USE OF INFORMATION THROUGH INTERNET TECHNOLOGY FOR FINANCIAL AND OTHER EFFECTS

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Abstract: Modern business is viewed from the perspective of efficient use of the latest IT technologies as a basis for the efficiency of business operations both financial, economic, marketing and other sectors. This shows that there is an immeasurable contribution of the Internet in the business sphere.

Each business process begins with the use of e-mails in everyday communication for the development of financial activities, accounting, reports, as well as for the purpose of obtaining quality results.

This is the basis for developing the setting of sophisticated business and social networks for contacts. Today, the financial and every other business market at global level, in its daily communication, can not be successful without quality and fast information.

Modern business communications involve the efficient use of Internet information technologies. For success, we need to constantly implement new knowledge that brings successful business.

The goal is to adapt to all the changes that are being implemented in the field of IT technology in order to successfully incorporate ever new programs. Continuous monitoring of new knowledge in the world enables stepwise overcoming of some level of useful performance for efficient communication for the company's own operations, as well as for their estimations of the useful performance of the Internet and the entire IT system. The goal is to identify changes in the external and internal environment that affect these systems. The focus is on computer networks and system administration. This suggests that it is desirable that in a large number of companies in the world, more and more employees are hired on computer hardware and in adequate modern equipment. The world is dominated by the success achieved by computer engineering and electrical engineering. Accordingly, the most effective communication programs in the field of the Internet, these programs include world-class classes related to computer programming, networking or system design. Practice in the world says that network technology is constantly changing, which means that employed administrators - developers and the like. must constantly participate in the development of IT technology to track the latest achievements.

1. Introduction

The efficiency of information and information technology usability has become the most important strategy of the financial market participants in order to remain competitive on the world market. A large number of sectors are investing in the development of a financial fund, which is expected to generate large financial revenues.Communications play a leading role in increasing the volume of operations in the financial market, which requires the need for continuous investment in new information technologies and consequently the usefulness of all information and competitive advantages.

All financial transactions involve the exchange of information, resulting in the increased popularity of online financing that is incorporated into advancement through information technology.

Each work environment encompasses internal and external factors of the development of Internet technologies in order to achieve efficient business in that sector.
Basically, the goal is to achieve high quality relevant communication technology factors. The important question is: how to achieve quality in this?
The most important quality characteristics in the IT sector are:
1.Analytical skills

The structure of work of employees refers to the assessment of the quality of networks and systems. This is done in order to ensure reliable operation and forecast new requirements for the needs of clients that are often subject to change.

2. Communication skills
They are introduced in order to describe problems and find their solutions.

3. Necessary multi-year innovative skills
They are simultaneously being implemented on many problems and tasks.

4. Problem solving skills

It is implemented quickly in order to efficiently solve the problems that occur with computer networks.

The working environment has a key role to play.

The working environment consists of the following factors:
• Design of computer systems and related services
• Information
• Educational services - education, training
• Finance and insurance
• State, local and private sectors
• Enterprise management by IT technology, etc.
The organization of human resources for managing tasks in IT communication technologies focused specifically on Internet communications in the business world is carried out with competent computer system experts. Employees in companies in the design of computer communication systems belong to the most important and modern service industry today.
The system of work implementation includes the inclusion of other IT workers, such as:
1. Computer support experts
2. Database experts
3. Architects of the computer network and
4. Computer and information systems managers[1].

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[1]. What Network and Computer Systems Administrators Do, https://www.bing.com/s

2. The role of the computer network in Internet communications

Bearing in mind the modern, business and complex system that is changing at a high speed today, every management has in mind that this is exactly the most critical part of almost every organization.

The goal is to efficiently organize preventive measures for ensuring the quality of business on the basics of all parts of the computer system. The organization involves the process of including all local area networks (LAN), broadband (WAN), new network segments, intranets and other data transmission systems.

The efficiency of implementing modern networks involves the use of:
High-quality network hardware and software, which is why it is required continuously:
• upgrading and repairing networks as well as ensuring the proper functioning of the system, a
• maintenance of network and computer system security,
• assessing the optimal performance of networks of the communication system,
• increasing the user's network,
• updating the security clearance on the network,
• training users for proper use of hardware and software,
• Troubleshooting when a user or an automated tracking system warns you to
  there is a problem, etc.

Employed administrators should manage the organization's organizations and mobile equipment. Then you can successfully ensure that the e-mail and data network works properly. This contributes to workstations functioning efficiently and stay connected with the central computer network.[2]

In practice, it is customary for specialists or administrators to manage telecommunications networks. They help network designers and architects to succeed:
• analyze network models,
• participate in decisions about the purchase of future hardware or software to upgrade your organization's network,
• provide technical support to computer users,
• supervise computer support experts to help solve user problems, etc.[3]

The data suggests that firms around the world invest a large amount of money in IT where demand for information technology workers is high with the trend of increasing and growing demand that continues to grow as firms invest in newer, faster technology and mobile networks.

3. Data transfer

In practice, IT data transfer technology is carried out in three respects:
I - And transmission
II - Propagation and
III- Reception.

Date variants allow wide categorization, or as broadcasting, in which information is transmitted on a one-way basis: downstream or telecommunications, with two-way channels upstream and downstream.

One of the challenges of this kind of use is converting data from relational databases into the structure of the object.

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[2] http://smallbusiness.chron.com/can-production-plant-increase-sales-reduce-costs-39634.html
[3] Network and Computer Systems Administrators
   Administrators maintain network LANs, WANs, and intranets

According to Hilbert and Lopez, the exponential pace of technological change (a kind of Moore's law) is identified: i.e. more capability of specific applications for calculating information per capita is obtained.

Massive amounts of data are stored around the world on a daily basis, but if they can not be analyzed and effectively presented, the data become essentially unused. IT specialists take responsibility for selecting hardware and software products suitable for the organization. The goal is to integrate these products with organizational needs, infrastructure and installation, that is, customize and maintain these applications for computer users of the organization.

In the world of information technology, companies act as "technical sector" or "technology industry".

For example, in a business context, the American Information Technology Association defined information technology as a "study, design, development, application, deployment, support, or management of computer information systems." This includes network administration, software development and installation, as well as the planning and management of an organization's lifecycle, thus continuously maintaining, upgrading and replacing hardware and software.

The business value of information technology lies in the automation of business processes, the provision of decision information, the linking of business with its customers, and the provision of productivity tools to increase efficiency.[4]

3.1 What is the meaning of Internet technology in the world?

Internet technology has the ability to transfer information and data across different servers and systems. Internet technology is important in many different industries because it allows people to communicate with each other through net networking.[5]

The Internet basically represents a large database where different kinds of information can be found.

It can be transferred in the form:

1. interactive websites and blogs;
2. in the form of file sharing and document loading[6].

Internet technology has led to the concentration of a huge amount of information available to anyone who can access the Internet. He made it possible for people who were accustomed to textbooks and libraries to learn everything that computer technology offers[7].

The informer (Zuppo, 2012), proposed an ICT hierarchy, where each level of the hierarchy "contains a certain degree of community by all degrees related to technologies that facilitate the transmission of information and which encompass different types of electronically communicated communications.[8]

Culture of use, implementation and development Internet technologies play an important role in efficient and modern communication in business entrepreneurship. It is implemented at the

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[4] *Jeremy, Butler, G.(* 2012*).,* A History of Information Technology and Systems*, University of Arizona,* pp. 148.

[4] Wu, Suzanne., "How Much Information Is There in the World?", USC News, University of Southern California, 2013. pp. 64.

[6] www.reference.com/technology/internet-technology-72ebcb288063d706
[7] https://www.bing.com/images/search?q=information-technology
[8] www: Zuppo, C.M (2012)., Hijerarhija ICT-a

very entrance as a complementary collection or distribution operation to the Internet service provider as a high-quality Internet service provider, to all types of businesses and other complex organizations[9].

4. CONCLUSION

The applicability of information in the financial and other sectors in the 21st century is in the function of an increasing Internet internet transaction, requiring multiple networks, multiple computers, and more security programs. Financial institutions can not compete without a wide but secure information network, so information technologies are essential for their success.

For the global financing of informational technology, the functionality of the information is usable. Without information technologies, financial markets can not respond to global developments, and financial companies can not consistently obtain information simultaneously with their competitors. For example, it makes companies have continuous access to credit ratings and credit ratings to all lenders, insurance companies and businesses that need financially responsible clients.

Internet technologies are constantly expanding and improving their references, which speeds up the information business world. With technologies that use the Internet, the speed of information transfer is increased, more information is available and different processes are performed that were not possible in the past. Internet technology has changed and will continue to change, the way the world wants it and how people want to interact in everyday life.

Computer Internet technology refers to devices, software, hardware, and portable protocols used to connect computers, or their networking so that they can receive or send data from one computer to another within a network such as the Internet.

Computer networks are modern Internet technology for designing and setting up networks for their employer or client, such as LAN, WAN, intranet, and extranet.

Depending on the plans that are being implemented, network specifications are determined. Finally, it can also be concluded that:

Internet - a global system of interconnected computer networks that use Internet protocol to connect devices around the world. It is a network of networks that consists of private, public, academic, business and government networks from a local to global scale, connected to a wide range of electronic, wireless and optical networking technologies. As information technology (IT) means the use of computers for storing, downloading, transmitting and manipulating data, or information, within a company or other enterprise. IT is considered as a subset of information and communication technologies (ICT). The Internet carries a wide range of information resources and services, such as interconnected hypertext documents and applications on the World Wide Web, email, telephony and file sharing across different business sectors. The Hierarchy of ICT, contains a certain degree of common actions, are related to technologies that facilitate the transmission of information, as well as related to various types of electronically communicated communications.

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[4.] Jeremy, Butler, G.(*2012*)., *A History of Information Technology and Systems*, University of Arizona*, pp. 148.

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[9]Kiesler, S. (2014)., Culture of the Internet, Pasuychology Press, USA, pp. 146.

[5.] Wu, Suzanne, "How Much Information Is There in the World?", USC News, University of Southern California, 2013. pp. 64

[6.] www.reference.com/technology/internet-technology-72ebcb288063d706

[7.] https://www.bing.com/images/search?q=information-technology

[8.] Zuppo, C.M (2012)., Defining ict in a boundaryless world: the development a working hierarchy,International Journal of Managing Information Technology (IJMIT) Vol.4, No.3, India, pp.98.

[9.] Kiesler, S. 82014)., Culture of the Internet, Pasuychology Press, USA, pp. 146.

ИЗПОЛЗВАНЕ НА ИНТЕРНЕТ ИНФОРМАЦИЯТА В ТЕХНОЛОГИЧНИЯ, ФИНАНСОВИЯ И ДРУГИ СЕКТОРИ

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Ключови думи: използване на информация, интернет технологии, съвременен бизнес, финансови и други сектори.

Резюме: Развитието на съвременният бизнес зависи от ефективната употреба на интернет технологиите, като основа за ефективното функциониране на финансовите, икономически, маркетингови операции. Това показва, че значението на Интернет за бизнеса е от съществена важност.

Всеки бизнес процес е свързан с използването на електронна поща при ежедневната комуникация за изпълнението на различни финансови, счетоводни и други операции.

Този факт е в основата на развитието на успешен бизнес и социална мрежа от контакти. В днешно време финансовите пазари не биха могли да се развиват без наличието на качествена и навременна информация.

Съвременните бизнес комуникации зависят от използването на ефективни информационни технологии.

Целта е бизнесът да се адаптира към промените в сферата на интернет технологиите, така че успешно да ги използва в своите програми за развитие. Непркъснатото търсене на нови знания позволява усъвършенстване на бизнеса по отношение на ежедневно извършваните дейности.

Фокусът е поставен върху компютърните мрежи и системната поддръжка. Това предполага, че в световен мащаб все повече и повече специалисти в областта на поддръжката и създаването на компютърен хардуер ще се наемат на работа.

В последно време компаниите успяват да се развиват благодарение на развитието на компютърното и електроинженерството. В тази връзка все повече студенти се обучават в специалностите „Програмиране", „Мрежова поддръжка" и „Системен дизайн". Практиката показва, че мрежовите технологии непрекъснато се променят, при което съответните администратори следва да усъвършенстват своите знания, така че да бъдат полезни за бизнеса.