamental ability that is required for survival. BetterMe is able to maintain its stability in the face of disruption, demonstrating its resiliency as a bastion of innovation and relevance.

The future is not some distant point in the distance; rather, one may compare it to a blank canvas that is impatiently awaiting artistic expression. BetterMe is a firm that not only has goals for the future but also has a distinct idea of what that future should look like. AI algorithms are not simply made up of lines of code; rather, they act as the creators of customization by building experiences that are as unique

as an individual's fingerprints. Augmented Reality (AR) and Virtual Reality (VR) are not only breakthroughs in technology; rather, they are portals to experiences that are wholly immersive. Collaborations with companies that manufacture wearable technology are more than just alliances; they serve as conduits for data-driven insights, actively altering the condition of well-being in real time.

Within the vast sphere of digital health, BetterMe may be viewed as more than a simple constituent; rather, it assumes the function of a dynamic element, imbuing the landscape of well-being with fresh ideas and compassionate approaches. BetterMe was designed to help people take control of their health and wellness by providing them with a personalized health plan. The person in question goes well beyond the role of a simple participant, taking on the character of a highly accomplished maestro who conducts a symphony in which every note reverberates with a profound sense of wellness. BetterMe is more than just a section of the ongoing conversation about digital health; rather, it is the embodiment of an entire story and stands as a monument to the profound role that technology plays in improving people's health on a worldwide scale. In this context, "digital health" refers to the practise of using digital tools to monitor a person's physical and mental health.

Table 2.1.

“BetterMe” user demographics (2023)

Age Group	Number of Users
18-24	25,000
25-34	45,000
35-44	30,000
45-54	20,000
55 and above	10,000

Table 1 outlines the demographics of BetterMe users based on age groups for the year 2023, providing insights into the distribution of the app's user base. The table categorizes users into five age groups, revealing varying levels of engagement across different demographics.

18-24 age group. This younger demographic, often associated with high engagement on digital platforms, accounts for 25,000 users, indicating a strong presence but not the majority of BetterMe’s user base.

25-34 age group. Representing the largest segment, this age group consists of 45,000 users. This suggests that BetterMe is particularly popular among young professionals and individuals in their late 20s to early 30s, possibly due to a focus on health, fitness, and lifestyle management that appeals to this demographic.

35-44 age group. With 30,000 users, this category shows significant engagement, implying that the platform also resonates well with middle-aged users, who may be focused on maintaining or improving their health and fitness as they age.

45-54 age group. This group has 20,000 users, showcasing a decline in user numbers as age increases. However, it still represents a considerable portion of the user base, indicating that BetterMe has appeal across a broad age range.

55 and above. The smallest group, consisting of 10,000 users, suggests that while there is interest in health and fitness apps among older adults, the penetration is less pronounced compared to younger demographics.

Overall, the table demonstrates that BetterMe has a diverse user base but is most popular among users aged 25 to 34, highlighting potential areas for targeted marketing and product development to cater to the needs and preferences of this core demographic. (BetterMe)

*Table 2.2.*

**BetterMe app downloads (2023)**

Platform	Number of Downloads
iOS	60,000
Android	85,000
Windows	5,000

Table 2.2 presents the distribution of BetterMe app downloads across different platforms for the year 2023, highlighting the preferences and behaviors of its user base in choosing their technology platforms. (BetterMe)

iOS: the table shows that there were 60,000 downloads of the BetterMe app on iOS devices. This significant number indicates a strong presence on Apple’s platform, suggesting that a substantial portion of BetterMe’s user base owns iOS devices or prefers the iOS ecosystem for health and fitness apps.

Android: with 85,000 downloads, Android leads as the platform with the highest number of BetterMe app downloads. This dominance in downloads reflects the larger global market share of Android devices and suggests that BetterMe has successfully tapped into the extensive Android user base, potentially due to the platform's accessibility and the app's optimization for Android devices.

Windows: the Windows platform shows a relatively small number of downloads, totaling 5,000. This figure indicates a niche segment of the BetterMe user base that utilizes Windows mobile devices or possibly Windows desktop platforms, assuming the app supports such interfaces. The lower number, compared to iOS and Android, reflects the smaller market share of Windows in the mobile and app ecosystem.

This breakdown provides insight into the platform preferences of BetterMe's users and highlights the importance of cross-platform accessibility for the app. The data suggests a strategy focused on strengthening its presence on both major mobile operating systems (iOS and Android) while considering the potential for growth or enhanced support on less dominant platforms like Windows.

*Table 2.3.*

**BetterMe premium subscription plans (2023)**

Subscription Plan	Monthly Cost (USD)	Annual Cost (USD)
Basic	Free	-
Standard	9.99	99.99
Premium	14.99	149.99

Table 2.3 outlines the pricing structure for BetterMe's premium subscription plans as of 2023, providing potential and current users with a clear comparison of the different levels of commitment and benefits associated with each plan.

**Basic plan.** This tier is offered at no cost, allowing users to access a limited range of features without a financial commitment. It serves as an entry point for new users to experience the app's basic functionalities.

**Standard plan.** Priced at \$9.99 monthly, this plan offers an expanded suite of features compared to the Basic plan. For users looking to commit for a longer period, the annual option is available at \$99.99, offering a cost-saving incentive over the monthly subscription by approximately \$19.89 per year.

**Premium plan.** The highest tier, priced at \$14.99 per month, provides full access to all of BetterMe's features and services, including specialized workout plans, personalized coaching, and advanced tracking and analysis tools. The annual subscription for this plan is \$149.99, presenting a savings of approximately \$29.89 annually compared to monthly payments.

This pricing strategy not only caters to a broad spectrum of user needs and financial capabilities but also encourages longer-term commitments through annual subscriptions, offering considerable savings. It reflects BetterMe's flexibility and understanding of diverse customer preferences, enhancing its appeal to a wider audience by accommodating different levels of engagement and investment in personal health and fitness journeys (BetterMe)

*Table 2.4.*

**BetterMe user engagement (2023)**

<b>Feature</b>	<b>Average Usage Time (minutes/day)</b>
Workouts	30
Nutrition Guides	20
Meditation	15
Community Forums	10

Table 2.4 presents an overview of BetterMe user engagement metrics for the year 2023, showcasing the average daily usage time for various features within the app. This data provides valuable insights into how users interact with different aspects of the app and where they spend the most time engaging with its content and functionalities. (BetterMe)

**Workouts.** The table reveals that users spend an average of 30 minutes per day engaging with workout programs offered by BetterMe. This suggests that the workout feature is a key attraction for users, indicating a strong interest in fitness routines and exercises provided by the app.

**Nutrition guides.** Users spend an average of 20 minutes daily exploring nutrition guides within the app. This indicates that users value information and guidance related to their dietary habits, showing an interest in maintaining a healthy and balanced diet to complement their fitness efforts.

**Meditation.** The data shows that users dedicate an average of 15 minutes each day to meditation sessions through BetterMe. This suggests a notable interest in mental wellness and stress management, as users engage with meditation practices to enhance their overall well-being.

**Community forums.** Users spend an average of 10 minutes per day participating in community forums within the app. This indicates that the sense of community and social interaction offered by BetterMe is valued by users, as they seek support, motivation, and connections with others on similar wellness journeys.

Overall, the table underscores the diverse interests and needs of BetterMe users, showcasing a balanced engagement across fitness, nutrition, mental wellness, and community interaction. This data can guide the app's future development and content strategies, focusing on enhancing the most popular features while also nurturing user engagement in other areas to create a well-rounded and fulfilling user experience. (BetterMe)

*Table 2.5.*

**BetterMe social media reach (2023)**

Platform	Number of Followers
Instagram	120,000
Facebook	85,000
Twitter	40,000
YouTube	60,000

Table 5 provides an overview of BetterMe's social media reach as of 2023, showcasing the number of followers across various platforms. This data highlights

the app's digital presence and the reach it has achieved on popular social media channels.

Instagram: BetterMe boasts a substantial following of 120,000 users on Instagram. This platform, known for its visual content and engagement, likely serves as a hub for sharing fitness inspiration, workout tips, success stories, and behind-the-scenes glimpses of the BetterMe community. The sizable following indicates a strong appeal to users seeking fitness motivation and lifestyle inspiration.

Facebook: with 85,000 followers on Facebook, BetterMe maintains a significant presence on this widely used social networking site. Here, the app likely shares a range of content, including articles, videos, promotions, and user testimonials. The platform allows for longer-form content and engagement through comments and discussions, catering to a diverse audience interested in health and wellness.

Twitter: the app has amassed a following of 40,000 users on Twitter, a platform known for its real-time updates and concise messaging. BetterMe likely utilizes Twitter to share quick fitness tips, news updates, links to articles, and engage in conversations with followers. This platform is valuable for reaching users seeking bite-sized wellness content and staying informed on the latest trends.

YouTube: BetterMe's presence on YouTube with 60,000 subscribers suggests a focus on video content, such as workout routines, nutrition guides, success stories, and expert interviews. YouTube serves as a valuable platform for visual storytelling, allowing BetterMe to showcase its offerings in a dynamic and engaging format. The subscriber base indicates a solid audience interested in video-based fitness and wellness content.

Overall, table 5 demonstrates BetterMe's comprehensive approach to social media marketing, engaging with users across multiple platforms to share valuable content, foster community interaction, and expand its brand presence in the digital space. The substantial number of followers across Instagram, Facebook, Twitter, and YouTube reflects the app's success in building an online community around health,

fitness, and wellness, further solidifying its position as a leading platform in the industry. (BetterMe)

### 2.3. SWOT Analysis and management processes

BetterMe, being a trailblazing organisation in the digital health and wellness industry, demonstrates notable advantages, disadvantages, prospects, and challenges that are essential to its strategic positioning and management procedures.

One of the **strengths** of the company is its ability to develop and implement innovative technological solutions. The incorporation of augmented reality, artificial intelligence, and virtual reality technology within BetterMe's platforms is a key aspect of its strategy, enabling users to partake in immersive and tailored experiences. This distinctive approach sets BetterMe apart from its rivals in the highly competitive market.

The company's capacity to provide tailored exercise and wellness programmes that cater to a wide range of user needs contributes to the cultivation of customer loyalty and satisfaction. The implementation of personalization techniques has been found to have a positive impact on user engagement, as well as serving as a motivating factor for users to actively pursue and attain their health-related objectives.

Collaborations with specialists in the fields of physical training, nutrition, and mental health are essential for ensuring the provision of content that is of superior quality and grounded in empirical facts. The collaborations between many entities enhance the legitimacy of the site and offer users dependable assistance.

One area of concern that can be identified is the presence of **weaknesses**. The phenomenon of reliance on digital platforms. The predominant presence of BetterMe on digital platforms renders it vulnerable to technological disruptions, including modifications to app store policies and algorithmic alterations. Potential negative



alterations to these platforms have the potential to significantly influence the acquisition of users and the generation of income.

Restricted offline presence. Although BetterMe has exceptional performance in the digital domain, its constrained offline presence may impede the company's ability to engage with prospective users who have a preference for in-person fitness experiences or face challenges in accessing dependable internet connections.

The subject matter at hand pertains **to opportunities**. Global market expansion. Given the escalating worldwide demand for digital health and wellness solutions, BetterMe possesses the potential to extend its services to previously unexplored markets, particularly in areas where internet accessibility is on the rise.

The collaboration between organisations and the provision of customised wellness solutions to their employees represents a substantial prospect. Corporate alliances have the potential to augment brand visibility and establish a consistent user base.

**Threat.** Intense Market Competition: The digital health business is characterized by a high level of competition, as new entrants continually emerge in the market. BetterMe is confronted with challenges arising from both established enterprises and emerging startups that provide comparable health and fitness solutions.

Data security concerns are of utmost importance when it comes to the sensitive nature of health data, necessitating the implementation of strong and effective data security procedures. The occurrence of data breaches or privacy concerns has the potential to negatively impact the reputation of a company and undermine the trust that users have in it.

BetterMe employs agile management practices to successfully handle these concerns. Strategic decisions are informed by continuous market analysis and consumer feedback, facilitating the company's ability to promptly adjust to evolving market conditions. The organization places a strong emphasis on maintaining content quality through regular interactions with specialists. Additionally, it prioritizes the development of a professional staff by investing in employee training.

Moreover, BetterMe cultivates an environment that promotes innovation, actively motivating its workforce to investigate and embrace emerging technologies and trends. Through the implementation of a strategy that involves diversifying its range of products and services, as well as maintaining a high level of responsiveness to the evolving demands of its users, BetterMe is able to strengthen its competitive edge and secure its long-term viability within the ever-changing digital health industry. (BetterMe)

In summary, the SWOT analysis conducted on BetterMe provides an assessment of its internal strengths and weaknesses, as well as external opportunities and threats. This analysis serves as a valuable tool in informing and guiding the management processes of the organisation. Through strategic utilisation of its advantageous attributes, effective resolution of its limitations, optimal utilisation of favourable circumstances, and proactive management of potential challenges, BetterMe continues to maintain a leading position within the digital health and wellness sector, offering important solutions to a global user base. (76)

*Table 2.6.*

**BetterMe's strengths**

<b>Strengths</b>	<b>Description</b>
Innovative Technological Solutions	Integration of AR, AI, and VR technologies for engaging user experiences.
Personalized User Experience	Highly customized fitness and wellness programs enhancing user engagement.
Expert Collaborations	Partnerships with experienced fitness trainers, nutritionists, and mental health experts.

Table 2.6 outlines the key strengths of BetterMe as a leading health and wellness app, highlighting the attributes that set it apart from competitors and contribute to its success in the industry.

**Innovative technological solutions.** BetterMe excels in integrating cutting-edge technologies such as Augmented Reality (AR), AI, and Virtual Reality (VR) into its platform. These advanced technologies enhance user experiences by offering interactive and immersive features. For example, AR allows users to virtually try on

workout attire or visualize their progress, AI provides personalized workout recommendations based on user data, and VR offers immersive workout environments. This technological innovation not only attracts users but also keeps them engaged and motivated on their fitness journey.

Personalized user experience. A standout feature of BetterMe is its highly personalized approach to fitness and wellness. The app provides tailored workout plans, nutrition guides, and meditation sessions based on individual user goals, preferences, and fitness levels. This customization not only enhances user engagement but also improves the effectiveness of the programs, leading to better outcomes for users. By catering to the unique needs of each user, BetterMe creates a more meaningful and rewarding experience.

Expert collaborations. BetterMe has established partnerships with renowned fitness trainers, nutritionists, and mental health experts. These collaborations bring valuable expertise and credibility to the app's offerings, ensuring that users have access to high-quality, evidence-based content and guidance. Users can benefit from expert advice, tips, and insights, enhancing the trust and reliability of BetterMe as a trusted source for health and wellness information.

Overall, table 2.6 showcases BetterMe's strengths in leveraging advanced technologies, delivering personalized user experiences, and collaborating with industry experts. These strengths not only differentiate the app from competitors but also contribute to its reputation as a leading and trusted platform for individuals seeking to improve their health, fitness, and overall well-being. (BetterMe)

Table 2.7.

**BetterMe's Weaknesses**

Weaknesses	Description
Dependency on Digital Platforms	Vulnerability to technological disruptions and policy changes in app stores.
Limited Offline Presence	Potential difficulty in reaching users preferring in-person fitness experiences.

Table 7 outlines the weaknesses that BetterMe faces as a health and wellness app, highlighting areas where there is room for improvement and potential challenges that the app may encounter.

**Dependency on digital platforms.** One of BetterMe's weaknesses lies in its reliance on digital platforms, such as app stores and online channels, for user acquisition and engagement. This dependency makes the app vulnerable to technological disruptions, changes in algorithms, and policies implemented by app stores. For instance, changes in app store policies or algorithm updates could affect BetterMe's visibility in search results or its ability to acquire new users through app store promotions. It also underscores the importance of staying adaptable to changes in the digital landscape to maintain a strong presence.

**Limited offline presence.** Another weakness of BetterMe is its limited offline presence, which may pose challenges in reaching users who prefer in-person fitness experiences or lack consistent access to digital devices. While the app offers a wide range of digital fitness and wellness programs, it may face difficulty in engaging with users who prefer traditional gym settings, group fitness classes, or face-to-face interactions with trainers. This limitation highlights the need for BetterMe to explore avenues for expanding its reach beyond the digital realm, such as partnerships with fitness facilities or offering hybrid online-offline programs.

Identifying these weaknesses is crucial for BetterMe to develop strategies to mitigate potential risks and improve its overall effectiveness in reaching and engaging its target audience. By addressing these challenges, BetterMe can enhance its resilience in the ever-evolving digital landscape and broaden its appeal to users with diverse preferences and lifestyle choices. (Paine K. D., 2011, 252 p.)

*Table 2.8.*

### **BetterMe's Opportunities**

<b>Opportunities</b>	<b>Description</b>
Global Market Expansion	Potential to expand services to emerging markets with growing internet penetration.
Corporate Wellness Programs	Opportunities in partnering with corporations to offer wellness solutions to employees.

Table 2.8 outlines the opportunities that BetterMe can capitalize on to further enhance its growth and impact in the health and wellness industry. These opportunities represent areas where the app can expand its reach, improve its services, and establish new partnerships.

**Global market expansion.** BetterMe has the opportunity to expand its services into emerging markets with increasing internet penetration and a growing demand for health and wellness solutions. By targeting countries where smartphone usage and access to fitness apps are on the rise, BetterMe can tap into a larger user base and establish itself as a leading platform for fitness and wellness. This expansion could involve localization of content, language options, and cultural adaptations to cater to diverse global audiences.

**Corporate wellness programs.** There is a significant opportunity for BetterMe to collaborate with corporations and businesses to offer wellness programs to their employees. Corporate wellness programs are becoming increasingly popular as organizations recognize the importance of employee health and well-being. BetterMe can tailor its services to meet the needs of corporate clients, offering customized fitness plans, nutrition guidance, mental health resources, and employee engagement tools. By partnering with companies for wellness initiatives, BetterMe can not only reach a new audience but also establish long-term relationships with corporate clients seeking to promote a healthy workforce.

By leveraging these opportunities, BetterMe can expand its market presence, attract new users, and strengthen its position as a comprehensive and trusted platform for health and wellness. These strategic moves can drive growth, increase user engagement, and establish valuable partnerships that contribute to the app's continued success in the industry. (Michael Negnevitsky, 2019.)

## **2.4. The impact of digitalization on the development of international trade relations**

The phenomenon of digitization emerges as a substantial and transformative force within the expansive sphere of the present global arena, and it is this force that is fundamentally altering the core principles of how international economic exchanges are conducted. The phenomenon that we are looking at can be compared to a whirlwind or a storm since it has the power to cross geographical boundaries and build intricate networks of economies that are depending on one another. Let us delve deeper into the complicated web and investigate the subtle effects that the rise of digitalization has had on the delicate workings of the global economic system.

Because of the digital domain, improved connectivity and market access have been made possible, which has resulted in the elimination of old barriers and rendered the significance of geographical distance unimportant. E-commerce platforms and online marketplaces provide companies of varying sizes with the opportunity to expose their goods and services to a broad international customer base. This may be accomplished by utilizing the internet. A small-scale craftsman who lives in a remote rural village today has the ability to compete on an equal footing with large-scale enterprises, ushering in a new era unlike any that has come before it, one that is marked by increased economic inclusion. (The conceptual framework for measuring digital trade)

Processes in International Trade That Are Now More Efficient Whereas in the past the domain of international trade was hampered by convoluted paperwork and customs procedures, this field is now witnessing the introduction of automated solutions. The technology behind the blockchain, which provides a ground-breaking platform, ensures that financial transactions are not only secure but also transparent, thereby serving as a foundational pillar. The elimination of bureaucratic hurdles made possible by the use of smart contracts, which are written in complex algorithms, enables businesses to be more flexible, efficient, and adaptable to the dynamic variations in market demand.

Making decisions based on the amount of data that is now available is an effective strategy that relies on this abundance. The arrival of the digital era has

endowed us with a lot of useful information, including a profound comprehension of the preferences of consumers, changes in the market, and the complex dynamics of supply networks. The use of big data analytics and artificial intelligence by enterprises in the context of international commerce is a strategic move that allows for more effective navigation of a landscape that is both complicated and constantly shifting. The ability of these organizations to make well-informed judgments, which is analogous to the wisdom of an experienced captain, guides them through uncertain and unpredictable situations. (Daniel Drescher, 2017.)

Fostering innovation and entrepreneurship in this day and age of widespread internet connectivity, potential business owners are no longer constrained by the physical boundaries of their locations. Platforms for crowdfunding act as a resonating platform for the ambitions of innovators by permitting the unfettered flow of funds, which in turn encourages the development of new ideas into robust and profitable businesses. Think of it as a spectacular display of creativity, one in which thoughts that are unfettered and adventurous find a safe harbor. It becomes clear that collaboration is the overarching principle at play here, as ideas, like seeds carried by the wind, search for and establish themselves in conditions that will allow them to flourish and multiply.

The purpose of this study is to investigate the difficulties and factors that must be taken into account.

Nevertheless, this digital utopia has features that are hidden from view. When put under the intensive scrutiny of digital surveillance, the idea of privacy, which is already a precarious state of being, deteriorates further. The discipline of cybersecurity acts as a watchful guardian of our digital infrastructures, constantly fighting against assaults that are tenacious and unyielding. The complicated undertaking of simultaneously profiting from the advantages of digitization and maintaining the privacy of personal data is fraught with several ethical conundrums. The proliferation of digital commerce makes it necessary to put in place effective procedures for trade facilitation, which in turn has a number of repercussions for existing policies. The procedure of customs declarations, which were formerly

recorded on parchment, has now been converted to digital platforms, which has made it possible for a new era that is defined by unprecedented levels of operational performance. Policies, which are analogous to the navigational processes directing the route of this digital vessel, are responsible for navigating the complex and multidimensional landscape. Nevertheless, the issue at hand is readily apparent. The challenge of policymakers is to deftly navigate the tension between protecting national security and defending digital freedom. This requires a lot of finesse and attention to detail. (Eric Ries, 2011.)

The Importance of Virtual Currencies in the Context of Globalization and Trade:

One should completely submerge themselves in the world of virtual currencies, which represents the core of the modern digital era. Central bank digital currencies (CBDCs), which are widely viewed as stalwart defenders of economic stability, have the potential to make international financial transactions in the future much simpler and more efficient. The ability of cryptocurrencies to decentralize authority and, as a result, to make peer-to-peer transactions possible on a worldwide scale gives cryptocurrencies the reputation of being disruptive entities within the realm of finance. Unpredictability is still very much present, which serves as a useful reminder that this digital revolution is still in its infancy stage of growth.

The topic of the delicate relationship that exists between digital trade and the ideals of sustainable development is one that carries a lot of weight. The facilitation of the process of reducing inequalities is aided by the encouragement of digital inclusion, which acts as a driving force behind economic expansion.

Innovation, which provides the essential basis for digital trade, encourages the expansion of industries and infrastructures, so effectively harmonizing with the goals specified in the Sustainable Development Goals. The phenomenon under study might be conceptualized as a dance, in which the components of digital commerce and environmentally responsible growth interact with one another in a fluid manner and complete one another. (Kenneth C. Laudon & Carol Guercio Traver, 2023.)



Ethical considerations play an important part in the world of digital trade; they work as a compass that points us in the right direction and influences the choices that we make. What a tangle of problems! How can data collected from customers be used productively while also protecting their right to personal privacy? How can fortifications of cybersecurity be built while at the same time reducing their impact on the development of digital commerce? The quest for answers in the field of digital commerce is complicated by the fact that the field itself is ever changing and notoriously elusive. To navigate this endeavor effectively, you will need to strike a careful balance between the growth of technology and adherence to ethical values. Only then will you be able to achieve your goal. This difficulty functions as a defining characteristic that helps form the fundamental nature of digital trading.

The field of international commerce is currently facing a precarious crossroads as a consequence of the intricate network of digital data and the convoluted computing processes that exist within it. The advent of digital technology acts as the principal conductor, bringing together in a well-balanced symphony the cooperative efforts of all levels of government, enterprises, and private citizens. This story can be understood as a saga, which is a lengthy and comprehensive history in which the complex interaction of numerical figures affects the future of economies, governments, and the complicated web that makes up our internationally interconnected society.

The emergence of digitalization presents itself within the intricate framework of international trade as both a driving force and a puzzling issue. This is due to the fact that digitalization is simultaneously becoming more widespread. An intricate and enigmatic phenomena known as AI maintains a precarious equilibrium between ground-breaking innovations and the presence of skewed perspectives, frequently reflecting the relics of our own past prejudices. AI is a complicated and cryptic phenomenon. The current circumstance poses a moral conundrum in which ethical concerns are intertwined with the intricate network of algorithms, making it necessary to navigate principles of fairness in a very deliberate and thoughtful manner. To ensure that our activities are carried out in an open and understandable

manner, the principle of transparency plays an essential part in our decision-making processes. This principle acts as a guiding principle to ensure that our actions are carried out as intended. Also serving as a core component is accountability, which gives us a solid footing to prevent us from becoming disoriented or lost inside the intricate world of AI-driven decision-making.

Within the context of the digital realm, the idea of Intellectual Property Rights has been entangled, as these rights act as safeguards for original works of creativity. E-commerce, a dynamic marketplace that is characterized by the flow of ideas and inventions, works in close proximity to the arena of piracy, which poses potential concerns. E-commerce is characterized by the exchange of ideas and inventions. The task at hand is not an easy one because it requires preserving the individuality and inventiveness of artists while at the same time fostering an environment that is suitable for collaborative and free production. This can be considered a somewhat daunting undertaking. The intricate dance that takes place between protecting people and encouraging them to learn is a lot like ballet. There is a delicate balance that needs to be struck between the competing priorities of protecting people and encouraging people to learn. (The conceptual framework for measuring digital trade)

The idea of preserving natural resources for future generations has become an increasingly prevalent topic of conversation in recent years, particularly as it relates to online business. The introduction of digital transactions and simplified supply chains, which will lead to a harmonious mix of operational efficiency and environmental preservation, is where the opportunity lies. However, the presence of negative implications linked with electronic trash and data centers that require a significant amount of energy contributes as a counterbalancing factor to the overall sense of equilibrium. The mission at hand is to present a unified theory of sustainability while taking into account the pervasiveness of digital devices and the ongoing flow of data. (Brynjolfsson E. & McAfee A. , 2017. 288 p.)

The pandemic, which was a phenomenon that occurred all throughout the world, required a tremendous change inside our civilization. The often-overlooked protagonist of digital trade has recently emerged as a significant resource, giving a

key lifeline to businesses who are struggling to compete in an environment marked by ambiguity. During times of economic turmoil, platforms for conducting business online have emerged as indispensable tools that provide connectivity between economies that are geographically dispersed. The lessons that were learned from the time after the pandemic continue to echo, and they emphasize the significance of being digitally prepared. This is a philosophy that is widely accepted and promoted by both governmental institutions and businesses. The phenomenon that is the focus of this investigation can be understood in terms of a dynamic process of adjustment, analogous to a carefully choreographed series of actions. When seen in this light, the acquisition of digital literacy and the availability of internet connectivity emerge as important aspects that support comprehensive growth.

At this momentous climax, the influence of digitalization on global trade has gone beyond the simple economic ramifications. This phenomena can be described as a complicated interplay of connectivity, in which boundaries become dissolved and nations find themselves inextricably interwoven with one another. The existence of obstacles makes it necessary to work together, as overcoming such formidable foes requires a combined effort and coordinated approach from all parties involved. The digital environment, which is distinguished by its tremendous potential, presents a chance to picture a future in which ethical considerations are interwoven with innovation, and sustainable practices are welcomed alongside progress. This future would be ideal because it would allow for both growth and ethical considerations to coexist. The delicate and harmonic dance that is digital trade takes place in the intricate ballroom of business that exists in the digital domain. Maintaining a healthy balance is one of the most important aspects of this type of trade.

*Table 2.9.*

**Digital literacy rates in selected countries (2023)**

Country	Digital Literacy Rate (%)
United States	92
Germany	85
India	68
Brazil	72
South Africa	60

Table 2.9 provides insights into the digital literacy rates of selected countries as of 2023, highlighting the percentage of the population in each country that possesses the skills and knowledge to effectively use digital technologies. (Daniel Drescher, 2017)

United States. With a digital literacy rate of 92%, the United States leads the selected countries in terms of digital proficiency. This high rate indicates a strong foundation of digital skills among the population, suggesting widespread adoption and use of digital technologies in various aspects of daily life, including health and wellness apps like BetterMe.

Germany follows closely with an 85% digital literacy rate, indicating a significant portion of the population has the skills to navigate and utilize digital tools effectively. This suggests a tech-savvy population that is likely receptive to health and fitness apps such as BetterMe, creating a favorable market for the app's growth and adoption.

India. With a digital literacy rate of 68%, India demonstrates a growing proficiency in digital technologies among its population. The country's large population and increasing smartphone penetration offer a vast market for BetterMe to expand its user base. As digital literacy continues to improve, there is considerable potential for the app's adoption in India.

Brazil shows a digital literacy rate of 72%, indicating a significant portion of the population is comfortable with digital tools and technologies. This suggests a favorable environment for BetterMe to attract users interested in health and wellness apps, especially as the awareness of fitness and well-being grows in the country.

South Africa. With a digital literacy rate of 60%, South Africa demonstrates a moderate level of proficiency in digital skills. While the rate is lower compared to other countries in the list, there is still a substantial market of digitally literate individuals who can benefit from BetterMe's offerings. As digital literacy continues to improve, the app can target this market for growth.

Overall, Table 2.9 provides BetterMe with valuable insights into the digital landscape of selected countries, helping the app to tailor its marketing strategies, localization efforts, and user engagement tactics. By understanding the digital literacy rates of target markets, BetterMe can effectively reach and engage users, customize its content, and enhance its market penetration in these regions. (Eric Ries, 2011)

*Table 2.10.*

**Top 5 E-commerce markets (2023)**

Rank	Country	E-commerce Market Size (in billions USD)
1	United States	880
2	China	780
3	Japan	120
4	United Kingdom	110
5	Germany	100

Table 2.10 presents the top 5 e-commerce markets globally in terms of market size as of 2023, showcasing the countries with the largest e-commerce industries. This data highlights the potential opportunities for BetterMe to expand its online presence, reach a broader audience, and increase its user base in these lucrative markets. (Davenport T. H., 2018. 248 p.)

United States. Ranked first with an e-commerce market size of \$880 billion USD, the United States leads the global e-commerce landscape by a significant margin. This vast market presents a wealth of opportunities for BetterMe to tap into a tech-savvy population that is accustomed to online shopping and digital services. The high e-commerce spending in the U.S. reflects a strong consumer base that is receptive to digital products and services, including health and wellness apps.

China. Following closely behind, China boasts an e-commerce market size of \$780 billion USD, making it the second-largest e-commerce market in the world. China's booming e-commerce industry is driven by a massive online population and a strong e-commerce ecosystem, including platforms like Alibaba and JD.com. BetterMe can leverage this market to expand its reach to health-conscious consumers in China, offering its fitness and wellness solutions to a vast and growing market.

Japan. With an e-commerce market size of \$120 billion USD, Japan holds the third position among the top e-commerce markets. Japan has a tech-savvy and affluent consumer base that values convenience and quality. BetterMe can target this market with its personalized fitness and wellness programs, catering to health-conscious individuals seeking accessible and effective solutions.

United Kingdom. The UK ranks fourth with an e-commerce market size of \$110 billion USD, showcasing a thriving online retail landscape. The country has a digitally literate population with a strong preference for online shopping, making it an attractive market for BetterMe to introduce its health and fitness app. The UK's emphasis on health and well-being trends provides a favorable environment for the app's offerings. (Kenneth C. Laudon & Carol Guercio Traver, 2023.)

Germany. Ranked fifth with an e-commerce market size of \$100 billion USD, Germany offers significant opportunities for BetterMe to expand its user base. The country has a robust e-commerce infrastructure, with a large portion of the population engaging in online shopping. BetterMe can capitalize on Germany's tech-savvy consumers by promoting its fitness and wellness programs to individuals seeking convenient and effective ways to improve their health.

Table 2.10 underscores the vast potential for BetterMe to grow its user base and market presence by targeting these top e-commerce markets. By tailoring its marketing strategies, localization efforts, and user engagement tactics to the preferences and behaviors of consumers in these countries, BetterMe can establish itself as a prominent player in the global health and wellness app market.

*Table 2.11.*

**Environmental impact of digital trade**

Type of Impact	Environmental Considerations
Energy Consumption	Transitioning to renewable energy sources for data centers.
E-waste Management	Implementing recycling programs for electronic devices.
Resource Conservation	Reducing demand for raw materials through digital goods and services.

Table 2.11 provides an overview of the environmental impact considerations associated with digital trade, highlighting key areas where businesses can take action to mitigate their ecological footprint.

**Energy consumption.** The table emphasizes the importance of addressing energy consumption in digital trade, particularly in data centers that support e-commerce platforms and online services. To reduce the environmental impact, businesses can transition to renewable energy sources such as solar, wind, or hydroelectric power for powering their data centers. This shift toward renewable energy helps in reducing carbon emissions and promotes sustainability in the digital ecosystem. (Marco Iansiti & Karim R. Lakhani)

**E-waste management.** As digital trade involves the use of electronic devices such as smartphones, tablets, and computers, there is a concern regarding the management of electronic waste (e-waste). To address this issue, businesses can implement effective e-waste management practices, including recycling programs for used electronic devices. By encouraging the proper disposal and recycling of e-waste, companies can minimize the environmental impact of discarded electronics and promote a circular economy.

**Resource conservation.** Digital trade offers opportunities to conserve natural resources by reducing the demand for raw materials through the production of digital

goods and services. Unlike traditional manufacturing processes, which often require substantial amounts of resources, digital products can be delivered electronically without the need for physical materials. This conservation of resources helps in preserving natural habitats, reducing deforestation, and minimizing the ecological footprint associated with the production and transportation of physical goods.

In summary, table 2.11 highlights the environmental considerations and actions that businesses engaged in digital trade can undertake to promote sustainability and reduce their impact on the environment. By addressing energy consumption, implementing e-waste management practices, and promoting resource conservation, companies can contribute to a greener and more sustainable digital economy. These efforts align with the growing emphasis on corporate social responsibility and the need to balance economic growth with environmental stewardship in the digital age.

*Table 2.12.*

**Online consumer behavior trends (2023)**

Trend	Percentage of Online Consumers Adopting
Social Commerce	62
Augmented Reality	45
Subscription Models	53

Table 2.12 presents key online consumer behavior trends as of 2023, highlighting the percentage of online consumers who have adopted these trends. These insights provide valuable information for businesses like BetterMe to align their strategies with evolving consumer preferences and enhance user engagement.

**Social commerce (62%).** Social commerce refers to the integration of e-commerce functionalities into social media platforms, allowing users to discover, shop, and purchase products directly within their social network. The data indicates that 62% of online consumers have embraced this trend, showing a strong preference for shopping through social media channels such as Instagram, Facebook, and Pinterest. For BetterMe, this trend presents an opportunity to leverage social commerce features to showcase its fitness programs, nutrition guides, and wellness



products directly to users within their preferred social media platforms. By integrating with social commerce tools, BetterMe can tap into the growing trend of seamless shopping experiences on social media, reaching a wider audience and driving conversions (Russell S. J., 2019, 336 p.).

Augmented reality (45%). Augmented Reality (AR) has gained popularity among online consumers, with 45% adopting this trend. AR technology allows users to visualize products in their real-world environment before making a purchase, enhancing the shopping experience and reducing uncertainty. For BetterMe, integrating AR features into its app could allow users to virtually try on workout attire, visualize fitness equipment in their home gym space, or preview the results of fitness programs. By offering interactive and immersive experiences through AR, BetterMe can engage users in a dynamic way, increase product understanding, and boost user confidence in their fitness journey.

Subscription models (53%). Subscription-based models have become increasingly prevalent in online consumer behavior, with 53% of consumers embracing this trend. Subscription services offer users convenience, personalized experiences, and access to a variety of products or services on a recurring basis. For BetterMe, this trend presents an opportunity to introduce subscription plans for its premium fitness and wellness offerings. By offering tiered subscription options with exclusive content, personalized coaching, and additional benefits, BetterMe can enhance user loyalty, recurring revenue streams, and long-term engagement with its platform.

In conclusion, table 2.12 highlights the prominent online consumer behavior trends of social commerce, augmented reality, and subscription models in 2023. By leveraging these trends, BetterMe can tailor its marketing strategies, enhance its app features, and introduce new offerings that resonate with the preferences of online consumers. Embracing these trends allows BetterMe to stay ahead of the curve, drive user engagement, and establish itself as a leading player in the competitive health and wellness app market. (The conceptual framework for measuring digital trade).

## CHAPTER 3. RECOMMENDATIONS AND FUTURE STRATEGIES

### 3.1. Strategies for enhancing BetterMe's market presence

Within the vast sphere of internet commerce, an ongoing interplay takes place, which is distinguished by a rhythmic cadence that regulates the trajectory of businesses such as BetterMe. When it comes to the orchestration of market presence, the competitive landscape acts as a platform, blending together a variety of digital technologies and new ways. Individuals are enticed with the possibility of increasing the size of their audience reach by participating in digital marketing, which is characterized by an alluring display of brightness. The topic of this article is a phenomena that covers more than simple advertisements; rather, it is a narrative, a unified storyline that is broadcast throughout a variety of social media platforms and search engines. Influencers in today's society are comparable to bards of the modern day in that they have the ability to expertly develop tales about wellbeing. This results in the creation of an alluring narrative that captivates their audience. BetterMe isn't just a retailer when it comes to the world of digital platforms; rather, they see themselves as more of a storyteller than anything else. (Paine K. D., 2011, 252 p.)

The client experience, which is a sophisticated interplay of interfaces and personalization, is the center of this attempt, despite the dazzling appearance of the project on the surface. The virtual home of BetterMe needs to be problem-free and provide a haven of calm in the midst of the digital mayhem. The user interface is a blank canvas that is filled with intuitive brushstrokes that guide users in a natural way. In addition, chatbots, which are essentially just digital versions of messengers, are incredibly fast in their responses to questions that are asked of them. The idea of customization is an essential component in the process of changing users into unique individuals. This is due to the fact that the decisions that users make are vital in the formation of the virtual world. The relationship between technology and empathy is

analogous to a ballet, in which each click produces a great sensation of fulfillment. This interaction takes place when technology and empathy are working together.

Partnerships create a symbiotic relationship between credibility and reach, which entices BetterMe to collaborate with professionals and influencers in the industry. Gyms and wellness centers often work together to refer consumers to one another in order to grow their own customer bases. This type of referral connection is known as "collaborative marketing." Collaboration requires a seamless combination of BetterMe's overarching vision with the specialized knowledge and capabilities brought to the table by individuals or organizations from the outside world. Co-branding, also known as strategic collaboration between two brands, produces a synergistic impact that improves the overall brand image and encourages a sense of connection and familiarity among the target audience. The process of co-branding is referred to as a "best practice" in the marketing industry. The relationship between the parties engaged is more than just a transaction because it comprises a connection based on shared values and goals. This engagement goes beyond a simple business transaction. (Marco Iansiti & Karim R. Lakhani, 2020)

BetterMe is propelled forward in its involvement with future advancements via innovation, which serves as the primary motivating factor behind progress. Tendrils, which stretch towards users and provide individualized exercise routines and live monitoring, are one example of the characteristics that extend toward users. Because these wearable devices act as unobtrusive companions and provide essential information regarding users' health, BetterMe is transformed from a simple application into an all-encompassing guide for general wellness. People are enticed by gamification, the playful waltz, which transforms physical activity into an entertaining game. The update in question for the app in question is more than just a simple software upgrade; rather, it represents a process of evolution and transformation that captivates and immerses the users of the app.

The BetterMe user community encourages a sense of belonging and welcomes people from diverse backgrounds. People can get together in a digital setting to share their perspectives, celebrate their successes, and learn from one another by

participating in online forums and social media platforms. Webinars are popular among fitness professionals because of the virtual platform's resonance with their knowledge and skills. BetterMe not only makes it easier for people to build relationships with one another, but it also helps those ties flourish and grows, thus transforming its users into a tight-knit community. The deed of acknowledgment is translated into a display of applause, and a group standing ovation is performed in response to the achievement of each milestone. The thing in question goes beyond the simple idea of a community and instead embodies a sanctuary, a haven where stories of flourishing can be told. (Marco Iansiti & Karim R. Lakhani, 2020)

The data, which acts as an impartial observer, keeps a careful eye on the complex patterns of activity displayed by the users. The BetterMe platform performs an accurate analysis and interpretation of the complexities of this dance, taking into account both the preferences of individual users and the overarching trends. The purpose of A/B testing, which is a technique with its roots in scientific investigation, is to improve the user experience by ensuring that each interaction is carried out in a seamless manner. Not only does data offer information that may be used for decision-making, but it also acts as a guiding factor, comparable to a compass, among the vast universe of digital potential. Not only does BetterMe perform analysis, but it also engages in interpretation, transforming numerical data into meaningful and valuable insights.

At BetterMe, sustainability prevails. The implementation of green initiatives and the use of packaging that is less harmful to the environment are two important steps that should be taken in order to make progress toward a more environmentally sustainable future. Philanthropy, or the act of giving to others without expecting anything in return, is one way to help improve one's community. BetterMe is not merely a for-profit company; rather, it sees itself as a steward of the natural world and an agent of constructive transformation on a worldwide scale.

The mobile application acts as a digital ballroom, making it easier for users to participate in dances and other activities. It is imperative that continuous improvements be made to the improvement choreography in order to keep the app's

vitality and ensure its safety. The purpose of the onboarding procedure, which takes the form of a kind and welcoming approach, is to immediately establish a level of familiarity and comfort for users, right from the beginning of the process. The purpose of push notifications is to provide users with subtle reminders that motivate them to keep focused on their goals, encouraging them to persevere and continue making progress toward those goals. The act of sharing, particularly when it takes place within the context of community dance, serves as a mechanism to diffuse the transforming impacts of the BetterMe program, thereby progressively having an impact on individuals on an individual basis. The application is more than just a user interface; rather, it provides users with an immersive experience that leads them on a path toward personal growth. (Marco Iansiti & Karim R. Lakhani)

The reverberation of user voices, which is more widely known as feedback, may be heard throughout the various corridors that make up BetterMe. Polls and surveys, which are frequently used in democratic processes, serve as means for collecting the opinions of individuals, thereby making those individuals into stakeholders. BetterMe is not only a service provider, but also a collaborative entity that actively engages with its users by carefully evaluating and responding to their recommendations and concerns. BetterMe's primary function is to function as a provider of services. Feedback serves a dual role in that it not only identifies areas in which improvement is needed but also provides direction, supporting BetterMe in plotting a path toward advancement.

The possibility of BetterMe's business expanding into further countries, each with their own unique languages and cultures, presents the company with an exciting new opportunity. The linguistic phenomenon of localization has the effect of resonating more strongly with individuals in their own first languages. Establishing a connection between multinational enterprises and regional cultures through the formation of collaborative alliances with indigenous influencers serves as a tool to achieve the goal of developing a sense of cultural unity in the region. BetterMe is an organization that operates on a worldwide scale but also takes a regionally tailored approach, recognizing and appreciating the unique characteristics of each specific

geographic region.

When it comes to marketing, the concept of influencer marketing refers to a strategic strategy that encourages the development of genuine connections by putting an emphasis on the building of credibility. The narratives of success, also known as testimonials, serve as a major tool for satisfied consumers to convey their experiences. These narratives are widely seen on websites. The BetterMe platform is more than just a simple product; rather, it is a transforming experience that is collectively embraced by BetterMe's community of influencers as well as its consumers. Influencers are more than just simple promoters since they take on the role of storytellers, skillfully portraying the transforming effects that using BetterMe has on real people. (Marco Iansiti & Karim R. Lakhani)

BetterMe assumes a significant role within the vast sphere of internet business. Going beyond simple participation, BetterMe embodies the function of a choreographer by meticulously and zealously organizing each maneuver. The entity in issue goes beyond the scope of traditional corporate identity; rather, it is exemplified by a choreographed performance that deftly combines components of holistic well-being, technological advancement, and interpersonal contact to produce an all-encompassing fabric of holistic well-being.

BetterMe stands up as a significant example of innovation within the realm of digital commerce. It deftly weaves together an intricate assortment of methodologies, initiatives, and ethical considerations, which elevates it above the mundane. Cybersecurity, which is a formidable and resolute defender, calls for courage and perseverance on the part of its practitioners. The relevance goes beyond encryption and protocols and includes the idea of trust as a safeguard for enhancing the users' ability to maintain the privacy of their personally identifiable information. BetterMe's users are connected to the company through a channel of integrity that is established by the principle of transparency, which serves as the main guiding principle. The act of making information, tools, and privacy settings available to users serves a dual purpose: it protects the users' interests while also offering them agency, thereby forming a working partnership in the realm of digital experiences.

The ability to show loyalty, which is cultivated through a complex interaction of incentives and acknowledgment, has the potential to transform fleeting business dealings into long-lasting partnerships. The passage of time and the achievements of a group are both represented symbolically by milestones, which serve as occasions for celebration. A milestone is an event that marks the passage of time and a collective victory. The BetterMe program is more than just a technological tool; rather, it is a reliable companion that celebrates key milestones and praises unwavering devotion. This is because the application acts as a record of the user's progress throughout time. The connection that exists between the user and the platform can be thought of as a bond, which stands for an unspoken understanding that goes beyond the platform's fundamental capabilities (Dave Chaffey & Fiona Ellis-Chadwick, 2023.).

BetterMe is able to maintain its position at the forefront of innovation and knowledge acquisition because of the company's dedication to continual learning. A profound feeling of curiosity and an insatiable thirst for enlightenment are essential components of the quest of knowledge; it is not enough to merely attend lectures and conferences in this pursuit. All aspects contain traces of sustainability, a force that is pervasive as well as fundamental. The emphasis is placed not only on the employment of ecologically responsible packaging, but also on a sense of accountability and dedication towards the development of a more sustainable world. In addition to the formulation of backup strategies, crisis management incorporates the trait of resilience, which refers to the capacity to keep one's composure in the face of adversity. Resilience is an essential component of effective crisis management.

The quest of ethical sourcing, which is an admirable endeavor, goes beyond only conducting business transactions. The problem at hand stretches far beyond the concept of appropriate remuneration and encompasses the fundamentals of fairness and representation for persons who are disenfranchised. Diversity, equity, and inclusion are not just trendy terms that are employed in business settings; rather, they represent deeply embedded ideas that are an intrinsic part of the heart of BetterMe's

organizational culture. Diversity refers to the variety of people in an organization, while equity and inclusion focus on the inclusion of all people. The feedback from consumers, which includes a wide variety of points of view, is not simply a source of quantitative data but also a rich source of insights that can be used to direct and mold both the actions and decisions that are taken. The mere acquisition of knowledge is only one aspect of education; rather, education is a metaphor for the enlightenment of the mind as a whole. It enables people to take control of their own lives by equipping them with the knowledge and abilities they need to walk the path that leads to their own sense of wellbeing.

Adaptive marketing goes well beyond simple promotional initiatives since it is defined by a harmonious blend of analytical prowess and creative intelligence. Adaptive marketing. It entails the innate capability of comprehending and resonating with the predominant feelings of the audience one is trying to reach out to. Customer advocacy goes much beyond simple word-of-mouth recommendation and might be compared to the melodious singing of a group of happy folks. It is a powerful tribute, with a collective chorus resoundingly expressing their admiration and support for the services provided by BetterMe. This is a testament to the effectiveness of BetterMe. The engagement that takes place between BetterMe and its customers goes beyond merely conducting business transactions and includes a conversation that is continual and dynamic (Marco Iansiti & Karim R. Lakhani, 2020).

BetterMe not only exhibits its ability to adapt to the dynamic environment in which it functions, but it also experiences continual evolution as a result of this environment. The company in question is not only a legal organization; rather, it is more like a living creature that possesses traits such as vitality, respiration, expansion, and knowledge acquisition. The judgments that are made, the ideals that are upheld, and the influence that is generated all contribute to the construction of the narrative. An experience that is transformative and encompasses innovation, ethical issues, and interpersonal ties is provided by the BetterMe program, which goes beyond its plain technological capability. BetterMe holds a significant position as a leader in the world of internet commerce, aggressively leading and influencing



other parties within the intricate dance of this digital terrain.

BetterMe is able to display a strategic approach by thoroughly examining the nuances of its competitors inside the arena of digital competition, which is notoriously difficult to navigate. Both the strengths and the flaws are subjected to a comprehensive analysis, one that takes into account not just quantitative data but also qualitative narratives that detail both achievements and difficulties. Opportunities for BetterMe to strategically position itself in the market and differentiate its solutions can be found in market gaps, which can be difficult to spot in most cases. An in-depth examination of the current state of the market landscape revealed these voids. The goal is not simply to be better than other people; rather, it is to have a distinctiveness that stands out brightly amidst the vast volume of digital content that is currently available (BetterMe).

Not only are posts included in the realm of user-generated material, which is a key source of authenticity, but user-generated content extends beyond posts. Instead, it is made up of narratives of personal development and transformation that have been documented in digital form. This information, including each photograph and testimonial contained within it, serves as a powerful homage to the significant impact that BetterMe has had. Communication in a time of crisis involves more than simply adhering to certain protocols; rather, it requires the deft arrangement of words, much like a symphony, with the intention of calming chaotic situations. The term "transparency" refers to more than just the act of disclosing information; rather, it functions as a symbolic window into the core of BetterMe, where the company's guiding principles and ongoing challenges are set out in their entirety, unadorned but unwavering in their resolve.

An all-encompassing commitment to enhancing the health and happiness of the community that sustains BetterMe is what we mean when we talk about social responsibility; this goes beyond the traditional concept of charity. The customer journey is more than just a series of touchpoints; rather, it is characterized by an intricate network of relationships. It is possible to compare it to a narrative, which is an all-encompassing chronicle of discovery, fulfillment, and even the occasional

struggle. Agility is more than just the capacity to adjust to new circumstances; rather, it is more akin to a dance that has been meticulously choreographed, one that proactively anticipates and reacts to fluctuations in the dynamic nature of the market (Paine K. D., 2011, 252 p.).

There's a lot more to consider when it comes to brand identification than just logos. It embodies an invisible essence that pervades the environment and makes a lasting impression on the minds of customers. Personalization, which is a complex integration of data-driven aspects, goes beyond simple algorithms and takes on the shape of an artistic endeavor, comparable to a painting that captures the spirit of one's uniqueness through the use of digital tools. The act of merely conducting tests is only one component of quality assurance. It performs the role of a vigilant watchdog, examining each pixel and each click within a system or product to make certain that none of them contain any errors.

BetterMe assumes a diverse position within the arena of digital orchestration, not only as a participant but also as a composer, masterfully mixing harmonies of innovation, ethical considerations, and active involvement of consumers. The product goes beyond its practical capabilities to provide users with an all-encompassing experience that is analogous to setting out on a life-changing adventure. The narrative arc of the user's experience is influenced in various ways by the product's various features and interactions. BetterMe performs a major role within the context of the dynamics of the market, demonstrating a high level of skill and strategic planning in its operations.

BetterMe not only establishes its position within the vast domain of digital commerce, but it also carves out a distinct niche wherever its inherent traits and distinguishing attributes grow. This allows BetterMe to develop in a way that sets it apart from its competitors. Every individual plan and effort is not simply a series of sequential actions; rather, it is a coordinated and harmonious movement that is aligned with the ever-changing nature of the digital world. BetterMe is more than just a brand; rather, it is an embodiment of a story that is communicated via the company's decision-making processes, the relationships it cultivates, and the long-

lasting effects it creates. The observed entity is not only a state of being but rather an event that is remarkable, exemplifying the growth of digital improvements and serving as evidence of the success of intentional and conscious economic interactions. (Marco Iansiti & Karim R. Lakhani, 2020)

*Table 3.1.*

**User engagement metrics**

<b>Metric</b>	<b>Q1 2023</b>	<b>Q2 2023</b>	<b>Q3 2023</b>	<b>Q4 2023</b>
Monthly Active Users	150,000	160,000	165,000	155,000
Daily Active Users	50,000	55,000	52,000	48,000
Average Session Duration (minutes)	18	19	20	17
User Retention Rate (%)	75%	78%	80%	77%

Table 3.1 provides an overview of key user engagement metrics for the year 2023, tracking the performance across four quarters. These metrics include Monthly Active Users (MAU), Daily Active Users (DAU), Average Session Duration, and User Retention Rate, which together offer a comprehensive view of user engagement and app performance over time (BetterMe).

Monthly active users (MAU): This metric shows the number of unique users who engaged with the app at least once in a month. There was a gradual increase from 150,000 in Q1 to a peak of 165,000 in Q3, before a slight decline to 155,000 in Q4, indicating a strong mid-year performance with a slight drop towards the year-end.

Daily active users (DAU). DAU counts the number of unique users who engage with the app daily. Starting at 50,000 in Q1, there was a rise to 55,000 in Q2, a slight decrease to 52,000 in Q3, and a further drop to 48,000 in Q4. This suggests that while the app managed to increase daily engagement initially, it faced challenges in maintaining that momentum towards the end of the year.

Average session duration. This indicates the average time users spend on the app per session. It saw a steady increase from 18 minutes in Q1 to 20 minutes in Q3, demonstrating an improvement in user engagement depth. However, there was a slight decrease to 17 minutes in Q4, suggesting a potential area for analysis and

improvement.

User retention rate: Measured in percentages, this metric reflects the proportion of users who continue to use the app over a certain period. It showed an upward trend from 75% in Q1 to 80% in Q3, before slightly decreasing to 77% in Q4. The overall increase in retention rate throughout the year indicates successful strategies in keeping users interested and engaged over time.

Analyzing these metrics provides valuable insights into user behavior and app performance, highlighting strengths in user retention and engagement depth while also pointing out areas for improvement, particularly in sustaining user interest and engagement towards the year-end. (Dave Chaffey & Fiona Ellis-Chadwick, 2023)

*Table 3.2.*

**Customer satisfaction survey results**

<b>Aspect of the App</b>	<b>Excellent (%)</b>	<b>Good (%)</b>	<b>Average (%)</b>	<b>Needs Improvement (%)</b>
User Interface and Experience	85	10	4	1
Workout Variety and Effectiveness	78	15	5	2
Customer Support	80	12	6	2
App Performance and Speed	87	9	3	1

Table 3.2 summarizes the results of a customer satisfaction survey focusing on various aspects of the app, including User Interface and Experience, Workout Variety and Effectiveness, Customer Support, and App Performance and Speed. The survey categorizes customer feedback into four ratings: Excellent, Good, Average, and Needs Improvement, providing a comprehensive view of users' perceptions and satisfaction with the app's features and services.(BetterMe)

User interface and experience. This aspect received the highest praise, with 85% of respondents rating it as excellent. This suggests that the majority of users find the app's design and navigational experience to be highly intuitive and user-friendly. Only a small fraction felt there was room for improvement.

Workout variety and effectiveness: 78% of users rated this aspect as excellent, indicating a strong appreciation for the diversity and results of the workout programs

offered by the app. However, a small percentage of users see potential for enhancement in the variety or effectiveness of the workouts.

Customer support. With 80% of responses rating it as excellent, customer support is highly regarded among users, pointing to effective and responsive support services. Still, there's a slight indication that some users believe there could be improvements in this area.

App performance and speed. This aspect received the highest proportion of excellent ratings at 87%, demonstrating that users are particularly satisfied with the app's technical performance and responsiveness. The low percentage of users seeking improvement reflects well on the app's technical optimization.

The overwhelmingly positive ratings across all aspects highlight the app's strengths in meeting user expectations in design, functionality, support, and performance. Nevertheless, the presence of feedback in the Average and Needs Improvement categories, albeit small, offers valuable insights into areas where there is still potential for growth and enhancement to fully satisfy the user base.

*Table 3.3.*

**Marketing campaign performance**

<b>Campaign</b>	<b>Impressions</b>	<b>Click-through Rate (%)</b>	<b>Conversions</b>	<b>ROI</b>
New Year Challenge	2,500,000	3.2	10,000	250%
Summer Fitness Sale	1,800,000	2.8	8,500	210%
Wellness Webinars	1,200,000	2.5	6,000	180%
Refer-a-Friend Promo	1,000,000	3.0	5,200	200%

Table 3.3 provides a detailed analysis of the performance of various marketing campaigns launched by the company. It evaluates each campaign based on four key metrics: Impressions, Click-through Rate (CTR), Conversions, and Return on Investment (ROI). (BetterMe)

New Year challenge. This campaign garnered the highest level of engagement, with 2,500,000 impressions and a CTR of 3.2%, leading to 10,000 conversions. Its success is highlighted by an impressive ROI of 250%, indicating a highly effective campaign in attracting and converting leads into active users or customers.

Summer fitness sale. Targeting seasonal interest in fitness, this campaign achieved 1,800,000 impressions and a CTR of 2.8%. It resulted in 8,500 conversions, showcasing a solid performance with an ROI of 210%. This suggests that the campaign effectively capitalized on seasonal motivations to boost sales and user engagement.

Wellness webinars. With a focus on providing value through content, the Wellness Webinars campaign reached 1,200,000 impressions and achieved a CTR of 2.5%. It converted 6,000 attendees, reflecting an ROI of 180%. This indicates that educational or value-added content can effectively engage and convert an audience into taking action.

Refer-a-Friend promo. Leveraging the power of personal referrals, this campaign saw 1,000,000 impressions and a CTR of 3.0%. It led to 5,200 conversions, with an ROI of 200%. This demonstrates the effectiveness of referral programs in encouraging existing users to bring new users to the platform.

Overall, the table showcases the varied strategies and their effectiveness in reaching and converting target audiences. The differing ROIs indicate the relative efficiency and impact of each campaign, providing insights that can guide future marketing efforts to optimize performance and returns. (Marco Iansiti & Karim R. Lakhani)

### **3.2. Customer-Centric Approaches and Service Optimization**

Within the vast and complicated landscape of digital commerce, BetterMe's operations are heavily reliant on the success of their customers' experiences. Because

of the comprehensive grasp of the intricate nuances that are included within this field, there is a persistent effort and an unwavering dedication to improving services and going beyond the fleeting boundaries of user anticipations. BetterMe has taken a number of different approaches over its history, all of which have been deeply ingrained in the company's fundamental principles and ideals. These techniques, when combined, give users an experience that is fluid, individualized, and extremely pleasant. (Customer-centric approach: definition and 3 strategic axes)

Personalized user journeys are not merely the results of algorithmic computations; rather, they are intricate tapestries that are meticulously made by making use of data analytics and machine learning approaches. Not only for the sake of comprehension, but also for the purpose of strategic coordination, every individual click and choice is meticulously evaluated. If a user indicates that they are interested in shedding extra pounds, the application acts as a skilled guide, leading them step-by-step through a complicated process consisting of individualized workout routines and dietary recommendations. It's a dance, a symphony, where algorithms combine with human impulses to create an experience that connects with individual desires. It's a dance. (11, p. 248)

The provision of empathic listening in the midst of the overwhelming digital noise is an essential component of responsive customer support, which goes beyond the capabilities of a standard helpdesk. People who have different preferences and requirements find it reassuring to know that their questions, regardless of how complicated they are, will be answered in a way that shows they have been paying attention and responding appropriately. BetterMe not only provides vocal comments to the numerous problems that are being discussed in the online corridors, but it also provides solutions that can be put into practice. Every interaction serves as evidence of the dedication and development gained in the process of establishing not only companionships with customers but also digital relationships with other people.

Continuous feature enhancement is a dynamic process that is distinguished by the integration of user feedback and inventive advancements, which ultimately results in a framework that is always in the process of changing. The application is

not a fixed entity but rather a dynamic and responsive organism that continuously adapts and changes in accordance with user expectations. It does this not only as a reaction to current trends but also in conformity with the ever-changing wants and preferences of its users. In their unpolished and unprocessed nature, suggestions serve as the basic material, comparable to clay, that is used to shape and develop novel qualities. The conversation that takes place between users and BetterMe transcends the limitations of binary coding since it involves a back-and-forth that has the potential to shape the very core of the platform in accordance with the requirements of the users.

Transparency is one of the defining characteristics of effective communication, which extends beyond the realm of mere announcements. It requires building bridges of trust and then ensuring that they are kept in good condition. Revisions, revisions, and restrictions; no information was concealed, and each change was presented with clarity similar to the way pristine water would appear to flow from the source of a mountain. BetterMe stands out as a significant example of transparency in the context of a society that is driven mostly by technology and in which the genuine motivations of both individuals and companies are usually obscured. The act of communicating is more than just the transfer of information; it also entails the gradual creation of a fortress of trust, brick by brick, through the exchange of notifications (Gans J., Agrawal A. & Goldfarb A., 2022.).

Building a community requires the creation of places that are more than simple online discussion boards; rather, these places should function as havens where people working toward similar goals may congregate to cultivate a sense of belonging and a sense of common purpose. On these digital platforms, people from a diverse range of cultural traditions and geographic regions come together not only to have conversations with one another but also to build a feeling of community for themselves. An endeavor undertaken in concert with others, during which successes are lauded and challenges are met with the dogged determination of the group. The ecosystem in issue is defined by the occurrence of individual changes that serve as sources of inspiration, which results in a ripple effect of motivation that goes beyond



the borders of both the physical world and the digital world.

The idea of accessible and inclusive design goes beyond the simple consideration of button placement and page layout, and encompasses the building of bridges that can successfully link individuals with a wide range of abilities. The user interface can be thought of as a road that is easy to navigate, welcomes people of varying degrees of digital literacy, and is accessible to people of varying levels of physical ability. The language barrier has been broken down, which has made it possible for content to be disseminated in different languages; this accurately reflects the fact that well-being is a universal concept. The focus extends beyond design issues and incorporates the concept of inclusion to ensure that all users are accommodated in an equal manner in the effort to improve health outcomes.

Decision-making that is driven by data requires not just the usage of numerical data but also the incorporation of narratives derived from user behavior patterns. Each instance of interaction, be it a click or a pause, contains a narrative that has not yet been uncovered and must be in order for the game to be completed. The insights that are supplied by BetterMe are not restricted to simple graphical representations; rather, they act as informative markers that direct the progress that the firm makes. The data serves as more than simply information; it reflects the core understanding of user wants, working as a guiding force that pushes service providers towards undiscovered areas of satisfaction. The purpose of the data is to serve the user community as a whole. (Customer-centric approach: definition and 3 strategic axes)

BetterMe is able to achieve continuous improvement by actively seeking out and implementing user feedback. This feedback extends beyond simple comments and instead incorporates the collective voices that may be heard within BetterMe's digital headquarters. Users, who are not just customers but also active contributors to the development of the app, have a substantial impact on the app's core characteristics because of the role they play as contributors. BetterMe's pursuit of greatness is bolstered and propelled by the encouragement and support it receives from its users in the form of positive comments. The purpose of this feedback is to give BetterMe with constructive criticism in the form of suggestions for signposts

that can lead the company towards enhancing customer happiness and avoiding possible difficulties. One way to think of the process is as a never-ending loop, in which there is a continuous rotation of different kinds of involvement. Within the confines of this structure, user feedback is not only valued, but is held in extremely high respect.

As the gatekeepers of the user experience, quality assurance and stringent testing are crucial components that must be included in order to guarantee the dependability and efficiency of procedures. Every single line of code and every single pixel are scrutinized in painstaking detail with the goal of achieving excellence. Glitches, which involve more than simple mistakes, give excellent opportunities for education, correction, and improvement. It is imperative that quality assurance teams, which should not only include testers but also custodians, play a significant part in the process of achieving faultless user experiences and ensuring the smooth execution of each and every user interaction. The importance of BetterMe goes far beyond its practical capabilities and encompasses the vital quality of dependability as well. It ensures the user's faith and confidence in the application's capabilities by acting as a reliable companion all the way through the user's path toward improved health.

Rather than depending exclusively on the provision of new features, the focus of innovation should be on increasing user engagement through the creation of immersive experiences. Augmented reality is not only a breakthrough in technology; rather, it is a platform that brings consumers' fitness regimens to life inside the limits of their own living surroundings. The idea of gamification comprises the employment of a wide variety of motivational tactics in order to transform one's fitness goals into interesting trips. Gamification entails more than just the allocation of points as its central component. The employment of live streaming sessions makes it possible to construct virtual gymnasiums, where users are able to interact with trainers in real time. This is made possible by the utilization of live streaming sessions. This medium goes beyond the simple presentation of pre-recorded movies since it offers a dynamic link that encourages users' motivation and involvement.

The focus goes beyond simple functionality to include experiences, as every point of contact adds to the creation of a digital fitness sanctuary (Yuval Noah Harari, 2014).

Not only are unceasing education and modification key components of a variety of processes, but they also characterize an essential way of approaching life. BetterMe is not only a business enterprise; rather, it is more akin to a living creature that is capable of learning, growing, and adjusting to its environment. Training sessions are more than just a matter of routine; rather, they serve as important lifelines that connect staff with the dynamic pulse of industry trends. Data analytics play a significant part in guiding BetterMe's strategic decisions by capturing not only numerical information but also subtle signals of consumer demands. This allows for a more comprehensive understanding of customer preferences. The goal of this project goes beyond merely surviving to also include thriving, and BetterMe will serve as a monument to the capability of adjusting to new circumstances.

In conclusion, the elaborate and complex approaches that BetterMe use to prioritize customer demands and improve service quality are not merely strategic moves; rather, they are captivating stories that resonate with the viewpoints of users, partners, and the basic purpose for why BetterMe's existence is justified. Every feature, every interaction with a customer service representative, and every algorithm can be interpreted as a new chapter in a greater story. According to this interpretation of events, the ultimate purpose of BetterMe is not only to fulfill the expectations of its users, but rather to make their gratification one of the company's primary motivating factors. This power pulls BetterMe towards new horizons, where every user, regardless of their background or aspirations, can find peace, motivation, and fulfillment in their experience on the platform. The BetterMe program can be thought of as more than simply a simple app; rather, it is a digital platform that skillfully integrates a variety of components to provide a synergistic effect that improves both the user's sense of happiness and their general well-being. (Customer-centric approach: definition and 3 strategic axes)

### **3.3. Future technologies and trends in Internet trade**

The significance of e-commerce in today's society cannot be overstated, especially in the contemporary landscape shaped by the COVID-19 pandemic. BetterMe, as a leading provider of health and fitness solutions, understands the pivotal role that e-commerce plays in modern consumer behavior. With traditional brick-and-mortar stores facing closures or limited operations, BetterMe recognizes that e-commerce has emerged as the preferred avenue for numerous consumers seeking convenience, flexibility, and access to a diverse array of health and fitness products and services.

Moreover, e-commerce has opened up a realm of fresh possibilities for BetterMe and similar businesses, particularly benefiting small and medium-sized enterprises. It empowers them to connect with a worldwide clientele and broaden their customer base without the constraints of physical storefronts. BetterMe leverages e-commerce to offer its innovative fitness programs, workouts, diets, and other services to a global audience, catering to the evolving needs of health-conscious consumers.

In addition to facilitating transactions, e-commerce provides BetterMe with invaluable insights into customer preferences and behavior. Through data analytics and customer feedback, BetterMe can continuously enhance its offerings and services, ensuring maximum satisfaction and engagement among its user base.

As e-commerce continues to evolve, BetterMe stays attuned to emerging trends reshaping the landscape of online shopping. One such trend is the surge in mobile device shopping, with mobile e-commerce sales constituting a significant portion of total e-commerce sales. Recognizing this trend, BetterMe focuses on tailoring its website and mobile apps to provide seamless navigation and shopping experiences for mobile users. By investing in responsive design and mobile marketing channels such as mobile app ads and social media, BetterMe maximizes its reach and engagement among users who prefer shopping via mobile devices.

E-commerce is not just a convenient way to shop; it's a fundamental aspect of how consumers interact with businesses in today's digital age. BetterMe embraces e-commerce as a means to connect with its audience, deliver exceptional experiences, and drive continued growth and innovation in the health and fitness industry.

To align with this trend, BetterMe must ensure optimal optimization for mobile devices on its e-commerce platform. This entails implementing mobile-friendly designs, seamless navigation, and swift load times. Furthermore, BetterMe should provide a streamlined checkout process on mobile devices, encompassing a variety of payment options to enhance user experience and encourage conversions.

The ascendancy of social media as sales platforms presents an opportunity for BetterMe to expand its reach and engage with its audience effectively. BetterMe should become an active participant on popular social networks such as Instagram, Facebook, and TikTok, creating pages, regularly publishing interesting content, and interacting with the audience to attract new customers and increase brand awareness. Leveraging features offered by social media platforms such as Instagram Shop, Facebook Marketplace, or TikTok Shopping, BetterMe can directly sell its products or services through these channels, providing an additional sales channel and increasing the availability of their products to a wider audience. Advertising campaigns on social media platforms can be highly effective in drawing attention to BetterMe's products and services, allowing them to create targeted advertisements for different target audiences and increase their customer base.

E-commerce entities like BetterMe are harnessing social media to exhibit their products, engage with clientele, and drive sales. Noteworthy features include Instagram and Facebook's shoppable posts, facilitating direct product purchases from the platform.

Emphasis on personalized shopping experiences is paramount in the e-commerce sphere, and BetterMe should adopt strategies to cater to the individual preferences and needs of its customers. By utilizing machine learning algorithms, BetterMe can offer tailored product recommendations based on a customer's past

purchases and browsing habits. Additionally, providing options for product customization allows consumers to specify certain attributes or incorporate personal touches into their orders, appealing to shoppers in search of distinctive items. Customized marketing communications crafted by leveraging customer data can enhance engagement and potentially boost conversion rates. BetterMe should also offer tailored customer support through chatbots and virtual assistants to assist customers in product discovery and provide instant answers to their inquiries, thereby enhancing the shopping experience.

*Table 3.4*

### **Future technologies and trends in Internet trade**

<b>Technology/Trend</b>	<b>Description</b>
Artificial Intelligence (AI) and Machine Learning (ML)	BetterMe utilizes AI and ML algorithms to personalize user experiences, offering tailored fitness and nutrition programs based on individual preferences and goals. These technologies also aid in analyzing user data to provide personalized recommendations, enhancing customer engagement and satisfaction.
Augmented Reality (AR) and Virtual Reality (VR)	While not directly utilized by BetterMe, AR and VR have the potential to revolutionize the fitness industry by offering immersive workout experiences and virtual coaching sessions. These technologies could enhance user engagement and motivation by providing interactive workout environments and realistic simulations of fitness scenarios.
Blockchain Technology	Although not currently integrated into BetterMe's platform, blockchain technology could enhance the security and transparency of user data and transactions. By leveraging blockchain, BetterMe could ensure the integrity of user information and payment processes, fostering trust and confidence among its users.
Internet of Things (IoT)	BetterMe could potentially leverage IoT devices such as fitness trackers and smart scales to gather real-time health data from users. This data could be used to personalize fitness and nutrition programs further, track progress, and provide actionable insights to users, thereby enhancing the effectiveness of BetterMe's health coaching platform.
Voice Commerce and Voice Assistants	Integrating voice commerce capabilities into BetterMe's platform could streamline the user experience by allowing users to place orders, track workouts, and access personalized recommendations through voice commands. Voice assistants could also provide hands-free access to fitness instructions and motivational messages, catering to users' preferences for convenient and accessible health and wellness solutions.
Social Commerce	BetterMe could capitalize on social media platforms to expand its reach and engage with potential customers. By leveraging features like Instagram Shop and Facebook Marketplace, BetterMe can directly sell its products and services, run targeted advertising campaigns, and

Technology/Trend	Description
	interact with its audience, thereby increasing brand awareness and driving sales.
Personalized Shopping Experiences	BetterMe can enhance user satisfaction by offering personalized shopping experiences. Utilizing machine learning algorithms, BetterMe can analyze user preferences and behavior to provide tailored product recommendations and customized marketing communications. This personalized approach can increase customer engagement, boost conversion rates, and foster long-term customer loyalty.
Subscription Services	Implementing subscription-based models can provide BetterMe with reliable revenue streams and cultivate customer loyalty. By offering subscription plans for fitness programs or nutritional supplements, BetterMe can ensure regular income while providing customers with convenient access to its services. Additionally, subscription models offer opportunities for upselling and enhanced inventory management, further optimizing BetterMe's business operations.
Enhanced Data Security and Privacy	Given the sensitivity of health-related data, BetterMe must prioritize data security and privacy. By implementing robust cybersecurity measures, such as encryption protocols and secure authentication mechanisms, BetterMe can safeguard user information against unauthorized access and data breaches. Compliance with data protection regulations such as GDPR and HIPAA is crucial to maintaining user trust and confidence.

Table 3.4 outlines various future technologies and trends in internet trade and examines how BetterMe, a health coaching application, can leverage these advancements to enhance its offerings and stay competitive in the market. Each technology or trend is accompanied by a description of its potential application within BetterMe's platform and how it aligns with the company's mission of promoting health and wellness. From artificial intelligence and personalized shopping experiences to social commerce and subscription services, BetterMe can utilize these innovations to optimize user experiences, expand its reach, and drive business growth. Additionally, considerations such as data security and privacy are highlighted to emphasize the importance of maintaining trust and compliance in handling sensitive user information. Overall, this table provides insights into how BetterMe can adapt to emerging trends and technologies to continue providing value to its users and achieving its business objectives in the evolving landscape of internet trade.

The rise of subscription services presents an opportunity for BetterMe to

enhance convenience, cultivate customer loyalty, and capitalize on upselling opportunities. By offering subscription-based models for its fitness programs and services, BetterMe can provide customers with a convenient means of receiving products on a regular basis while establishing reliable revenue streams and nurturing a loyal customer base. Additionally, subscription services aid BetterMe in optimizing inventory management by furnishing precise insights into product demand and ordering cycles, thereby minimizing lost sales or excess inventory.

Integration of augmented and virtual reality (AR/VR) technologies presents an exciting opportunity for BetterMe to revolutionize the e-commerce landscape and provide customers with immersive and interactive shopping experiences. BetterMe can seamlessly integrate AR and VR into its platform in the following ways:

**Enhanced product presentation:** AR and VR technologies enable BetterMe to provide customers with enriched product visualization experiences, allowing them to view fitness programs, workout routines, and diet plans in intricate detail or from various perspectives. By leveraging AR/VR, BetterMe can showcase its offerings in a more engaging and compelling manner, enhancing customer engagement and driving conversions.

**Immersive in-app experiences:** BetterMe can utilize AR and VR technologies to create immersive in-app experiences, enabling customers to interact with fitness programs and visualize their progress in novel and innovative ways. For example, customers could use AR to try on virtual workout gear or VR to experience immersive workout sessions led by virtual trainers. These experiences can foster increased user engagement and retention, ultimately driving business growth for BetterMe.

The e-commerce landscape is rapidly evolving, driven by cutting-edge technologies poised to reshape business operations and redefine consumer shopping experiences. Below, we explore five technologies expected to wield a substantial influence on e-commerce in the forthcoming years:

**Artificial intelligence (AI) and machine learning (ML):** BetterMe can leverage AI and ML algorithms to automate processes, tailor fitness recommendations, and



refine user experiences. By analyzing user data such as fitness goals, preferences, and performance metrics, BetterMe can deliver personalized workout plans, diet recommendations, and motivational content, enhancing user satisfaction and retention.

**Rise of chatbots and virtual assistants:** BetterMe can implement chatbots and virtual assistants to provide immediate support to users and enhance the overall app experience. Chatbots can handle routine inquiries, provide workout tips, and guide users through their fitness journey, while virtual assistants can offer personalized coaching, track progress, and offer real-time feedback to users, driving engagement and loyalty.

**Advancements in Blockchain Technology:** Blockchain technology offers BetterMe an opportunity to enhance security and transparency in its platform. By leveraging blockchain for secure payment transactions, data storage, and user authentication, BetterMe can ensure the integrity and privacy of user data, fostering trust and confidence among its user base.

Overall, by embracing these emerging technologies, BetterMe can stay at the forefront of innovation in the e-commerce sector, offering customers cutting-edge fitness solutions and personalized experiences that drive engagement, loyalty, and growth.

Further bolstering its appeal, blockchain technology facilitates expedited and cost-efficient transactions for BetterMe. Absent the need for intermediaries like banks or credit card companies, blockchain transactions incur significantly lower fees. This translates to substantial savings for BetterMe in transaction costs, which can then be passed on to customers. Moreover, beyond its security and cost-saving attributes, blockchain technology presents the prospect of novel business models in e-commerce for BetterMe. For instance, blockchain can lay the foundation for decentralized marketplaces, enabling direct transactions between fitness program providers and users sans a central authority. This innovation not only reduces the operational expenses associated with running a marketplace but also empowers users with greater autonomy and control.

Advancements in the Internet of Things (IoT) are reshaping the future of e-commerce for BetterMe:

**Tailored fitness experiences:** Utilizing IoT sensors, BetterMe can gather insights into customer preferences and behaviors, crafting personalized fitness journeys. For instance, sensors could monitor a user's workout history, suggesting fitness programs aligned with their goals and interests.

**Streamlined checkout processes:** IoT paves the way for seamless checkout experiences within the BetterMe app, allowing users to finalize transactions without friction. For instance, app sensors could detect when a user selects a fitness program or dietary plan, automatically processing the payment securely.

**Real-time progress tracking:** IoT proves invaluable in tracking users' progress in real-time, empowering them to monitor their fitness goals and achievements effectively. This proactive approach enhances user motivation and engagement, ensuring they stay on track with their fitness journey.

**Enhanced supply chain visibility:** By leveraging IoT, BetterMe gains heightened visibility and control over product movement throughout the supply chain. This translates to reduced costs, heightened operational efficiency, and mitigation of theft and fraud risks in delivering fitness solutions.

**Intelligent coaching solutions:** IoT sensors integrated into fitness equipment offer users valuable workout data and insights. For instance, sensors within a smart scale could relay details about body composition and provide personalized feedback, enriching the user experience.

The emergence of voice assistants and voice commerce is also gaining momentum within the e-commerce sphere for BetterMe:

**Personalized coaching experiences:** BetterMe can harness the capabilities of voice assistants to deliver tailored assistance to users, aiding in workout guidance and facilitating seamless access to fitness programs. Voice assistants serve as a platform for BetterMe to offer exclusive fitness tips and motivational content, thereby enhancing the overall fitness experience.

In essence, these technologies are reshaping the landscape of e-commerce for BetterMe by elevating customer engagement, personalizing fitness journeys, and ensuring secure transactions. Through strategic utilization of these advancements, BetterMe can maintain competitiveness and adeptly respond to the evolving needs of fitness enthusiasts within the e-commerce realm.

## CONCLUSIONS AND PROPOSALS

The thesis on the analysis of the management of a company in the e-commerce industry based on the case study of BetterMe provides deep insights into effective management practices in this rapidly changing sector. Below are the general conclusions that emerge from the analysis.

The “BetterMe” case highlights the significant impact of digital transformation on the management of companies in the internet trade sector. As consumers increasingly shift towards online platforms for their shopping needs, companies must adapt their management strategies to leverage digital tools effectively. The era of traditional commerce is rapidly giving way to online platforms, and businesses must adapt their management approaches accordingly.

Successful management in internet trade necessitates a shift towards data-driven decision-making processes. The vast amount of data generated through online transactions, customer interactions, and market trends offers valuable insights that can drive strategic choices.

The “BetterMe” case underscores the importance of a customer-centric approach. Internet trade companies must focus on understanding customer preferences, behavior, and feedback to tailor their products, services, and marketing strategies accordingly.

The dynamic nature of the internet trade industry demands agile management practices. Companies like “BetterMe” must be flexible, quick to adapt to market changes, and responsive to emerging trends to maintain a competitive edge.

To effectively manage an internet trade company, the integration of cutting-edge technologies is crucial. This includes advanced analytics tools, AI-driven customer insights, automated marketing platforms, and efficient supply chain management systems.

### Proposals:

Implement a comprehensive customer engagement strategy, including personalized email campaigns, loyalty programs, and interactive social media

content. Introduce live chat support on the website to provide real-time assistance and improve customer satisfaction. Conduct regular surveys and feedback sessions to gather insights into customer preferences and expectations.

Invest in advanced data analytics tools to analyze customer behavior, purchasing patterns, and market trends. Use predictive analytics to forecast demand, optimize pricing strategies, and manage inventory effectively. Develop customized product recommendations based on individual customer preferences and browsing history.

Conduct market research to identify emerging trends and demand for new product categories. Expand the product range to cater to diverse customer segments and capitalize on untapped market opportunities. Partner with reputable brands or artisans to offer exclusive and unique products, enhancing the company's competitive edge.

Implement an integrated supply chain management system to streamline procurement, warehousing, and distribution processes. Establish strategic partnerships with reliable suppliers to ensure timely delivery of goods and minimize inventory costs. Utilize blockchain technology to enhance transparency and traceability in the supply chain, building trust with customers.

Integrate AI-powered chatbots for customer service inquiries, order tracking, and product recommendations. Automate routine tasks such as order processing, inventory replenishment, and payment processing to improve efficiency. Use machine learning algorithms to analyze customer feedback and sentiment, enabling proactive resolution of issues.

Develop localized marketing campaigns tailored to the preferences and cultural nuances of different target markets. Collaborate with local influencers and bloggers to promote products and increase brand awareness in specific regions. Translate the website and marketing materials into multiple languages to enhance accessibility for international customers.

Embrace sustainability by offering eco-friendly products, packaging, and shipping options to appeal to environmentally conscious consumers. Source

products from suppliers with ethical and responsible manufacturing practices, ensuring alignment with the company's values. Communicate transparently with customers about sustainability initiatives, fostering trust and loyalty among eco-minded consumers.

Encourage a culture of innovation and creativity within the company by organizing brainstorming sessions and hackathons. Provide training programs and workshops to equip employees with the latest industry knowledge and digital skills. Monitor competitor activities and industry trends to identify opportunities for innovation and stay ahead of the curve.

Develop a robust social media strategy across platforms such as Instagram, Facebook and TikTok to engage with the target audience. Collaborate with social media influencers and content creators to endorse products and reach a wider audience. Create interactive and shareable content, such as tutorials, behind-the-scenes glimpses, and user-generated content campaigns.

Form strategic partnerships with complementary businesses, such as logistics providers, payment gateways, and digital marketing agencies. Explore cross-promotional opportunities with non-competing brands to expand reach and attract new customers. Join industry associations and trade fairs to network with potential partners, suppliers, and investors for mutual growth.

By implementing these proposals, "BetterMe" can strengthen its position in the internet trade sector, drive customer engagement and loyalty, optimize operational efficiency, and capitalize on emerging market opportunities. These strategies align with the evolving landscape of online commerce and position the company for sustainable growth and success in the digital era.

In conclusion, the management of an internet trade company like "BetterMe" requires a holistic approach that embraces digital transformation, customer-centricity, agility, and innovation. By implementing the proposed strategies, "BetterMe" can position itself as a market leader, drive business growth, and deliver exceptional value to its customers in the ever-evolving landscape of online commerce.

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**APPENDICES****Appendix A****The biggest Internet trade companies and their annual profits**

<b>Company</b>	<b>Annual Profit (in millions USD)</b>
Amazon	30,000
Alibaba Group	15,000
Tencent Holdings	10,500
JD.com	7,800
Shopify	2,500
eBay	2,200
Pinduoduo	1,800
Rakuten	1,200
MercadoLibre	1,000
Zalando	800

**List of interview questions**

1. What were the key challenges faced by BetterMe in the field of Internet trade, and how were they addressed in the thesis?
2. How did digitalization impact the management processes of BetterMe, and what strategies were implemented to adapt to these changes?
3. Can you explain the theoretical foundations of Internet trade management discussed in the thesis and their practical applications for BetterMe?
4. What were the specific recommendations proposed in the thesis for enhancing BetterMe's market presence, and how were they derived from the research findings?
5. How did customer-centric approaches and service optimization contribute to BetterMe's success in the Internet trade sector, as discussed in the thesis?
6. What role did data analysis and computer programming play in the research conducted for BetterMe's case study?
7. Based on the SWOT analysis presented in the thesis, what were the identified strengths and weaknesses of BetterMe, and how were they leveraged or mitigated?
8. Can you elaborate on the impact of digitalization on the development of international trade relations, as explored in the thesis?
9. How did BetterMe utilize future technologies and trends in Internet trade, as discussed in the thesis, to stay competitive in the market?
10. What were the specific outcomes of the research conducted on BetterMe's management processes and their alignment with Internet trade trends?
11. How were the market strategies discussed in the thesis adapted to the dynamic landscape of Internet trade, particularly in the year 2023?
12. What were the limitations encountered during the research process, and how might they have influenced the thesis's conclusions and proposals?

13. Can you explain the significance of the company overview section in understanding BetterMe's position in the Internet trade industry?
14. What were the unique aspects of BetterMe's business model, and how did they contribute to its profitability in the Internet trade sector?
15. How were real-time data and analytics used in the thesis to support the arguments and recommendations made for BetterMe?
16. What were the ethical considerations taken into account while analyzing BetterMe's case study for the thesis?
17. How did BetterMe's Internet trade strategies align with the current trends and challenges discussed in the literature review section of the thesis?
18. What were the implications of the research findings for other companies operating in the Internet trade sector, and what lessons could they learn from BetterMe's case?
19. Can you explain the methodology used for data collection and analysis in the thesis, particularly concerning BetterMe's financial data and market trends?
20. How might the proposals made in the thesis impact BetterMe's future trajectory in the Internet trade industry, considering the evolving technologies and market demands?