



Web 2.0

(YouTube, Skype, Wikipedia);
(Facebook, MySpace, Twitter, LinkedIn)¹.

, CRM

¹ Enders, A. et al. The long tail of social networking. Revenue models of social networking sites. // European Management Journal, Vol. 26, 2008, pp. 199–211.

1.

2.

1.

2

2

³ Zeng, F. et al. Social factors in user perceptions and responses to advertising in online social networking communities. // *Journal of Interactive Advertising*, Vol. 10, No. 1 (Fall 2009), pp. 1–13.

. , , , , -
 . . , , -
 , - , , / , -
 , , . . , , -
 , , , . . , -
 . , , -
 . , -
 , , -
 . , -
 , , -
 ; ; -
 , , -
 , (Facebook), -
 (LinkedIn), -
 (Flixster), Twitter .
 E Facebook, MySpace Twitter .
 , , ; -
 ” ” ” ” ; -
 , , -
 , , -
 , , -
 2003 .), 2007 . 100 . MySpace (-
 Facebook. Facebook -
 MySpace, , -
 , , , . . -

Platform	2008 (%)	2010 (%)	2008 Rank	2010 Rank
Facebook	61,47%	43,71%	10	1
Twitter	13,04%	6,44%	6	2
MySpace	6,44%	-	3	3
YouTube	10-16%. ⁴	-	4	4
Facebook e	400	35	100	5
Facebook	3	3	3,5	6
Facebook	5,3	-	55	7
Facebook,	12	25	130	8
				9
				10

⁴ Top 10 Social Networking Websites & Forums//www.marketingcharts.com/ September 2008, 2010.
⁵ www.insidefacebook.com.

‘’ . . .

(1).

?

?

?

2

– Facebook MySpace).

10

‘’ ‘’ ‘’

‘’ ‘’ ‘’ ‘’ ‘’ ‘’

I

– 70% , 49%	www.deiworldwide.com/2008

<p>’</p> <p>’</p> <p>.</p>	<p>www.deiworldwide.com/2008</p>
<p>-</p> <p>(35%),</p> <p>(24%)</p>	<p>-</p> <p>(28%),</p> <p>-</p> <p>(24%).</p> <p>www.marketingcharts.com/28Jul2008</p>
<p>56%</p> <p>-</p> <p>-</p> <p>,</p> <p>.</p>	<p>www.marketingcharts.com/1Oct2008</p>
<p>47%</p> <p>,</p> <p>.</p>	<p>www.marketingcharts.com/22Sep2008</p>
<p>78%</p> <p>,</p> <p>63%</p> <p>”</p> <p>”</p> <p>, 44%</p> <p>.</p>	<p>www.businesswire.com/7Nov2007</p>
<p>25%</p> <p>,</p> <p>,</p> <p>.</p>	<p>www.marketingcharts.com/20Nov2007</p>
<p>70%</p> <p>,</p> <p>.</p>	<p>www.marketingcharts.com/12Nov2007</p>

	www.marketingcharts.com/27Nov2007
	www.deiworldwide.com/2008
90% 70% , 87%	www.marketingcharts.com/27Nov2007
	www.deiworldwide.com/2008
81% 2012	www.newcommreview.com/16Oct2007
93% Web 2.0	www.marketingcharts.com/7Feb2008
(41%), (12%)	Bell Labs Technical Journal, 2008, 13(2), p.15

Web 2.0

⁶ Howard, B. Analyzing online social networks. // Communication of the ACM, November 2008, Vol. 51, No. 11, pp. 14–15.

⁷ Ellison et al. Social networking and society: current trends and future possibilities. // Interactions. January, February 2009, pp. 6–9.

, ...

(G. Simmel) (

). -

A. Maslow,

Web 2.0

:

: 1) . 2) "

. 3) "

. 4)

. 5)

. 6) " " "

:

Dunbar

R. Dunbar,

150⁸.

150

Dunbar

⁸ Dunbar, R. Neocortex size as a constraint on group size in primates. // *Journal of Human Evolution*, 1992, 22(6), pp. 469–493.

, 100 230 (150),
 Dunbar
 ,
 200) (500–2000). Dunbar , 150 (30–50), (100–
 42% 150 ,
 , 231 ,
 , - Dunbar,
 Dunbar⁹.
 C. Allen
 ,
 80, - (45–50. -) 25
 ,
 Allen¹⁰ - , 5 9
 2 , ; -
 3 , ,
 4 ; 5 9
 ; 9–12 -
 , ; 25 -
 ; 80 -
 ; 150 -
 ,
 ,
 - Allen
 ,

⁹ McCarty, C. et al. Comparing Two Methods for Estimating Network Size. *Human Organization*, 2000, 60, pp. 28–39.
¹⁰ Allen, C. The Dunbar Number as a Limit to Group Size//<http://www.lifewithalacrity.com/2004/03>.

60 90,)

15

16

11

12

Karinthy, 1929

Karinthy

50-

Pool and Kochen

F.

Karinthy

¹¹ Allen, C. Dunbar, Altruistic Punishment, and Meta-Moderation. //http://www.lifewithalacrity.com/2005/03.

¹² http://en.wikipedia.org/wiki/Six_degrees_of_separation.

20 , 1978 .¹³

(2 3) ” ” ” ” ” ” . Pool
and Kochen ” ” ” ” ” ”

’ ” ” , -
” ” , -
, Pool and Kochen -
, -
S. Milgram, ” ” -
, 6. Milgram -
, , -
, , -
, , -
5,5 , Milgram -
” -
J. Guare, ” -
” ” Milgram 1967 .¹⁴,
- J. Travers -
¹⁵.
1990 . J. Guare , 1993 . -
, J. Guare , ” Marconi,
J. Guare , ”
”¹⁶. SixDegrees.org,
Six Degrees Facebook, 6 .
5,73 .
61 . Dodds, Muhamad and Watts 2003 .,
166 ,

¹³ Pool, I., M. Kochen. Contacts and influence.// Social Networks, 1978, 1 (1), pp. 5–51.
¹⁴ Milgram, S. The Small World Problem. // Psychology Today, 1967, Vol. 2, pp. 60–67.
¹⁵ Travers, J., S. Milgram. An Experimental Study of the Small World. // Sociometry, 1969, Vol.32, pp. 425–443.
¹⁶ www.imdb.com/title/tt0108149/quotes.

24 . , 18 13 .
 5 7 , -
 . : ,
 (, -
) 17 . , " -
 , " -
 . , -
 , -
 , . -
 2007 . Leskovec and Horvitz -
 , 30 , 240 -
 , -
 Microsoft Messenger 6.6, "18 .
 " R. Putnam -
 : (bonding) (bridging)¹⁹. -
 " : , " -
 " , M. Granovetter. -
 : , -
 . , -
 , -
 , -
 , -
 , -
 , -
 (, ,
 . .).

¹⁷ Dodds, P., R. Muhamad, D. Watts. An Experimental Study of Search in Global Social Networks. // Science, Vol. 301, 8.08.2003, pp. 827–829.
¹⁸ Leskovec, J., E. Horvitz. Planetary-Scale Views on an Instant-Messaging Network. //www.arhiv.org/ abs/ 0803.0939v1.
¹⁹ Putnam, R. Bowling Alone: The Collapse and Revival of American Community. New York: Simon and Schuster, 2000 (. . : Ellison et al. Social networking and society: current trends and future possibilities. // Interactions. January, February 2009, pp. 6–9).

1973 . M. Granovetter ,
 American Sociological Review 1969 .,
 1972 . Granovetter American
 Journal of Sociology, 1973 . Granovetter
 20 .
 21 .
 Granovetter
 Granovetter

²⁰ Granovetter, M. The strength of weak ties. // American Journal of Sociology, 1973, vol. 78 (6), pp. 1360–1380.

²¹ Granovetter, M. The strength of weak ties: a network theory revised. // Sociological Theory, 1983, Vol. 1, pp. 203–204.

;)

”

”

:)

C. Anderson 2004 .

22.

(,)

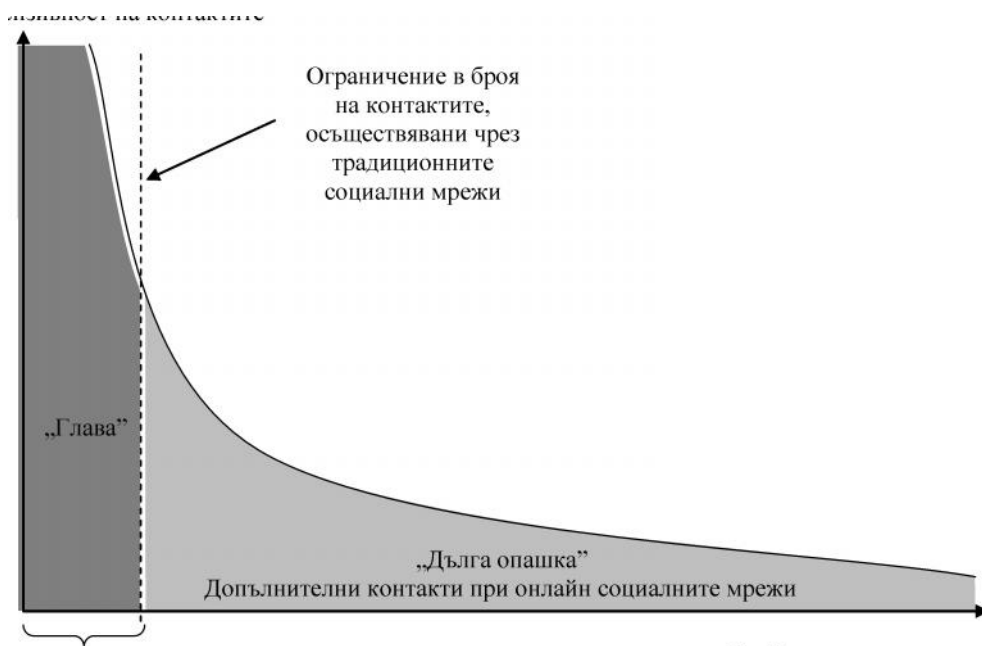
(,

. .).

)

”(. 1).

²² Enders, A. et al. The long tail of social networking. Revenue models of social networking sites. // European Management Journal, Vol. 26, 2008, pp. 199–211.



: Enders, A. et al. *The long tail of social networking. Revenue models of social networking sites.* // *European Management Journal*, Vol. 26, 2008, pp. 199–211.

. 1.

(Stakeholder Marketing)

Web 2.0

²³

Stakeholder Marketing 2.0

Staples,

Invention Quest

Procter & Gamble,

²⁴

Web 2.0

²³ Chakravorti, B. Stakeholder marketing 2.0. // Journal of Public Policy & Marketing, Vol. 29 (1), Spring, 2010, pp. 97–102.

²⁴

(folksonomy)

(crowdsourcing)

(crowdcasting)

25

26

²⁵ Cardon, P. et al. Online and offline social ties of social network website users: an exploratory study in eleven societies. // *Journal of Computer Information Systems*, Fall 2009, pp. 54–56.










²⁶ Kim, J. et al. Loneliness as the cause and the effect of problematic internet use: the relationship between internet use and psychological well-being. // *Cyber Psychology & Behavior*, Vol. 12, No. 4, 2009, pp. 451–452.

3.

:1) ;2) ;3)

(2)²⁷.

²⁷ Enders, A. et al. The long tail of social networking. Revenue models of social networking sites. // European Management Journal, Vol. 26, 2008, pp. 199–211.

				” ”
				” ”
				-

:  -

 -

 -

: Enders, A. et al. *The long tail of social networking. Revenue models of social networking sites.* // *European Management Journal*, Vol. 26, 2008, p. 206.

Facebook).

Web 2.0

40%

28.

ROI

²⁸ www.mckinseyquarterly.com (3.12.2010).

Web 2.0

29.

-

-

-

Web2.0

30.

²⁹ www.mckinseyquarterly.com (3.12.2010).

³⁰ : Fisher, T. ROI in social media: a look at the arguments. // Database Marketing & Customer Strategy Management, Vol. 16, 3, 2009, pp. 189–195.

(, , ,) .) -

, - -

. ,

e ,

. :

, -

, -

, -

.

1.

, -

31. : , -

, -

, , , , , , . . -

, -

” ” . -

- , -

.

” ” 60% -

, :

(34%), (26%), -

(16%), (18%), (6%)³². -

³¹ Macaulay, L. et al. Co-evolving e-tail and on-line communities: conceptual framework. // International Journal of Electronic commerce, Summer 2007, Vol. 11, 4, pp. 53-77.

³² www.marketingcharts.com (17.04. 2008).

1) ³⁴ : , - , , - (3). **3**

<p>: , ,</p> <p>: ,</p>	<ul style="list-style-type: none"> • • ” ” •
<p>: ,</p> <p>: ,</p>	<ul style="list-style-type: none"> • • • - • - () ,

: : Chakravorti, B. Stakeholder marketing 2.0. // *Journal of Public Policy & Marketing*, Vol. 29, 1, Spring 2010, p. 100.

³⁴ Chakravorti, B. Stakeholder marketing 2.0. // *Journal of Public Policy & Marketing*, Vol. 29, 1, Spring 2010, pp. 97–102.

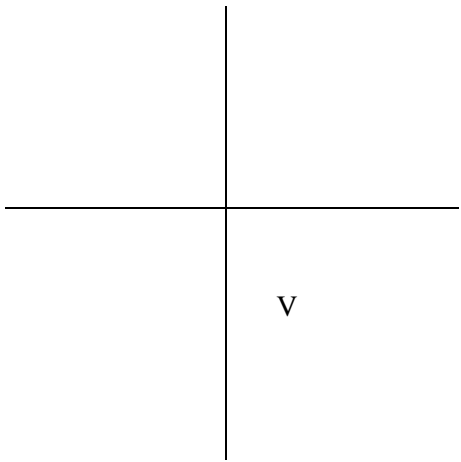
2)) , (-
)(4). (-
4

<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •
<ul style="list-style-type: none"> • • • • • 	<ul style="list-style-type: none"> • • •

: : Chakravorti, B. Stakeholder marketing 2.0. // *Journal of Public Policy & Marketing*, Vol. 29, 1, Spring 2010, p. 100.

2). - , (-

2, , -
 , , -
 , - -
 (, - -
), - -
 , , -
 , , -
 , - -
 , - -



. 2. , , -
 , - -
 , - -

³⁶ Cha, J. Shopping on social networking web sites: attitudes toward real versus virtual items. // *Journal of Interactive Advertising*, Vol. 10, 1, Fall 2009, pp. 77–93.

- , -
 , - -
 .
 -
 -
 , -
 -
 , .
 , .
 , -
 , , , .
 . (,
 ,) , (, , -
).
 , -
 .
 , -
 .
 , , -
 , -
 .
 , , -
 , .

3.

.
 , , -
 , .

), (

37.

(Facebook, Twitter), (MySpace).

” ” :

) (

³⁷ Will social networking change the retail industry. // Euromonitor International, 11-15 February, 2010.

38. The business impacts of social networking//www.att.com/emea.

39. The business impacts of social networking//www.att.com/emea.

Facebook, LinkedIn Twitter,

Facebook

Facebook

Facebook.

LinkedIn

Twitter

LinkedIn. Facebook (140

Twitter

⁴¹ Luke, K. Marketing the New-fashioned Way. // Practice Management Solutions, November/December 2009, pp. 18-19.

4.

Web 2.0 , -

(, SMS). -mail -

(,). - Web 2.0 -

42 . -

;

43 . -

⁴² Barnes, N., F. Barnes. Equipping your organization for the social networking game. // Information management, November/December 2009, pp. 28–33.

⁴³ Macaulay, L. et al. Co-evolving e-tail and on-line communities: conceptual framework. // International Journal of Electronic commerce, Summer 2007, Vol. 11, No. 4, pp. 53–77.

- 44.
- 1) , ,
 - 2) . -
 - 3) , , , - - - , , - . -
 - 4) .
 - 5) .
 - 6) , -
 - 7) , ,
 - 8) - -
 - 9) , :) ;)
 - 10) . , -

Big Brother,

⁴⁴ Macaulay, L. et al. Co-evolving e-tail and on-line communities: conceptual framework. // International Journal of Electronic commerce, Summer 2007, Vol.11, No.4, pp. 53-77; Barnes, N., F. Barnes. Equipping your organization for the social networking game. // Information management, November/December 2009, pp. 28-33; The business impacts of social networking//www.att.com/emea.

⁴⁵ Barnes, N., F. Barnes. Equipping your organization for the social networking game. // Information management, November/December 2009, pp. 28–33.

1. . www.regal.bg/(. 25
2010).
2. 9 Building Blocks of a Social Media Strategy//<http://fifthgearanalytics.com/2010/12>.
3. Barnes, N., F. Barnes. Equipping your organization for the social networking game. /
/ Information management, November/December 2009, pp. 28–33.
4. Cardon, P. et al. Online and offline social ties of social network website users: an
exploratory study in eleven societies. // Journal of Computer Information Systems,
Fall 2009, pp. 54–56.
5. Casteleyn, J. et al. How to use Facebook in your market research. // International
Journal of Market Research, 2008, Vol.51, Issue 4, pp. 439–441.
6. Cha, J. Shopping on social networking web sites: attitudes toward real versus virtual
items. // Journal of Interactive Advertising, Vol 10, No1(Fall 2009), pp. 77–93.
7. Chakravorti, B. Stakeholder marketing 2.0. // Journal of Public Policy & Marketing,
Vol.29(1), Spring 2010, pp. 97–102.
8. Coyle, C., H. Vaughn. Social networking: communication revolution or evolution? //
Bell Labs Technical Journal, 13 (2), 2008, pp. 13–18.
9. Ellison et al. Social networking and society: current trends and future possibilities. //
Interactions. January+February 2009, pp. 6–9.
10. Enders, A. et al. The long tail of social networking. Revenue models of social networking
sites. // European Management Journal, vol. 26, 2008, pp. 199–211.

11. Fisher, T. ROI in social media: a look at the arguments. // Database Marketing & Customer Strategy Management, Vol. 16 (3), 2009, pp.189–195.
12. Howard, B. Analyzing online social networks. // Communication of the ACM, November 2008, Vol. 51, No.11, pp. 14–15.
13. Kim, J. et al. Loneliness as the cause and the effect of problematic internet use: the relationship between internet use and psychological well-being. // Cyber Psychology & Behavior, Vol.12, No.4, 2009, pp. 451–452.
14. Luke, K. Marketing the New-fashioned Way. // Practice Management Solutions. November|December 2009, pp. 18–19.
15. Macaulay, L. et al. Co-evolving e-tail and on-line communities: conceptual framework. // International Journal of Electronic commerce/Summer2007, Vol.11, No.4, pp. 53–77.
16. Stefanone, M. et al. The relationship between traditional mass media and „social media”: Reality television as a model for social network site behavior. // Journal of Broadcasting & Electronic Media, 54 (3), 2010, pp. 508–525.
17. Stephen, A., O. Toubia. Deriving value from social commerce networks. // Journal of Marketing Research, Vol. XLVII (April 2010), pp. 215–228.
18. The business impacts of social networking//www.att.com/emea.
19. Will social networking change the retail industry. // Euromonitor International, 11-15 February 2010.
20. Zeng, F. et al. Social factors in user perceptions and responses to advertising in online social networking communities. // Journal of Interactive Advertising, Vol.10, No.1 (Fall 2009), pp. 1–13.

CONCEPTUAL ASPECTS OF THE INTEGRATION BETWEEN THE SOCIAL NETWORKS AND THE RETAIL BUSINESS

Assoc. Prof. Dr Dancho Danchev

Abstract

The aim of the present work is to clarify, generalize, systematize and interpret from a conceptual viewpoint the issues, connected with the integration of the retail business and the social networks as a phenomenon of modern society.

In this respect there is an emphasis on the content elements, the utility, the theoretical dimensions and the effectiveness of social networks as a platform for the realization of retail business. The attention is focused on the motives, the key factors, strategies, challenges and obstacles to the carrying out of the retail business through the social networks.

The object of study are the interrelations between the social networks and the retail business in the context of the possibilities for the creation and development of new business models for the realization of the exchange processes. There is defended the opinion that in the contemporary conditions trade is one of the most dynamically developing sectors of the economy, reflecting the cardinal social changes, which demands the formulation of strategies and adequate responses in accordance with the dynamics of the social processes.

KONZEPTUELLE ASPEKTE DER INTEGRATION SOZIALER NETZWERKE MIT DEM HANDELSGESCHÄFT

Doz. Dr. Dancho Danchev

Zusammenfassung

Die Studie hat das Ziel, von einem konzeptuellen Standpunkt die Probleme im Zusammenhang mit der Integration des Handelsgeschäfts und der sozialen Netzwerke als Phänomen der modernen Gesellschaft zu erläutern, zu systematisieren und zu interpretieren.

In diesem Kontext behandelt die Arbeit Schwerpunkte wie die inhaltlichen Elemente, die Nützlichkeit, theoretische Grundlagen und die Wirksamkeit der sozialen Netze, die eine Plattform für das Handelsgeschäft bieten. Der Fokus richtet sich verstärkt auf die Motive, die entscheidenden Faktoren, die Strategien, Herausforderungen und Hindernisse für die Abwicklung des Handelsgeschäfts über die sozialen Netzwerke.

Außerdem verweist die Studie auf das Zusammenwirken der sozialen Netzwerke und des Handelsgeschäfts im Zusammenhang mit den Möglichkeiten der Herausarbeitung und Entwicklung neuer Geschäftsmodelle für die Abwicklung der Handels- und Tauschgeschäfte. Der Autor vertritt den Standpunkt, dass unter den modernen Bedingungen der Handel einer der dynamischsten Wirtschaftssektoren ist, der auch die grundlegenden gesellschaftlichen Veränderungen mitmacht, was die Notwendigkeit adäquater Strategien und Reaktionen auf die Dynamik der sozialen Prozesse noch einmal hervorhebt.

.....	65
. 66
1. 66
2. 74
3. 85
. 89
1. 89
2.	, 94
3. 96
4. 102
.....	104
.....	105
.....	106
.....	107
.....	107