

Key findings

The design of the case study will be the key finding in this paper

- A research design of how the above-mentioned professional goals are reached.
- A research design that is strict and true to the cyclic and evaluative structure of the action research, reaching the above mentioned process goals.

Future studies and limitations

The main limitations of the action research methodology applied to this research is that it is context-bound and it can be difficult to determine if an effect is derived from conditions of the researchers, the methodology or the organizational environment.

For further studies, the initiation of another iteration in the action research cycle could be interesting. This paper seeks to create the optimal research design, where the next iteration could be the execution of the research. This would allow the action research to come to its right through the drawing of conclusions regards the effectiveness of the research design.

Furthermore, it could be relevant to look into more extensive theory on Stakeholder engagement, especially regarding the risk analysis. This perspective could especially be interesting in the organizational requirements defined in the Contextual analysis in the C-CEI method.

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MODERN INFORMATION TECHNOLOGIES FROM THE MARKETING PERSPECTIVE

The result of any successful marketing campaign depends on the level of implemented innovations. Any progressive and modern company is trying to use as

many convenient technologies as possible. We cannot be hundred per cent sure that every customer will evaluate such approach, but in general this method makes absolutely good attitude to such company. What modern information technologies should organization use in order to offer the high-quality service for its clients?

First of all, we have to mention apps. There is no need to talk about only big players who work worldwide. Today, even small local firms are trying to adapt their activity to the current demands and promote their apps. It is obvious thing, that every person has a smartphone now. It means, that every person is a potential user of the app. We have well-designed apps in any sphere of life. They can be based on different services like food delivery, reservations, taxi, shopping etc.

Secondly, we cannot forget about web-services. There are so many free, useful and easy-to-learn tools for the better interaction with your customers. For example, think about MailChimp. It is extremely unbelievable service for the mailing. You can customize every letter for the certain needs. You can set up as many target groups as you want. You can use a great many of design tools and make your newsletter completely beautiful, informative and attractive. Moreover, you are able to monitor the results and compare them, making essential conclusions.

Thirdly, we have to think about internet promotion services like Google Adwords. We know the evident fact that the main resource in the modern world is time. That means, that a person wants to receive any information immediately, using no additional time for searching. Google Adwords makes it real. It set your advertisement on the top of searching page and it increases the number of clicks very rapidly.

In addition, every company has to be represented in social networks. Nobody talks about it today, because it is an indispensable thing according to the contemporary needs of people. As statistics say, the firm's appearance in Facebook and Instagram increases customers' loyalty and trust.

In conclusion, we have a very simple proof that having a small amount of funds for marketing still makes it possible to promote goods or services among people and build strong customer relationships. Company only needs a person who is well-aware of such internet services and who knows how to use them properly. We are able to find tons of examples, which confirm this theory and give a motivation for young companies to develop their own marketing complex which has to be based on modern information technologies.

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METEOR.JS FRAMEWORK AS A MODERN SOLUTION FOR DIGITAL MARKETING INITIATIVES

Processes of globalization have their own disciples and opponents. But necessity of using multiple programming languages on different platforms is not that identity we shall to protect. And for sure – unification of development language is not