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Modern Features of Internet Communications in the Supply Chain Management Sector in Various Countries of the World

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Abstract- **The article is devoted to the problems of information and communication problems and the potential of activity of supply chain management in them. The relationship between the level of increasing the democratization of socio-economic processes and the dialogue between members of the government and society has been revealed. A promising platform for these processes is web space. In different countries, a special relationship to the content and content of social networks of government representatives. According to the authors, supply chain management should be the most active, since it is they who are interested in the electorate to participate in electoral events**

Keywords: internet communications, supply chain management, social networks, internet of things, informational behavior..

1. Introduction

The global system of mass communications is reaching a new level, which can be affect the supply chain systems. It's formation occurs more thoroughly than experts predicted. Political scientists and experts in the field of information communications point out that new challenges and opportunities become the basis of the information and communication environment of modern society - and the potential for greater democratization of socio-economic processes in society. In fact, the world is changing - and this more happening in the web space. Internet of things is the main step in the business world which extends the digital supply chain and make an effective system that should be applied in the modern business systems.

Regarding the integration of government officials and civil servants, information progress occurs differently in different countries. But everywhere it is directly reflected in the officials of different echelons, groups and levels. The development of the information and communication environment has led not just to a technical-technological, but also to a social process. This has certain tendencies that we will try to explore in this work.

Analysis of foreign and domestic experience of information communications shows that social networks are everywhere an important channel of communication between government bodies and citizens.

Based on the analysis and generalization of the array of messages in social media of civil servants from foreign countries, as well as scientific works of experts in the field of international Internet communications, we can identify a number of goals and objectives that officials around the world are trying to achieve with their help [1]. Together with the goals, it is possible to single out countries in which these or those representatives of the authorities are inherent in these directions more or less relative to others.

Method

In Belarus, for example, communications in the web space are mostly used by representatives of the authorities to involve people in certain decision-making processes. Their statements on a particular occasion, aimed at provoking readers to a dialogue that is necessary for in-depth disclosure of a topic through subscribers questions, are promoted from the first government offices and supported by the ministers and the president (the first person, however, has more offline) [2].

It can be noted that Belarus is very conservative in the development of Internet communications in general. A similar form of interaction of representatives of the authorities with the population here are suggestions and surveys put forward by civil servants in social networks. They are in the nature of "web-referendums", so that Internet users will determine one or another scenario of events on the subject of supply chain management. Supply chain as a rule do not contain sharp questions.

In Russia, such decisions are becoming more and more popular at the level of municipalities and subjects of the country. However, the democratic procedures sometimes cause mistrust: especially, the decision on a specific issue has already been determined by the authorities, and their representative pretends that his subscribers can influence the outcome of this choice.

A good example of the type of Internet communications "Informing" are messages of a significant nature, which are beneficial for end users of information in social networks. In particular, these may be announcements of upcoming important events, an analysis of the existing problem situation in a country/region/city, a video of a working detour by a representative of the authorities of the territory entrusted to them, and other traditional information events. Such a manner of communication in the network presupposes a generally restrained and non-emotional form. However, for example, in the United States, thanks to President Donald Trump, who actively uses social networks, this type of expression is the opposite of the usual one [3]. The posts of civil servants in America, following the political leader, contain vivid statements, sometimes undiplomatic remarks and do not always correspond to

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people's ideas about the institute of state power for the population.

Many countries of the world use the sphere of Internet communications as a basis for increasing supply chain management confidence in themselves. We can mention such countries as South Korea, China, Italy, USA, Russia. Here the "web-statement" of an employee, published on social networks, is an integral part of the socio-political situation, a daily sign of everyday life.

At the same time, it is often not an analogue of the program speech of a representative of the authorities on television or in a newspaper, but rather a priority over traditional media. The Internet is perceived by government officials as the main exclusive platform for expressing one's own aspirations and aspirations, in which he declares his vision of a specific problem and promises to find solutions through any actions. The response to such an appeal in an offline environment can be in the form of applause, and online in the form of likes and reposts.

Parties in Germany often resort to this type of Internet communication. And then, over time, when a particular problem gets a solution, PR representatives publish a reference to the original post, showing that the result achieved and only real promises are published on the page [4]. All this leads to the fact that more people are sharing the messages of the party, which means they bring new voters later offline, that is, to the polls.

However, not all policy statements of supply chain management are perceived adequately in the Internet space. The web-sphere has its own unique language of communication, therefore, those who come to it from the outside may face misunderstanding and rejection. Therefore, there are certain guidelines developed by the federal authorities (in particular - in Argentina in the last election these documents were used) on the topic of additional clarification by citizens of the steps taken by the authorities or individual statements. This does not mean that citizens do not have a certain intellectual mentality and are not able to understand the basics of supply chain management policy. Also, this does not mean that the interpretation should be exclusively pro-governmental, excluding negative aspects in relation to the employee. Rather, the fact is that the actions of the authorities are not always "popular", that is, supported by the population.

On some specific examples of interaction in the Internet environment of representatives of the authorities and the supply chain management. These examples clearly demonstrate the tendencies of interaction between supply chain management and voters in the network, and also show the peculiarities of regulating web communication for officials.

In Germany, there are repressive measures at the level of the judiciary in relation to those officials and representatives of the authorities who wrote something oppositional in social networks. The country considers that each user monitors his reputation and understands the ethics of his working institute - which means that if he criticizes the existing system, he loses points from voters. In fact, each subordinate can write about power everything he wants - even being power in itself.

However, in this case, according to 185, 186 and 187 of the law of Germany, the official may be subject to disciplinary action, or dismissed from work. An employee who is abusive on social networks may receive a large fine or up to five years in prison. Then he is also threatened with a civil lawsuit and fines for moral damages, as well as a court decision banning the dissemination of messages in social networks. Legislative tools to bring to justice slanderers and gossips is quite enough.

In South Korea, there is no special regulatory act regulating activities in social networks [5]. At the same time, understanding the specifics of Asian laws and morals, all from the lower levels of power to the top are cautious. If this is not done, then representatives of the special services and the police, who are also officially present in the Internet space, can initiate punishment for the guilty.

In a number of state structures and even in private firms, the prohibition of employee access to social networks from work computers has become a normal practice. For the official reason - to spend more time working. According to the law on national security, the dissemination of information glorifying the social system in the DPRK, the idea of "Juche" and the communist ideology is criminally prosecuted [6]. A civil servant suspected of being present in prohibited and extremist groups will be brought to justice. Moreover, it will happen immediately - especially for these tasks, there is a department for monitoring the activities of social networks.

Another country in Asia, China, is even tougher to respond to online scandals involving government officials. In particular, if there are photos of civil servants in the web space that compromise them or show the inconsistency with the level of power, then the representatives of the government are deprived of posts. At the same time, the police are extremely active in social networks in China. The internal affairs bodies account for dozens of accounts - in this way, employees show supply chain management that they follow everything happening online.

In Italy, there is no special law regulating social networks. Civil servants do not have the official right to use the state Internet for personal use and, especially, social networks in the workplace and at work. For violation of this unspoken rule, various penalties, disciplinary sanctions, up to and including dismissal are provided for.

At the same time, an interesting feature is that a supply chain management servant can be on the social network at work - but only for corporate purposes. Does Facebook work? Then all bans are lifted, and the boss even thanks for the online status and gives a prize. For Russian experts, this practice is akin to "double standards", but in fact it works - just a different mentality is important.

Results and Discussion.

There is a widespread opinion that such "communication" contributes to the establishment of a direct, "transparent" and open dialogue with citizens who can, without intermediaries, turn to those in pain who are in power. The main examples in the social networks of Italy today are local mayors and governors. 75% of managers at this level have their own personal profiles.

In the United States, the law on the participation of federal officials in political activities includes prohibiting the employee from participating in political discussions in social networks, as well as supporting and raising funds for election campaigns of individual candidates [7]. During business hours, bureaucrats are forbidden to log on to their social media accounts and, for example, set up "likes" in favor of a particular politician. An attempt to "make

friends" or "fold" one or another political party is also considered a violation.

Studying the features of Internet communications in different countries of the world, it is important to understand that the development of information and telecommunication technologies creates new, more effective forms of interaction between the participants of information exchange. A full-fledged information and communication environment is emerging, which occupies an important place in modern society, encompassing social relations at all levels.

Turning to the study of the informational behavior of municipal employees, it can be noted that at the present time a new social group is being formed. Civil servants who have mastered the Internet space, de facto, benefit from colleagues who do not use modern technology in the implementation of such practices. This follows at least from the fact that Russia, along with such countries as Argentina, Belarus, Bulgaria, Vietnam, Greece, Italy, Kazakhstan, Portugal, Romania, Ukraine, has high rates of mobile telephony - which means an expression of attitude from the authorities readily available to the general population.

Needless to say, in the US, almost everyone [8], regardless of social status, is able to study the behavior of civil servants in social networks. According to scientists, by 2017, 48% of Americans used Facebook, 23% - Twitter, 13% - YouTube. With the proliferation of various electronic gadgets, the use of Web 2.0 resources by government organizations is also growing, which does not mean at all that they refuse to use traditional websites. Statistics show that more than 92% of US government organizations have their own web site, and 78% use electronic news media.

Separately, you can highlight the role of the social network Facebook in the political structure of different countries of the world. Civil servants do not unreasonably consider it partly "elite", having collected the maximum number of target audiences they need. Therefore, coming to the Internet space, many representatives of the government first of all seek to "log in" to Facebook. And here the first problems arise.

Deciding to open accounts on Facebook, Odnoklassniki, VKontakte or Twitter, you need to keep in mind that they cannot be thrown, leave open pages without constant maintenance, according to M.N. Ignatieff. Whereas it happens all the time, which does not increase confidence in the institutions of state and municipal government.

But it is precisely participation in decision-making, the development of democracy and freedom of expression are the goals of interaction in the Internet environment with supply chain management. So, M.V. Leonova considers e-participation as one of the elements of e-government. Analyzing the level of development of this direction in Russia, the author comes to the conclusion that the methods of its implementation are not diverse enough and the adoption of appropriate measures by government bodies is required.

However, the legal aspect of citizen participation in supply chain management affairs through social networks has not been fully investigated. Obvious is the need to develop legal means aimed at regulating social relations between the state and citizens in social networks in order to use them effectively.

Electronic participation is defined as the involvement of citizens in the decision-making process and the provision of supply chain management services through information and communication technologies. The importance of developing this element of e-government is highlighted at the international level, in particular, the UN General Assembly recognizes the "potential of e-government in promoting transparency, accountability, efficiency and citizen involvement in the provision of supply chain management services" [9].

Social networks can reduce costs when interacting with citizens through the use of existing websites, but there is a danger that, however paradoxical it may be, that the state will be left out of communication between citizens.

In the table, you can trace the different elements of interaction between government officials and the supply chain management in social networks.

Table 1 Elements of interaction between government officials and the supply chain management in social networks

A country/ criterion	USA	Great Britain	China	Russia	South Korea	Spain	Italy	Moldova
Code of Ethics (social network)	X	O	X	X	X	O	O	O
Any other regulatory document	O	X	O	O	O	X	X	X
Stimulate the use of social networks	O	O	X	X	X	O	O	X
The penalty associated with social networks	O	O	O	X	O	O	X	X

If we talk about the regulations of different countries of the world, then the UK has adopted a Guide to social networks for supply chain management in order to encourage the proper use of this Internet technology in accordance with the code of ethics. This document covers the use of social networks during business hours and non-business hours. This document provides for the possibility of civil servants to interact with citizens, including by discussing the

solutions being developed or drawing attention to any events. It is important to note that the UK [10-14].

The authors found that local authorities use social networks both to inform the supply chain management and involve citizens in supply chain management affairs, and for the joint work of supply chain management. In the first case, Facebook, Twitter and Youtube are called the most convenient Internet technologies, and in the second case - Skype, Google Docs. Here you should focus on an

interesting experience in creating a digital registry. The digital registry is designed to confirm the official status of government accounts in social networks, mobile applications, etc., including in order to prevent cybercrime. In 2017, Twitter was the most popular website for the Dutch police, about 1,000 of the 60,000 police officers used it. The police use a social network to report detained criminals, the situation on the road, possible offenses, and so on. The police publish thousands of messages every day that are read by millions of users, making this website one of the most popular communication channels of this state body with the supply chain management.

In one of the cities of Tanzania, through OpenStreetMap, citizens noted the location of abandoned houses, the number of which increases during floods (houses abandoned as a result of flooding turn into sources of infection). As a result, in August 2015, the number of cholera diseases decreased in this city.

In the Russian Federation, N.E. Dmitrieva conducted a large-scale monitoring of the official pages of the federal executive bodies of Russia in social networks. The author notes the absence of any legal acts providing for the creation or use by federal agencies of official accounts in social networks: "Out of 78 federal executive bodies, 30 are not represented in any of the social networks," and the choice of social networks basically does not coincide with the preferences of the Russian Internet users. The largest number of registered accounts was found at the Ministry of Emergency Situations of Russia and the Federal Registration Service. At the same time, they respond to user comments and conduct surveys not all federal agencies.

Conclusion.

1.Having formulated and studied the modern features of Internet communications in the supply chain management sector of various countries of the world, we can draw several conclusions.

First, new challenges and opportunities become the basis of the information and communication environment of modern society. In turn, this leads to an increase in potential for those civil servants who are increasingly present in the network.

2.Secondly, the growth in the number of decisions taken and, in general, the dialogue between the government and society is the reason for the greater democratization of social and economic processes in society. The change of the world takes place more in the web space - it is a natural medium for social and economic transformations.

3.Thirdly, despite the general uniform trends in the development of Internet communications in the supply chain management sector, in different countries of the world they relate differently to the production of content on social networks by government officials. And in different ways they interpret messages that do not correspond to the positive appearance of the institutions of power, from the point of view of the internal laws of governments and the court.

2.Fourthly, the progress of web communications and increasing the level of trust in the Internet dialogue between supply chain management and the supply chain management directly depends on both sides of this interaction. But in most countries, it is from the authorities that society is waiting for the initiation of new forms of communication - since it is assumed that the voters in the elections also voted for this.

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