

Mobile under social in small business

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The world has already been moved from the industrial economy to the networked, digital economy. In this new informational era, characterised by the fast growth and development of ICT (Information and Communication Technologies) and the Internet, a further and faster expansion and necessity of new management alternatives can be witnessed. The economic world has moved from being a cluster of national economies to a global, wide, international marketplace. Though, the emergence of new, global e-business models based on digital technologies and the Internet has become an imperative for the management of companies of all size.

Aware of the enormous influence of ICT and the Internet on the overall organizational transformation, and knowing the fact that in the biggest economies in the world small business are the power jets, managers are obliged to adjust the way they are managing their business initiatives and apply e-business applications in their small business.

In this sense, the main objective of this paper is to present and show the possibilities of innovation in the small business by using certain level of e-business applications. The idea is to develop a web portal that will provide both a virtual community and mobile services. It is a portal oriented to use novel technologies in order to provide services to the general public and/or different institutions.

This web portal will provide information via Internet, SMS, MMS or video content for mobile devices to people who are interested in sports, sport events and sport results. Accordingly, the target audience will be divided in two (or more) focus groups: people who are just interested in sports and people who are addicted to betting.

Keywords: social networks, mobile technologies, information system e-business management, e-business applications