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INTERNET MARKETING USAGE OF EXPORT COMPANIES IN BOSNIA AND HERZEGOVINA

SUMMARY

During the past decade, there have been significant changes in general communication, in which the Internet as a medium took over primacy of conventional media. Commercialization of the Internet as well as the development of the global economy contributed to the creation of a new concept in business. The integration of a large number of information systems and networks has led to the globalization of business through a computer network. This expanded the concept of a market as such, whereby market transactions can be carried out regardless of where the entities are located and regardless of the time in which the individual actions take place. By using multimedia content, hypertext and real-time interaction with users, the Internet has positioned itself as a superior marketing communication platform, which uses all the good sides of conventional media, but in a better way. This is especially true for export-oriented companies whose in-performance is more determined by adopting global trends in Internet marketing than in locally-oriented businesses. The aim of this paper is to explain the importance of Internet marketing for exporters, along with an analysis of usage of Internet marketing by Bosnian exporters. The paper presents a hypothesis that the biggest exporters in B&H have a higher quality Internet presence than companies that are engaged in export to a lesser extent. The statistical analysis of SEO activities was used in the work, which showed more ratings of the Internet marketing of the leading export companies. Also, the paper used a scientific method of content analysis.

Keywords: *Internet marketing, export companies, competitiveness*

JEL: *M29, M31, M37, L86*

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1. INTRODUCTION

Scientific-empirical aspects of current world research indicate the extremely high degree of importance of applying Internet marketing in the formation and implementation of marketing strategies of companies, and the contribution of overall business, both local and global. Accelerated IT, as well as social changes, caused business through the Internet (web sites, social networks, etc.) to become a kind of norm.

In a modern context, Internet marketing can be defined as “the use of the Internet in the form of a virtual showcase where products are directly offered to customers” (Kiang et al., 2000, p. 383), or as “the strategic process of creating, distributing, pricing and promoting targeted customers in a virtual Internet environment” (Pride et al., 2007). The Internet has quickly become one of the favourite media, especially for the generation Y, enabling not only easier communication, but simultaneous delivery of information to more users at the same time.

The trend of increasing investments in digital or Internet advertising has been quite stable in the last few years, and as the leading players in this industry we can distinguish between Google and Facebook. What are the reasons for such events on the global marketing scene? Primarily, the causes are reflected in the numerous advantages of this method of advertising in relation to traditional ways of promotion, such as the measurability of investment efficiency, excellent return on invested, the ability to communicate directly with users, manage user bases, and so on. In addition, lower advertising prices compared to television or other modes of advertising, as well as high flexibility in terms of advertising budgets, considerably facilitate the promotion of smaller companies, which have the highest number.

From the point of view of export-oriented business, Internet marketing offers the possibility of overcoming geographical constraints and promptly responding to customer demands at relatively lower costs, which in turn contributes to facilitating foreign transactions for both bidders and buyers.

When we talk about the market of Bosnia and Herzegovina, although there are no precise data, gradually the adoption of world trends in Internet marketing is notable. Those companies that have built businesses, but also global companies, such as, European, that are just emerging are especially leading in this case. Specifically, the category of small and medium-sized enterprises in B&H is beginning to anticipate Internet marketing as a means of securing better market placement and separation from competitors, but in somewhat less intensity compared to larger corporations.

Attached to the paper, it is precisely the task of carrying out a comparative analysis of the use of Internet marketing of B&H-based export-oriented companies, segmented into two categories. The first category is made up of companies, which accor-

ding to the data of the Indirect Taxation Authority (ITA) of Bosnia and Herzegovina in 2016 realized the highest export values. The second category of exporters includes all companies that make up more or less the export performance, which do not belong to the category of the largest exporters. The same was created based on the available database, i.e. the Directory of Exporters of the Foreign Trade / Foreign Trade Chamber of B&H, according to which, besides the 10 largest exporters in the territory of B&H, there are 914 companies participating in export activities. Considering that at the beginning of 2017 the business of one of the top 10 export companies stopped operating, the sample was composed of the remaining 9 companies. In order to maintain quantitative ratios, the second category of sampled exporters was created by random selection, also 9 companies from the previously mentioned exporting base. The purpose of this paper is to present the degree of integration of internet marketing of B&H export companies and to investigate whether there is a distinction between dominant and other exporters. In this regard, the significance of the work is reflected in the review of the existing marketing practice of export-oriented enterprises in B&H with regard to internet advertising and reaching out to global markets through the use of this media.

2. An overview of current research

Numerous authors have explored the phenomenon of Internet marketing in the context of export-oriented business. Consequently, there is a significant number of research results that show and analyse the application of Internet marketing around the world. Within the framework of the above research, the influence of Internet marketing on the overall marketing performance of the company was examined, as well as the concrete influence of marketing activities on the Internet in relation to the export performance of the company. In addition, some research focuses on practices in certain countries, and particularly those of developing countries.

At the end of the 1990s, intensive studies that empirically investigate this phenomenon are starting. Interestingly, 358 UK-based research shows that exporters who own websites are on average less experienced when it comes to exports and use less foreign agencies or other types of representation in the country of export. On the other hand, these exporters employ a large number of IT staff (Bennett, 1997, 342-343). A similar study was published the same year, which showed that companies in the UK significantly lagged behind in this area and that changes were needed (Hamill, Gregory, 1997). However, it was already understood that the Internet was still developing and that it was only a matter of time before exporters would use the Internet more and develop websites with a focus on export activities (Samiee, 1998, 424; Hamill, 1997). There has been and there is still a certain gap between the degree of

use of the Internet in the developed and less developed countries of the world. Thus, the Ghana research, done in 2002, shows that exporters were first e-mailed, and then the stage of forming their own website. The Internet is mainly used for pre-sales activities and e-mail communication (Sørensen, Buatsi, 2002). On the other hand, already in 1999, more than 80% of the total 324 exporters in the United States used the Internet (Pitis, Vlosky, 2000). Nevertheless, the Internet has helped to speed up the internationalization of the company, regardless of the country they came from. In particular, the Internet has enabled the acceleration of certain phases of export development (Petersen, Welch, 2003). It is also important to add that the application of the Internet depends not only on external factors of influence, but also on the management of the given enterprise. Research shows that the high entrepreneurial orientation of the owner / manager influences their innovation, proactivity and risk aversion, which consequently increases the likelihood of using the Internet and the Internet, as well as a higher level of commitment to Internet use (Rasha et al., 2006). Research further shows that characteristics of companies, like product, distribution channels, and the environment have an impact on the degree of internationalization of the company's Internet marketing activities, which affects their marketing performance (Byeong-Joon, Subhash, 2007; Chih-Hung Wang et al., 2011). These assumptions are determined by the company's Internet presence.

Research has been carried out around the world that show the benefits of Internet performances in the context of exports and the operation of exporting companies. Some of the benefits of the Internet for exporters, which are theoretically considered, can be related to market research, image enhancement, cost reduction and sales promotion (Rasha et al., 2006). Such a survey from Chile, based on 204 companies, shows that there is a link between Internet marketing and the availability of export information, which ultimately affects the development of business networks and export growth (Bianchi, Mathews, 2015). Exporters in Costa Rica achieved better sales and higher margins using Internet stores (Merlin, 2004). A survey conducted by Prasad et al., and based on 381 processing companies that export it, shows that the application of Internet technologies influences the marketing orientation of the company and its marketing competence, which has a positive impact on export performance (Prasad et al., 2001). Company research in Greece highlights the importance of using multiple languages when forming an exporter's Internet presence. Unlike Rasha et al., this research shows that there is no strong link between the entrepreneurial orientation of management and Internet enthusiasm. Also, a research by Greek SMEs shows that existing technological infrastructure has a strong impact on export revenues (Hajidimitriou, Azaria, 2009). Similarly, Internet orientation affects the innovation capacity of small and medium-sized enterprises, according to research conducted in Malaysia (Norzalita, Nor Asiah 2013).

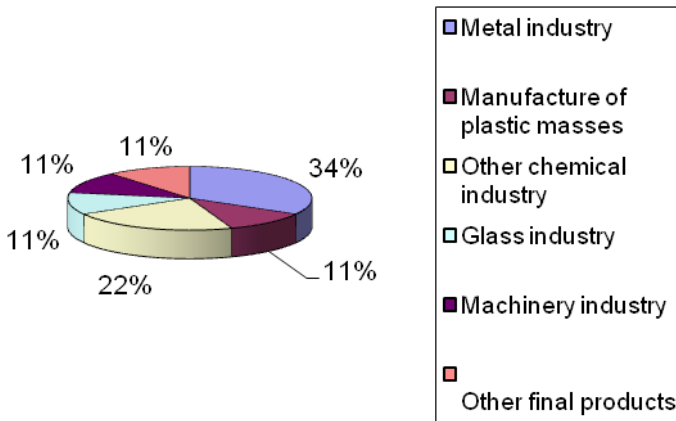
The Internet has significantly influenced the “globalization” in the transition economies of Eastern Europe and Central Asia. In these countries, companies that were on the Internet have had a greater chance of exporting than those that are not on the Internet. On the other hand, traditional exporters were no longer exported according to the Internet access (Clarke, 2005, 34). The advantage of the Internet for companies in transition countries is quite clear. Internet access can improve export performance by facilitating communication with foreign customers, leading to improved access to information, customers and standards in developed countries. This happens through the direct connection of buyers in developed countries with companies from developing countries, but also through allowing companies to compete for contracts or participate in business (B2B) exchanges (Clarke, 2005). Accordingly, the Asia Pacific Economic Cooperation (APEC) study, based on field research by 21 members of this organization, showed the potential of e-commerce in the context of reaching international markets (Etemad, 2004, 147). Internet stimulates trade. The results show that 10% of the increase in the number of websites (servers) leads to 0.2% of the export growth in a given country (Freund, Weinhold, 2004). Of course, it still needs to be worked on this. Research from Latvia shows that export and non-exporting enterprises are not sufficiently using the potential of Internet marketing, which can help export (Biruta et al., 2016). When it comes to research in the region, the results of an interesting empirical research in Croatian small and medium enterprises show that the basic internal barriers to the process of internationalization are high prices of products and services and insufficient knowledge, skills and abilities of employees (Škrtić, Mikić, 2009).

3. Empirical research

Empirical research was carried out in the period from December 2017 to January 2018 with the aim of comparing the quality and content of the use of Internet marketing by the largest and other exporters from the territory of Bosnia and Herzegovina. The quantitative research was based on statistical mean and standard deviation (in case of SEO optimisation analysis), and indexes (for website content analysis) for two discussed groups of exporters. This paper also contains graphical views of exporters’ industrial branches as well as their export destinations.

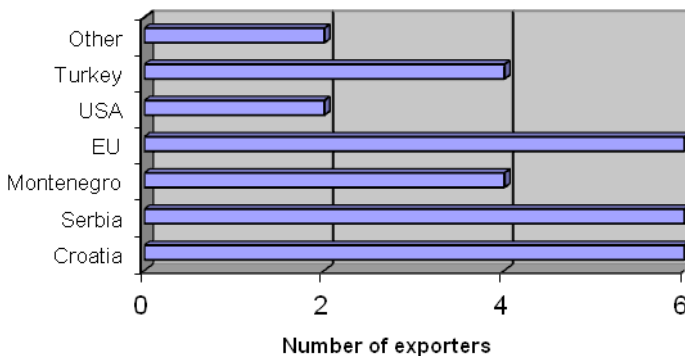
3.1. Characteristics of the sample

According to the classifications of the export sections of the Customs Tariff of Bosnia and Herzegovina, the structure of the industry branches of the largest exporters consists of: metal processing industry (3 companies), other chemical industry (2 companies), plastics, machinery and other final products (1 company for each category)

Graph1: Industry structure of the largest exporters

Source: Authors' work based on data from the Foreign Trade / Foreign Chamber of B&H

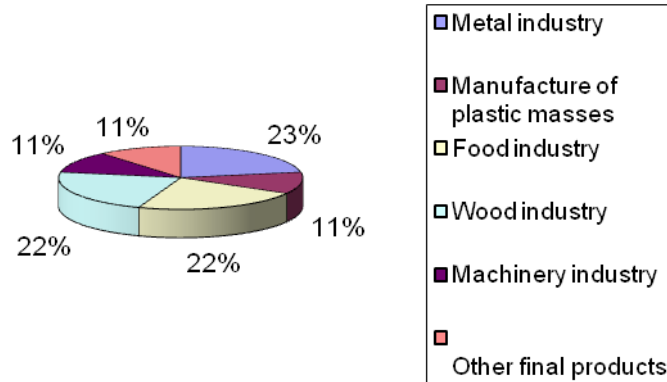
If we talk about the export destinations of the companies of the category of the biggest exporters, it is noticeable that their interest primarily covers the markets of the region and the EU. Turkey as the country of export destination is in second place, while exports to the United States and / or some other non-listed countries are not of particular interest to these exporters.

Graph2: Export destinations of the largest exporter category

Source: Authors' work based on data from the Foreign Trade / Foreign Chamber of B&H

The category of other exporters is divided into the following industries: food industry, metalworking and wood industry (2 companies for each category), and on the other hand the machine industry, production of plastics and other final products (1 company for each category).

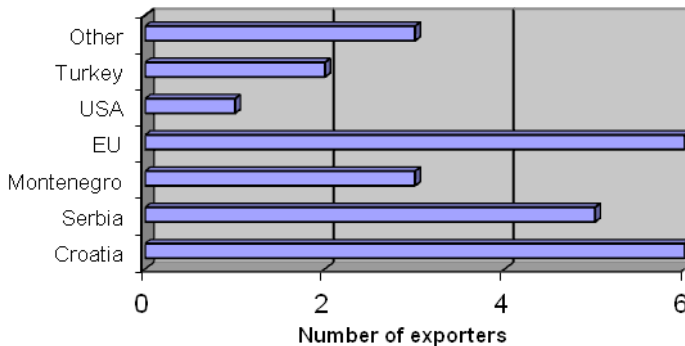
Graph3: Industry structure of other exporters



Source: Authors’ work based on data from the Foreign Trade / Foreign Chamber of B&H

It is interesting that the export destination structure of other exporters does not significantly differ from the choice of target in-market of the largest B&H exporters with the exception of the US market to which only one of the sampled companies perform export performance. What other exporters still differ is greater openness to other export markets, among which Tunisia, India and Russia.

Graph4: Export destinations of other exporters’ category



Source: Authors’ work based on data from the Foreign Trade / Foreign Chamber of B&H

3.2. Results of research

The research process is divided into three parts: (1) statistical analysis of SEO activities, (2) website content analysis, and (3) analysis of the use of social networks by exporters. In this way, both technical and user-orientated features that define the quality of the website, as well as the process of integrating modern advertising marketing trends into the everyday business of Bosnian exporters, have achieved.

Before the only part of the statistical results of the SEO activity analysis, it is necessary to highlight certain introductory remarks on this issue. At the moment of the so-the online business world of the company often makes a mistake by over-focusing on content and special visual and other effects on their own websites, which alone is not a guarantee of achieving higher rates of visits by potential customers, and thus no return on invested investments. Today, Google is the leading Internet search engine, and what would be of particular importance to digitally-aware companies, should be ranking web pages while searching. This is particularly impressive when attracting new in-clients. It is through SEO, that is, website optimization, to get an analysis of key technical criteria that lead to a better / worse ranking on the search results.

These criteria, among other things, include:

1. Domain Name,
2. Title of the site,
3. Short description of the side, etc.

Why is SEO so important for Internet marketing? It is because SEO is the process of making a web page easy to find, easy to crawl, and easy to categorize. It should help customers find out our business from among thousand other companies, and therefore it should be a part of each Internet marketing strategy.

The operational performance of the SEO analysis for the sample exported by the expert team of digital marketing company Liliun Ltd. Sarajevo, which included an individual examination of a total of 51 criteria, presented in the table below.

Table 7. SEO criteria

1. Meta Title	11.Robots.txt Test	21.JS Error Checker	31.CSS Minification Test	41.Directory Browsing Test
2. Meta Description	12.Sitemap Test	22.Social Media Check	32.Nested Tables Test	42.Libwww-perl Access Test
3. Google Search Results Preview	13.Broken Links Test	23.HTML Page Size Test	33.FrameSet Test	43.Plaintext Emails Test
4. Most Common Keywords Test	14.SEO Friendly URL Test	24.HTML Compression/GZIP Test	34.Doctype Test	44.Media Query Responsive Test
5. Keyword Usage	15.Image Alt Test	25.Site Loading Speed Test	35.URL Redirects Checker	45.Mobile Snapshot
6. Keywords Cloud	16.Inline CSS Test	26.Page Objects	36.URL Canonicalization Test	46.Microdata Schema Test
7. Related Keywords	17.Deprecated HTML Tags	27.Page Cache Test (Server Side Caching)	37.IP Canonicalization Test	47.Noindex Checker
8. Competitor Domains	18.Google Analytics Test	28.Flash Test	38.HTTPS Test	48.Canonical Tag Checker
9. <h1> Headings Status	19.Favicon Test	29.Image Expires Tag Test	39.Safe Browsing Test	49.Nofollow Checker
10.<h1>Headings Status	20.Backlinks Checker	30.JS Minification Test	40.Server Signature Test	50.Disallow Directive Checker
				51.SPF records checker

Source: Authors' work

After generating the presented criteria for each sampled exporter, a statistical analysis of the total SEO optimization results and SEO warnings were made for both categories of the largest and the categories of other exporters, as shown in Table 2. Each of the companies surveyed could have achieved the total SEO score on a scale from 0 to 100 points. The aim of the conducted statistical analysis is to test the homogeneity persistence but also the level of recognition of the importance of web optimization by the B&H exporters.

Table 8. Statistical analysis of SEO optimization exporters' web

Category of exporters	Statistical analysis	Total SEO	SEO Warnings
Largest exporters	Company 1	63/100	1/50
	Company 2	66/100	3/51
	Company 3	64/100	1/51
	Company 4	62/100	3/51
	Company 5	56/100	2/51
	Company 6	66/100	3/51
	Company 7	65/100	2/51
	Company 8	63/100	3/51
	Company 9	58/100	1/51
	Mean	62,56	2,11
	Standard deviation *	3,47	0,86
	Standard error	1,16	0,31
Kurtosis	0,24	-2,02	
Skewness	-1,07	-0,26	
Other exporters	Company 1	62/100	3/51
	Company 2	9/100	1/21
	Company 3	65/100	3/51
	Company 4	63/100	4/51
	Company 5	56/100	1/51
	Company 6	71/100	3/51
	Company 7	66/100	2/51
	Company 8	64/100	1/51
	Company 9	40/100	2/51
	Mean	55,11	2,22
	Standard deviation *	19,41	1,09
	Standard error	6,47	0,36
Kurtosis	4,25	-1,23	
Skewness	-2,06	0,19	

Note: * Reliability level 95.0%

Source: Authors' work

Having greater SEO scores companies show a greater degree of site optimization, while SEO warnings indicate failures to meet one or more of the criteria listed above. From the presented table it is noticeable that, on average, the companies from the category of the largest exporters achieved a higher value of the total SEO score

(arithmetic mean 62.56) with the simultaneous lower dispersion of the value around the arithmetic environment (3.47). On the other hand, when we are talking about the second category of exporters, in addition to the lower average of the value of the total SEO points, there is a noticeable dispersion around the standard deviation.

The impression is that most exporters are investing a lot more effort in achieving better search rankings, while companies with less export performance than others do not have a unique perception of the importance of this web site quality element. There is still a case-by-case approach, but with the persistence of the tendency to accept Internet marketing as a means of communicating with customers and overcoming the global business barrier. A similar conclusion arises by observing SEO warning points as a negative category. The results indicate the re-presence of a larger degree of compliance of the segment of the largest exporters, compared to the segment of other exporters. However, differences in the average are less noticeable in this case. Also by comparing skewness and kurtosis scores of considered groups of exporters we can see that there is more symmetry in distribution of SEO scores of a distribution of larger exporters rather than of other exporters.

The second part of the survey is an analysis of the content of sampled exporters' websites, which included the following segments:

- Language usage analysis when opening home pages
- Analysis of information available on its own export sites

Deciding on the beginning of cross-border cooperation and business, inevitably entails the issue of communication barriers between exporters and any potential in-client. If we ignore the option of focusing exclusively on the countries of the region, all other exporters should keep in mind that their own web site provides access to and understanding of non-speaking clients, or at least one reading option in one world language, most commonly in English. To this end, a study was carried out on the persistence of this problem by Bosnian exporters.

Table 9. Use of languages on web pages

Category of exporters	Just domestic	Min. 1 foreign language	> 1 foreign language	Total
Largest exporters	1	8	1	9
Other exporters	3	6	5	9

Source: Authors' work

Research results provide interesting information when talking about access to linguistic issues on the web site. Namely, although most of the major exporters, in addition to displaying the Bosnian language, also provide translation into a minimum world language, in specific cases in English, only one exporter from this category has provided the translation option in more than one world language. On this issue, smaller exporters have shown to a greater extent interest in covering a wider ino- market, including the possibility of translations in more languages. On the other hand, this category of exporter has shown a greater inclination to retain one web page's linguistic form, which again points to a greater degree of variation in the perception of Internet marketing needs by smaller exporters. If we take into consideration that the 2 exporters, who only apply the Bosnian version of the website, indicated that they operate in markets outside the region, such as Germany, France and Italy, then there is no justification for the omissions of this type. While there is a direct translation option in English through the Internet Explorer itself, we must warn that the quality of the translation is not at a high level, which can result in unnecessary communication errors or even avoiding cooperation.

The analysis of the content of the information provided on the exporters' website included the 10 categories of information shown in Table 4. Potential buyers, as well as anyone interested in different forms of cooperation, by reviewing the website content of the exporter, really want to investigate whether the companies actually exist, their experience so far, and the like, all in the interest of reducing the risk of in-business. For example, regular updating of the newsroom creates an impression of the company's business activities, and it is recommended that this space be highlighted on the home page. Direct online communication implies the ability to direct short queries by potential buyers, on the vendor's official website, instead of standard mail communications, enabling prompt replies and better managing customer relationships. Also, setting up a list of licensed licenses and certificates can significantly contribute to increasing the importer's confidence in the exporter's ability to deliver value. In addition to providing information on exporters' business activities, websites may be a significant source of feedback from customers, leaving survey space, and a question mark, which can then be published in a separate section.

As in the previous studies, it was accessed by individual analysis, generating the results obtained in two focus groups, i.e. the largest and the other exporters.

Table 10. Results of website content analysis

	Largest exporters	Other exporters	Index	
			Largest exporters	Other exporters
Logotype	9	9	100,0	100,0
News on home page	8	2	88,9	22,2
Pictures of the company (internal and / or external)	9	8	100,0	88,9
What they do	9	9	100,0	100,0
Targeted export markets	4	3	44,4	33,3
Related entities	6	2	66,7	22,2
Direct online communication with customers	3	5	33,3	55,6
Online survey/questionnaires	0	0	-	-
Reference list	3	4	33,3	44,4
Certificates	8	6	88,9	66,7

Source: Authors' work

The categories of information that were present on the Web site of both groups were related to: a company logo and the description of the business. The similarity is also noticeable in the case of two other categories: price / product availability and fill out / survey results that no company was willing to present on its web site. On average, looking at companies from the category of the largest exporters, they showed a greater degree of transparency of information than smaller exporters, especially in the case of: preview of the home page (88.9%), images of its own interior and exterior (100%), guidance of related persons (66.7%) and a review of the certificates and awards (88.9%).

The presented analysis also provided interesting results regarding the category of other exporters. They have shown the same in the categories of direct communication with customers, in terms of online availability for shorter customer inquiries (55.6%), and the presentation of referrals and recommendations of previous clients (44.4%), a higher level of awareness about the possibilities using the Internet as an

efficient means of managing customer relations and public relations. In this domain, the largest exporters would have the space to learn from smaller exporters, thus further enhancing their digital marketing performance.

The last part of the survey concerned the use of social networks as a marketing tool with a primary focus on Facebook. According to the latest data from the Global Statistics Portal (available at: <https://www.statista.com>), in January 2018, Facebook was declared the most widespread social network in the world, exceeding 1 billion registered users. Research on the territorial distribution of social networks by the World Economic Forum (available at: <https://www.weforum.org>) also links Facebook as the most representative global social network.

Table 11. Facebook promotion

Category of exporters	Don't have any Facebook page	Unofficial Facebook page	Official Facebook page
Largest exporters	1	0	8
Other exporters	0	3	6

Source: Authors' work

The conducted analysis showed that most export-oriented Bosnian companies have a positive attitude towards this type of advertising, both in the category of bigger and smaller exporters. It is important to note here that, although quantitatively speaking, a larger number of major exporters have accepted this aspect of advertising in regular marketing practices, however, when we talk about the quality of the site's management, other exporters have achieved better results by achieving greater likelihood Facebook users, but also more regularly informing about the news and activities.

4. CONCLUSION AND DISCUSSION

The analysis carried out and presented in this paper lead to the interesting conclusions. Fact that is exceptionally positive is that in Bosnian export oriented companies, irrespective of the intensity of their performance, include internet marketing as a strategic tool in attracting and communicating with importers, excluding their competitors. Companies that are the largest exporters, however, show a great degree of focus on web pages and their optimization. However, the remaining exporters have had their domain of achieving comparative advantages, mostly in the application of social networks, as well as showing the obtained references in business. The study has shown that both parties have much to learn from each other and thus improve their placement and market performance.

Regarding to previous research (especially of Hajidimitriou and Azaria) and the results of this paper, our recommendations for all existing and future exporters in B&H, when talking about Internet marketers, would be:

- Mandatory possession of official web site, with the ability to convert content to a minimum one of the foreign language,
- Investing in SEO optimization of the website, with the help of professional and professional companies, and in order to achieve the maximum use of this kind of promotion,
- greater degree of transparency and information provided in all aspects of Internet advertising, in order to identify potential customers for the quality they can deliver in value delivery,
- Digital through social networks, which, at relatively low cost, will lead to an increase in recognition and a better image of the company.

The research presented is a survey of the Internet as a marketing tool in foreign markets by exporters from the territory of Bosnia and Herzegovina, and the suggestions for future studies in this area of research would imply:

Extension of the size of the relevant sample,

Integrating additional items into site content analysis, according to the expected needs of potential importers,

Detailed analysis of the use of Facebook and other social networks (Linkedin, Twitter, Instagram etc.)

Finally, we conclude that Internet technology defines present and future marketing orientation of all companies as well as their marketing competences, and as such will remain subject to intensive research, especially for the needs of global performances.

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UPOTREBA INTERNET MARKETINGA OD STRANE IZVOZNIH PODUZEĆA U BOSNI I HERCEGOVINI

SAŽETAK

U proteklom desetljeću desile su se značajne promjene u sveopštoj komunikaciji, u okviru kojih je Internet kao medij preuzeo primat, ili barem dio primata konvencionalnih medija. Ove promjene su se desile u veoma kratkom roku, tako da je dinamiku razvoja Interneta kao medija izrazito teško pratiti. Komercijalizacija Interneta i razvoj globalne ekonomije doprinijeli su stvaranju novog koncepta u poslovanju poduzeća. Integracija velikog broja informacionih sistema i mreža dovela je do globalizacije poslovanja preko računarske mreže. Time je proširen i pojam tržišta kao takvog, čime se tržišne transakcije mogu vršiti bez obzira gdje se subjekti nalaze i bez obzira na vrijeme u kojem se pojedine radnje, odvijaju. Primjenom multimedijalnih sadržaja, hiperteksta i mogućnosti interakcije u realnom vremenu sa korisnicima, Internet se pozicionirao kao superiorna platforma za marketinšku komunikaciju, koja koristi sve dobre strane konvencionalnih medija, ali na jedan bolji način. Ovo posebno vrijedi za izvozno orijentirana poduzeća čiji je ino-nastup mnogo više determiniran usvajanjem globalnih trendova u pogledu Internet marketinga, u odnosu na lokalno orijentisana poduzeća. Cilj rada je objasniti značaj Internet marketinga za izvoznike, uz analizu Internet nastupa bosanskohercegovačkih izvoznika. U radu je postavljena hipoteza da izvoznici u BiH imaju kvalitetniji Internet nastup u odnosu na kompanije koje se izvoznom aktivnošću bave sporadično i u manjem obimu. U okviru rada je korištena statistička analiza SEO aktivnosti, koja je pokazala više ocjene Internet performansi vodećih izvoznih poduzeća. Također, u radu korištena je naučna metoda analize sadržaja.

Ključne riječi: Internet, izvozna poduzeća, konkurentnost, Internet marketing

JEL: M29, M31, M37, L86