

Clustering of Internet Companies as a New Course of Development of Russia in Modern Conditions

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Abstract

This research introduces the issue of necessity of innovational growth accelerator of enterprises in new conditions of global economic development – the issue of generation of innovational methods of effective cooperation of the market environment main participants. A direction of financial and economic tools of the global informational and communicative sphere at the realization of intensive activation of "realize-sell" cycle of enterprises, which leads them on a new level of functional development, under the conditions of unbalanced economic environment in the world is emphasized. A wide variety of social and analytical data is submitted, which proves the actuality and competitiveness of E-business; they are reasoned by the implementation of progressing differentiation of its current infrastructure and effective clearing of obstacles of financial and economic imbalance. Based on the emphasizing and correlation of peculiarities of two key objects under research, a possibility for new understanding of the Internet business as a growth area for enterprise development is presented and reasoned. It is concluded that, beyond any doubt, from the point of view of social and commercial practicability, at present subjective and objective relations come into foreground as a tandem of the state and business-structures. Thus, a growing level of actuality is peculiar for the issue of implementation of informational and technological clustering of the internet companies, as a new and in its way unique phenomenon in the economics.

Keywords: E-business, computerization, informational and technological clusters, growth area, economic development.

1. Introduction

Under the conditions of modern-day concurrence of economic conditions, the business-structure of the society faces again a phenomenon of unstable markets. Their recessive state, which was often discussed in various types of scientific works, explains the behavior of financial and economic factors in the business vector of the global economy.

A nature of the crisis of capital efficiency decrease and the influence of its stagnation consequences on the development of enterprises under the conditions of absence of financial and economic environment were viewed in the works of

M.L. Khazin and May B.A., Palley T., Pierewan, A.C., Tampubolon, G., Quiggin, J., which are based on the qualitative research of the structure and peculiarities of crisis developments of the modern day (Khazin, 2008; May, 2009; Palley, 2012; Pierewan, A.C. and Tampubolon, G., 2014; Quiggin, J., 2013).

Use of "underdevelopment whirlpools" tools in the structure of methodology for measuring disproportions of economic development and the search for optimal solutions of the problem of finding effective strategies of enterprises development during a crisis are viewed in the works of E. Popkova (Popkova, 2012).

For historical reasons, the optimization of crisis phenomena is related to clustering. As a matter of fact, the idea of cluster, which appeared more than 100 years ago, belongs to Alfred Marshall (1890s), who thought that success in overcoming instability of national economy depends on development of localized concentration of enterprises of similar specialization. As the sources of specialization of commercial organizations, the author's works suggest resources, proximity of markets, or simply "historical incident". Marshall also introduced the notion of "cluster atmosphere" – formal and informal customs, traditions, and practical connections between enterprises. All of them comprise a localized economic system which reduces the level of negative influence of crises.

One of the prominent founders of cluster conception is Michael Porter. He offers a 4-factor "diamond" model, the

systemic nature of which corresponds to the process of clustering and creates geographical concentration of leading rivals in an industrial sphere and intensifies interconnections between factors. Cluster approach is primarily a new management technology, allowing increasing the competitiveness of a certain region and a country as a whole. The notion of "cluster" was introduced into the economic literature by M. Porter (1990), who defined it as geographically concentrated groups of interconnected companies, specialized suppliers, suppliers of service, and firms in corresponding spheres, as well as related organizations (e.g., universities, standardization agencies, and trade associations) in certain spheres, which compete, but also work together (Lazareva, 2010). Despite the impulse of distribution of cluster conception, set by M. Porter, not all scientists accept it in his interpretation.

Indeed, recently the issue of clustering began to be projected in the informational and technological place. Suggestions for orientation of enterprises for intensive use of innovational financial and economic tools in the sphere of global informational and communicative environment were introduced in the works of I.M. Smolkovskaya, Molina-Morales, F.X., Martínez-Fernández M.T., which described the issue of use of possibilities of internet environment as an accelerator for the development of the world economy (Smolkovskaya, 2012; Molina-Morales, F.X. and Martínez-Fernández M.T., 2010).

These and other works, in their turn, determined the interest of this article's authors to viewing the issue of building clusters of a new type under unstable conditions of economic environment development.

The main purpose of this research is building a cluster model of collaboration of Russian enterprises in the Internet under conditions of unstable functioning of global economy.

The achievement of this purpose requires solving the following tasks:

- a) allocation of the problem of actualization of stagnation consequences of influence of recent crisis phenomena on the elements of global market infrastructure;
- b) presentation of Internet-business as an optimal growth point of enterprises under current economic conditions;
- c) evaluation of possibilities of realization of cluster association of stagnating enterprises in the Internet, as a phenomenon that facilitates the optimization and stabilization of the processes of their sales cycles.

2. Methods and Materials

The theoretical basis of the research includes studying and using scientific works of Russian and foreign authors in the field of E-business. In this research the methods of logical and statistical analysis are used. Information-based materials are derived from World Statistics Service and the Regional State Statistics Service, periodicals, scientific publications, conferences, and the Internet.

The subject area of this article is a research of the development of E-business in Russia. It is related to the quantity of E-companies, opportunities and obstacles for this kind of business-activity in Russia.

In this research, a method of systematic approach was used. It helps to make a detailed review and constructive assessment of the general structure of the subject matter. The use of the descriptive aspect of the chosen method realization is motivated by structure of the modern economic environment, by dependence of its general condition on external and internal impact and crisis development and on the transformation of its content as the result of emerging of new accelerators of its new elements' development.

3. Results

In today practice, it is difficult to overestimate the influence of implementation of economic environment development scenario on the system of international market relations (or international markets); at the same time, it is impossible to underestimate the market, the functioning sphere of which fully reflects the stagnation consequences of recessive phenomenon and expands its geography at an incredible pace. This unfaltering stability and dominating are rendered to E-business by the following factors:

- a) global nature (the system of E-business assumes the autonomous and constant execution of E-transactions, particularly payments, regardless of the location of detached server and of the differentiation (spread) of time zones);
- b) principle of simultaneous combination of vertical and horizontal integration in the system (possibility of substantial decrease of production and sale range by retailers in a way of concentrating the functions of realization process within one Internet project; combining several commercial units for realization of collaborative project under the conditions of maximum minimization of operational costs);
- c) flexible and loyal pricing policy in the sector (possibility for quick prices correction in line with the dynamics of

- consumers' preferences changing. The difference with offline prices is reached by the savings in rent, optimization of storage space scaling, savings in personnel salary by minimization of quantity of staff;
- d) effectiveness of the dialogue "client-supplier": possibility for communication between client and supplier in real time which is guided by decrease of costs on search of goods and services, which is a substantial factor of personal time saving under the condition of life in metropolitan cities);
 - e) innovational approach to make the choice of distribution area (possibility of choosing the best business solution for selling goods and services by computerization of commercial cycle by the means of using innovational informational technologies, including unconventional types of promotional marketing of enterprise production).

The growing trend for popularization of the Internet business showed up remarkably during a global financial crisis, being proved by the figures of global turnover of E-commerce transactions. According to the research of the Moody's Economy.com, conducted on the basis of 52 countries which constitute 93% of global GDP, the usage of E-operations in 2008-2013 contributed into increase of consuming and GDP by 1.1 trillion USD. Apart from this, the intensification of the use of electronic payment instruments facilitated the additional increase of GDP of the viewed countries by the average of 0.17% per year during 5 years. During this period, their GDP increases on 1.8% in average.

Sociological criteria of the assessment of the structure of E-business market considerably remark the tendency of this business structure for progressive expansion of the sphere of its functioning and painless overcome of the global crisis negative consequences. Thus, the dynamics of increase of Internet users' number in the world, presented by www.internetworldstats.com for June 30, 2014, demonstrated the stable growth of the new participants of the Internet sphere, proving the fact of permanent activation of the viewed global system as an instrument for realization of unconventional business solutions (Table 1).

The total quantity of the Internet users in the world by 6.30.2014 was more than 3 billion people, the two greater parts of which belong to the countries of Asia and Europe (1386.1 and 585.4 million, respectively).

Table 1. World Internet usage and population statistics

| June 30, 2014 - Mid-year update | | | | | | |
|---------------------------------|------------------------|------------------------------|------------------------------|----------------------------|------------------|------------------|
| World Regions | Population (2014 Est.) | Internet Users Dec. 31, 2000 | Internet Users Jun. 30, 2014 | Penetration (% Population) | Growth 2000-2014 | Users % of Table |
| Africa | 1,125,721,038 | 4,514,400 | 297,885,898 | 26.5 % | 6,498.6 % | 9.8 % |
| Asia | 3,996,408,007 | 114,304,000 | 1,386,188,112 | 34.7 % | 1,112.7 % | 45.7 % |
| Europe | 825,824,883 | 105,096,093 | 582,441,059 | 70.5 % | 454.2 % | 19.2 % |
| Middle East | 231,588,580 | 3,284,800 | 111,809,510 | 48.3 % | 3,303.8 % | 3.7 % |
| North America | 353,860,227 | 108,096,800 | 310,322,257 | 87.7 % | 187.1 % | 10.2 % |
| Latin America / Caribbean | 612,279,181 | 18,068,919 | 320,312,562 | 52.3 % | 1,672.7 % | 10.5 % |
| Oceania / Australia | 36,724,649 | 7,620,480 | 26,789,942 | 72.9 % | 251.6 % | 0.9 % |
| World total | 7,182,406,565 | 360,985,492 | 3,035,749,340 | 42.3 % | 741.0 % | 100.0 % |

Source: Internet World Stats, www.internetworldstats.com

Thus, under the conditions of modern instability of economic situation in the world, the system of E-business has become a phenomenon which is able to oppose the destructive influence of financial crisis and transform the latter into the base for the development of its own infrastructure: according to the forecast of the Forrester Research, the total market volume of the USA will reach USD 350–360 billion by the mid-2015, of Europe - USD 130–145 billion, of Russia – no less than USD 15 billion.

During the period of economic development which is difficult for the enterprises of any level, it is advisable to use innovational instruments of reorganization and development instead of traditional and out-of-date ones that include methods, supposing long processes of adaptation to unconventional conditions of unstable economic environment and partial recovery of usual production and sale range functioning. One of this instruments that create wide possibilities and have a variety of innovational components, thus drawing interest as an object of economic activity, is the modern phenomenon of growth area.

The task of prevention of business activity decrease supposes search and identification of new key possibilities within certain regions, sectors, and enterprises, which is known as forming so called "growth area" of business activity.

Detailed view on the complex of various approaches to the rendering of the notion of "economic growth area"

allows considering novelty and diversification of the researched object. Thus, the presence of the wide synonymic row of the viewed notion which is widely used in the modern scientific works implies the intended attempts for activation and intensification of solution of topical socio-economic problems in the context of primary stage of research of content and peculiarities of this phenomenon.

In our opinion, the cluster approach to the rendering of "growth area" notion is the most optimal, i.e. its definition as an assembly of commercial organizations which are concentrated in one socio-economic space, and which positively influence on the level of their competitiveness; this is a multifunctional cluster which facilitates the activation of economic growth of enterprises based on the innovational factor of their development. Thus, the appearance of "growth area" is based on the source of innovational development in any sphere and on the possibility of approbation of these innovations within the specific area of economic activity.

Thus, the cluster approach is aimed not at the preservation of sectoral structure which leads to stagnations nowadays, but, quite on the contrary, to permanent modification and development in accordance with requirements of domestic and global markets. It is important that modification of growth areas, aimed at the overcome of stagnation, should be correlated with processes of innovational development and rise of capitalization of intellectual resources, for the comprehensive course of which the local ("selective") formation of unified and effective innovational system is needed.

The main features of the growth area are:

- a) capability for diversification of enterprises' activity, based on the innovational factor of their development;
- b) provision of increase of capital marginal revenue of enterprises;
- c) provision of conditions for decrease of aggregate unit costs;
- d) facilitation of increase of demand for innovations and formation of mechanisms for private investments involvement into the sphere innovational development of enterprises; e) provision of conditions for formation of progressive technological mode and of attraction of innovational side of enterprises thorough creation of innovational structure of activity (systems of scientific and technological, informational, HR, and marketing support);
- e) orientation of current economic state of the organizations to the completely new level of development.

In our opinion, the accompanying consideration of the notion of Internet business would help to reach the consideration of the problem of enterprises in stagnation at present and to the search of the optimal variants for its solution.

Nowadays, it is popular to imitate a strategy of bringing underdeveloped enterprises to a new growth area, which is successfully conducted by the market of the fifth technological mode; one of the key factors of the strategy is the use of leading technologies of E-business.

A modern structure of E-commerce is represented by 5 main elements and their derivatives. According to the subjects of electronic relations, E-business is divided into the main sectors of cooperation of commercial nature between: B2B – legal bodies, organizations; B2C – legal bodies and individuals; B2G – legal bodies and governmental organizations; C2C – individuals; G2C – governmental organizations and individuals.

The review of the structure of E-business instruments gives the full assessment of the opportunities of enterprises' successful reorganization, which fade during financial crisis, through the use of information-computer resources of the viewed system. Thus, the functioning of the enterprise on B2B market gives an opportunity for the first one for the search of acceptable conditions of creation of higher cost for goods and services, which would allow the organization to provide more value with the minimizations of expenses, comparing with competitors, i.e. reach the optimal level of pricing, distribution, and communication, providing the enterprise with a profitable position in the sector (Zabaznova, 2010). The activity of enterprise on B2C market supposes handling communications with clients that are located at various distances from the main location of the supplier, which allows expanding maximally the geography of selling goods and services with the help of specific marketing instruments that provide formation of new incentives for consuming production, stimulating the interest to the product among the potential clients, and facilitating the decision-making about purchase of the product. B2G market opens possibilities for development for enterprises of various levels through organization of E-areas for dialogues between legal bodies and governmental organizations, the main of which are informational web sites of authorities and systems of electronic purchase. The choice of the spot for functioning in the system of E-business depends directly in the sphere of activity of the enterprise in stagnation.

Thus, Internet business is a process of constant cooperation of organizations which are concentrated in one informational and telecommunication environment, which is determined by the constant optimization of their production and connections through the use of informational technologies and the Internet as the primary means of communications, aimed at the activation of economic development and maximization of commercial results of the business subjects.

Based on the current definition of Internet business, a functional component of this subject is offered for consideration. Nowadays, the key features of E-business are the following:

- a) facilitation of market expansion – regarding both demand and sell (as a matter of fact, a great part (about 90%) of industrial production, in particular of export nature (oil, natural gas, timber, etc.), are sold with the help of intermediary organizations which, in their turn, keep the right for high distribution margins; a large expansion of suppliers and consumers gives the possibility for achievement of effective result due to the competitive cooperation of suppliers and direct sales of goods and services to ultimate consumers);
- b) provision of conditions for effective reorientation of traditional schemes of business to the new ones which are based on the use of leading technologies of E-commerce;
- c) creation of the base for the realization of sales cycle optimization, oriented at the minimization of its total costs;
- d) creating the possibilities for achieving maximization of investment efficiency with minimization of its amount;
- e) possibility of diversification of business capital with the minimum amount of investment due to its implementation in Internet sphere (Chashchin 2010);
- f) provision of the bringing the enterprises to a new level of economic development and formation of a whole new model of financial balance.

Correlation of peculiarities of two objects under review (Table 2) allows making a conclusion about a possibility of defining Internet business as a growth area for enterprises in stagnation.

Table 2. Comparison of specifics of growth area and Internet business

| GROWTH AREA | INTERNET BUSINESS |
|---|---|
| Providing conditions for progressive technological mode and attraction of innovational side of enterprises | Facilitating expansion of market both in purchase and in sale |
| Facilitating increase of demand for innovation and generation of mechanisms for involving private investment into the sphere of innovational development of enterprises | Providing conditions for reorientation of business on the basis of use of E-commerce technologies |
| Minimization of total expenses during the distributive and sale cycle | |
| Providing activation of diversifying the activity of enterprises | |
| Providing the bringing of enterprises to a new level of economic development | |
| Formation of possibilities for maximization of profit from investments with the minimization of their amount | |

Source: compiled by the authors

The need to organize an effective functioning of IT companies under the conditions of rapid transformation of economic environment with all of its consequences of stagnation draws interest for the search of possibilities for building specific clusters in the informational and communicational sphere. The establishment of constant dialogue between the members in the face of their proximity in terms of location in the limits of such organizations will allow reaching the factors which determine the progress in sector: distribution of information in the chain order is performed in new qualitative, quantitative, and speed modes, which directly influences the processes of performing operations of scientific and technological transfer.

Experience of states and territories which generate most of innovational technologies, shows: changing a standard functioning of economic structures to a new scenario originates from the creation of a special cluster and network environment (Popkova, 2013). Striving to raise the speed of events in this direction, various types of economies consider a key moment of their programs a task of building multifunctional clusters.

Thanks to the variety of works of Michael Porter, devoted to clusters and economic competition, a concept of cluster development spread among politicians and business managers more than 20 years ago. Computerization of society forms a new demand: recently, organizations which work in the Internet often consider a possibility of cooperation for creating a competitive sphere which would urge government and private sectors for solving economic and social problems of the present time. Of course, this proves a special connection between the nature of clusters and current structure of online business (Delgado, M., Porter, M.E. and Stern, S., 2010).

First, the system of E-commerce requires various types of human resources, for scenarios of implementation of the projects within it would be successful only if mainly creative personnel participate in it. The broadband Internet which led to unrestricted expansion of polyvariant content, actualized the issue of topicality of diversified technical personnel in the present time. Constructional complexity of the sites, used by the companies, makes the latter organize a constant search

and enrollment of staff for management of business processes through specialized informational databases and marketing strategies. Very often, new Internet projects emerge as the result of local and short contacts between the specialists of various spheres, who exchange ideas and experience for reaching specified goals. The similar scientific and practical unities are usually associated with the term “informational and communicational union”, being nothing else but the cluster.

Organizing a specified type of activity requires provision of corresponding conditions for realization of constant communicational activity, as opposed to cooperation of experts in one sphere where interpersonal contacts are, as a rule, of secondary nature. Thus, within the union of scientific actors which possess various types of expert knowledge, the exchange of informational data is performed in a conventional way – by personal communication.

Second, effective conduct of business in Internet supposes a quick reaction of the companies on constant changes of economic situation. In spite of impressive rate of innovational growth of IT industry, online commerce should respond to the demand of market much faster, than its other sectors.

To avoid a technological aging, the Internet companies should build their activity, based on the forecast of the state of used equipment, software, and the modeling of future network development in the mid-term (5-6 months at least). However, the efforts do not always lead to result: according to the Moor's law, the progress of hardware technologies often exceeds the skeptical expectations of the active subjects. Also, value of networks would substantially rise, which is proved by Metcalfe's law. As a matter of fact, E-business should develop under the conditions of constant analysis of technological progress which affects all courses of IT industry and the process of network development.

Along with the above, the issue of actuality of overcoming the rivals in the formation of the best business solutions will never lose its topicality for online organizations, which is proved by their loyalty to the phenomenon “the winner takes it all”, the meaning of which was successfully revealed by V. Pareto back in the XIX century. In other words, the researched players especially prefer the decrease of the business risk level at the expense of decrease of time, given for accumulation and commercialization of the ideas.

Ultimately, the companies and their specialists constantly emphasize the importance of organizational flexibility and cooperation, based on the interpersonal informational exchange within the limits of network environment. Taking this condition into account, it is possible to state that cluster formations in the Internet may be profitable for the commercial organizations of virtual world, due to the original environment of their existence which is capable of providing an instant, thus a high-production, cooperation of performers.

In the previous part of this article, the readers' attention was focused at the assumption that a cluster may facilitate progressive development of certain companies and of a sector of informational and communicational technologies in general. In this section, we shall try to present our approach to consideration of the clustering in the Internet. Based on the research of the most successful examples of the formation of online enterprises unions, we were able to build a model which shows how the concentration of internet companies transforms into a cluster, and the cluster, in its turn, causes a positive flow of general development of the sector (Figure 1).



Figure 1: Scheme of the process of E-companies clustering

Source: compiled by the authors

After concentration of online companies of a flexible organizational format which occupied a certain niche of the market, an informational and communicational network between the specialists starts its formation – later, it takes unique outlines of its field of activity. This network evolves and turns into a professional union which very often includes cases of appearance of outsourcing and partnership liabilities of the participant companies.

Functioning of the union leads to the generation of projects-startups and to more intensive concentration of the companies within it. While independent companies receive constant support from the union, both they and the union as the whole would get acknowledgment and become a brand (Martasov, 2012). Such result would stimulate a flow of additional funds and more talented personnel into the system, which serves a solid foundation for creation of new

enterprises and facilitating more effective establishment of the whole cluster. The existence of cluster union is provided by coordinators in the form of non-commercial establishments and universities which support a constant work of the network of interpersonal information exchange.

It should be noted that the notion "cluster" describes not only the appearance of the large quantity of companies of one sphere of activity. On top of that, this category symbolizes the phenomenon, expressed by the process of determining new parameters, set by the union which was created by clustering – these parameters are necessary for accelerating the sectoral process. Thus, in the present day, a "union" is a key term in the conception of clustering.

Without any doubt, territorial and cluster development of regions is considered one of the key factors of competitiveness level increase of Russian economy and of stimulating mechanisms of state and private collaboration. The goal of the development strategy of Russian cluster structures is reaching high rates of economic growth and diversification through strengthening competitive advantages of equipment, components, specialized production services, and scientific and research and educational organizations which unite to form polythematic territorial and production clusters. However, the clustering of Internet companies, as a new trend of modern economic reality, is, from a practical standpoint, still an unexplored sphere in the Russian Federation.

However, the energetic emerge of online projects and corresponding conduct of commercial deals which was started back in 1998, show us a wide variety of possibilities for domestic internet sphere (Komarov, 2013).

Nowadays, the experience of conduct of business by Russian companies in the global informational and communicational sphere shows an existence of more than 100,000 web sites, dispersed on the territory of our country. Thus, among the total quantity of Russian commercial projects in the Internet, the part of Central Federal District is 53% of the sites which perform deals by electronic methods; 16% belongs to Northwestern Federal District, 10% - Volga Federal District, and 21% is distributed among Southern, Ural, Siberian, and Far Eastern Federal Districts (Figure 2).

During such a short time of domestic play in the electronic environment, the following businesses gained the largest popularity: "building", "production and supply", and "real estate". Multi-level system of these positions once again emphasizes the obvious thematic differentiation of Russia's commercial sphere.

Regarding the defining of the main spots for cluster approach of the E-companies throughout all districts of our country, one should determine the spheres which contain the most of informational and technological resources of commercial base. In 2014 the most intensive sub-spheres, each of which includes hundreds of domestic web-sites, were the following: "water supply and sewerage", "climate control equipment", "panels and facades", "apparel industry", "production and supply of furniture", "components and aggregates", "iron and steel industry", "cargo forwarding and transportation", "building machinery", and "special automotive equipment". Of course, each district of the Russian Federation is notable for the concentration of web sites of specific subject, which proves a slow, but steady preparation of the base for economic clustering of online companies.

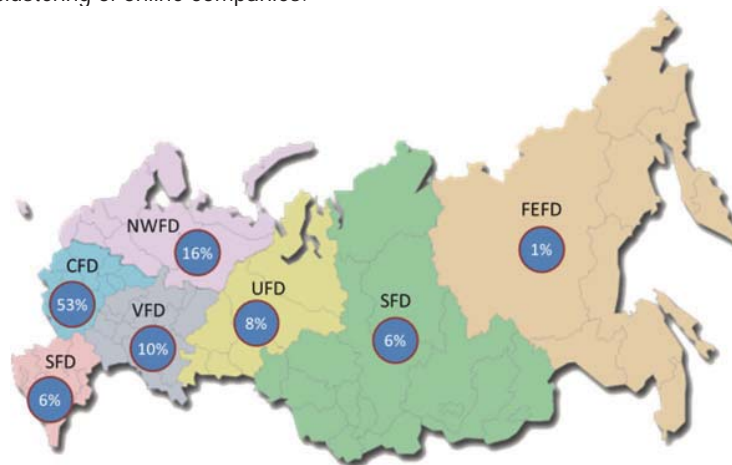


Figure 2: Percentage distribution of E-companies' web-sites in the districts of the Russian Federation

Source: compiled by the authors on the basis of Yandex.Catalog data

Thus, analyzing reputable guides of enterprises activity within the domestic limits of the country, it's possible to state that the companies should be rationally brought together, regarding the thematic commonness, in the combinations shown in Figure 3.

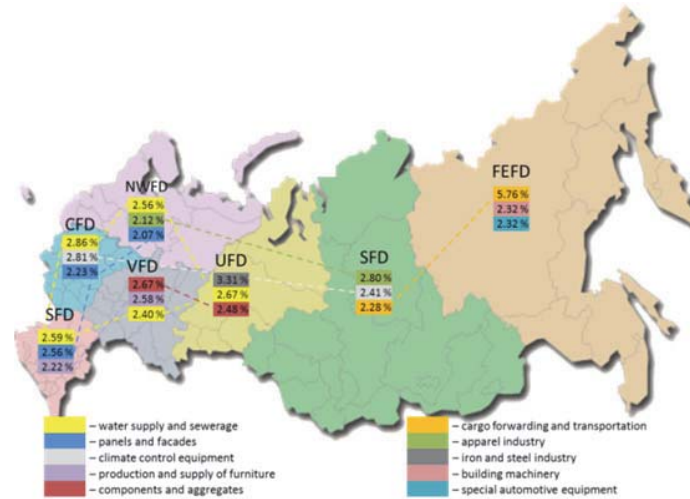


Figure 3: Percentage concentration of courses of online companies in the Russian internet space of the total quantity in each region (the suggested unification into clusters is shown in dotted line)

Source: compiled by the authors on the basis of Yandex.Catalog data

As the result of grouping, it shall be possible to get seven active systems of the cluster type, with the elements that are located at the mixed distances from each other. While transforming the firmly established perception of the idea of clustering, this state of affairs that changes in no way the true practical value of the objects under consideration. As a matter of fact, by effacing all territorial boundaries, the Internet allows building the boldest plans to create the informational and technological unities.

As the modern network actors are working hard to be in advance of their rivals, the unions which we suggested could be limited by time, which should be detailed at the level of their development forecast by the management subjects. It is pertinent to note that establishment of the structures for communication of the participants in the new clusters will be conducted in the accelerated mode; attention of the management will be drawn to contact connections, established in various situations, including business-events, seminars, and round tables – i.e., long before the creation of one or another thematic union.

Looking at the experience of internet clustering of foreign companies, it is reasonable to wish Russia the quick shift of cluster unities to the stage of self-branding, aimed at the implementation of constant flow of perspective specialists and large investors, which have possibilities to realize their potential in this sphere, into the unions.

An important aspect in the process of creation of cluster formations in Russian electronic environment will be the issue of its government support, one of the most optimal forms of which is a state-private collaboration. In spite of the fact that the system of cooperation of state and private business in such specific sphere as the Internet is only starting to gather pace in Russia, the results of research of such economists as D. Adebajo and R. Michaelides speak for themselves: the necessity of the participation of government in the development of online business, particularly in the clustering of its specific players, is well-reasoned (Adebajo, D. and Michaelides, R., 2010).

As was mentioned above, the new union of internet companies should at first be aimed at the self-positioning by means of branding – the most effective method of making name at the market level. Surely, the events, aimed at strengthening of cluster positions, should be tied to the issue of government support for innovational projects, which is not insignificant: the support from government structures is able to bring even the little known members of new societies to the fully new level of development. In our opinion, the most appropriate way of popularizing the cluster development of online business might be a detailed explanation to the targeted audiences of its essence and main advantages on the electronic platforms; thus, the topics of national scale would be considered, aimed at the bringing their members to participation in the events. Moreover, the creation of links for electronic offices of the companies for their following posting at government portals should be performed for the purpose of their following functioning as certain parts of web-pages which are links between the subjects that distribute them and objects that receive these redirections – central portals of created clusters. Thus, the active government support of business organizations in the global network of the Internet may be considered as one of the guarantees of positive image creation of informational and technological clusters brands under the condition to be presented as economically and socially important projects.

4. Conclusion

In conclusion, it should be noted that conditions of modern development of global economic space in the period of instability facilitate the process of intensive actualization of the issue of share increase of the enterprises close to stagnation in the totality of elements of the global market infrastructure.

The possible optional accelerator of the increase of such enterprises is the phenomenon of growth area, aimed at the functioning in the global media environment – the Internet, i.e. supposing the process of reorganization of the specifics of stagnation objects' activity and their shift to the mode of online implementation of "realize-sell" cycle.

Based on the difference between the recent absence of representatives of offline retail in the list of leaders of internet business and current numerous factors of their presence in it, it should be noted that the result of economic growth of the enterprises directly depends on the improvement of their infrastructure, based on the functioning of the enterprises in offline sphere with the use of leading instruments of E-commerce which gained quickly the popularity in the period of inevitable expansion of the broadband Internet.

Also, there is a good reason to admit the objective truth: the phenomenon of cluster formations (which are created both spontaneously under the market influence and as the result of fostered efforts) has an obvious connection to the change of constructions of established systems due to appearance and expansion of scientific and technological development of recent years. Adaptation of the world space to the processes of globalization and conditions of constantly growing dynamism of the environment incurs its slow transition to a new, network type of formation which supposes functional interpenetration of hierarchical and market entities, and the international economy, together with its key components, quickly performs a stratification into unique unions, among which the most appraised are informational and technological clusters in the Internet that are more flexible and integrated comparing to traditional phenomena of the similar nature. Popularization of such cluster formations was met with support by variety of developing and developed countries. We were able to find out that this practice might be significant for the Russian Federation, from the context of practicability of the use in the Russian Internet space of networks, the principles of work of which have such positive effects as unification of participants' intentions and their relative independence, based on the voluntary connections and standards of cooperation.

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