

## Selected trends in marketing communication

MagdalénaCárachová

University of Economics in Bratislava, Faculty of Economic Informatics, Slovakia

Dolnozemskácesta 1, 852 35 Bratislava

### Abstract

*The scope of electronic environment and its direct impact on advanced companies is enormous nowadays. Globalization, liberalization in the movement of goods and labor, a permanent lack of time and the need for mutual communication all cause the search for more efficient and accessible forms of communication. An electronic environment can very flexibly meet these requirements; therefore, more and more of the population use the electronic space for many activities. People of all age, education and social groups spend more and more time communicating in an electronic environment. For different ways and forms of marketing communications, internet communication means such as websites, social networks, mobile marketing, discussion forums, content marketing, viral marketing, etc. are used. Marketing is now an indispensable part of every business and entrepreneurs should pay enough attention to this issue. The total number of all online marketing methods and practices is very large and the issue is quite extensive. This article discusses selected online marketing tools that can be used nowadays.*

**Key words:** marketing communication, digital marketing, social network marketing, mobile marketing, content marketing, viral marketing, virtual fairs and exhibitions.

### Introduction

Current business innovations are mainly aimed at building long-term relationships with customers. These relationships can only be created by businesses if they fully know the customers and are able to meet their needs in the shortest possible time. Some customers focus on quality, others on price, others on assortment, etc. Every customer has individual needs and requirements and therefore their satisfaction can take various forms. Customer relationships are created by businesses in particular by means of an appropriate communication strategy. It should represent a correct and targeted planning of the use of communication tools while achieving the objectives of the enterprise. An elementary function of marketing is to engage customers and build a good reputation and image on the market, thus capturing and acquiring as many customers as possible, and then creating good-quality and long-lasting relationships based on mutual trust. Today's economy shows us how difficult it is to survive in a hectic competitive environment. It places clear demands on the development of promotional and commercial activities in the online environment. Influencing the Internet today is one of the main conditions of business success today. However, we also need to focus on how to operate effectively on the Internet. Marketing is an issue that on one hand uses historically verified tools, but on the other hand very often it turns to contemporary, new and modern means. Ensuring effective marketing communication will in the future become more and more complex due to continuous development of the market. A large number of new communication channels enables the consumer to have greater opportunities to interact with a large number of people, to influence their view of the brand and purchasing behaviour. The priority of marketing communication is the effort to establish an active and, if possible, permanent dialogue with the customer. Digital marketing is a relatively broad area that includes a variety of effective tools. Online marketing is a very perspective trend developing together with ICTs (information and communication technologies); therefore, it will be interesting to see what new it brings in the future. Digital marketing needs to be seen in connection with other activities of the company. It follows the general marketing strategy of the company, corporate identity, communication with customers, distributors, the media and the public. All these elements should be supported in the Internet environment. Customers' requirements for trading via electronic channels will continue to grow. The arrival of new types

of devices or the implementation of new functionalities for existing devices, or their interconnection to the electronic environment, will bring new types of applications and new possibilities and forms of implementation of digital marketing. Currently the globalisation of the economy, trade and the information society is a reality. This global trend is based mainly on ICTs. Global competition creates a never-ceasing pressure on prices, improved quality of products and services, superior technological content in the product, time savings and other resources in the chain from producers to the final consumer. Building a global network has, among other things, created the basics of e-commerce, which includes electronic marketing that cannot exist without the use of the Internet, which is an important tool of modern marketing. The Internet has enabled the emergence of a qualitatively new form of online marketing, which is defined as managing the process of meeting consumer needs with information, goods or services by means of the Internet.

## **1. Marketing communication**

Communication is one of natural human needs, which to a certain extent is a measure of human progress and the level of society. Through communication certain life experiences, ideas and information are passed from person to person. Marketing communication is a part of the marketing mix and accompanies every step of company managers, marketing agencies and basically all customers. Ensuring effective marketing communication is becoming more and more complicated as a result of consumers being weary of traditional marketing tools. There is a need to constantly find new ways to stimulate market behaviour. Marketers of contemporary marketing are required to deliver creativity and efficiency. The search for new ways to re-engage consumers resulted in communication mix tools, which we designate as new trends in marketing communication such as content marketing, viral marketing, digital marketing, etc.

Marketing communication is the basic and most important factor in the functioning of marketing. Modern marketing requires not only appropriate product selection, pricing and placement on the target market, but the subsequent communication between the company and the customer is also important. Companies need to communicate with their current and future customers to build and maintain their mutual relationships. [1] Some principles need to be followed in order to create successful marketing communication, especially to make the communication both bilateral, balanced and consistent with certain ethical principles. Marketing communication should on one hand inform, acquaint with products and services, explain their properties, highlight their benefits, quality, value, utility and on the other hand it should have the ability to listen, receive suggestions and react to them. [2]

The emergence of electronic marketing communication brings many advantages:

- electronic marketing communication has more space for presentation, unlimited time and all this even for a lower price compared to classic advertising. The most important advantage is the global orientation of the Internet, which is directed towards global coverage. Other advantages include available services, the speed and efficiency of the dissemination of ideas, the openness and availability of information sources. As a distribution platform, it provides access to information of various kinds, content, topicality, credibility, price and quality, regardless of form - text, graphics, audio, video;
- it puts more emphasis on providing information about products and about the company itself. "The web is different from a classic ad, instead of a one-way interruption; it is about delivering useful content at that particular moment when the buyer or the person needs it." [2]
- it saves time, money and other resources - for example if the company uses electronic manuals instead of classic ones, it saves on paper and does not need a physical place to store them. Also, editing manuals and their electronic updates are more flexible and cheaper;
- on-line marketing enables almost instantaneous response by consumers. They behave actively, obtain the necessary information themselves, and in some cases they buy the product or the service on the Internet immediately. "The web has opened up a tremendous opportunity to get a narrow spectrum of buyers by directly targeted messages, which cost just a fraction of the budget for a big advertisement." [2]

## 1.1 Trends in marketing communication

Everything around us is constantly subject to changes. As the world and technologies evolve, people also change their lifestyles, needs, requirements, demands and wishes. Also organisations must thus constantly adapt to these changes in order to meet these needs and wishes. The consumer has become an entity on which the classic tools and elements of mass marketing do not work anymore. Companies must begin to look for new ways and methods to get to the customer and get his attention. In the course of the 20th century, more or less complex concepts have emerged, leading to modern marketing and marketing communication as one of the most important tools for maintaining customer and business environment. The present century has brought a lot of new things in this area. What was modern and effective yesterday is quickly getting obsolete. This applies both to products and services, competition on the market, the markets themselves and, above all, to people's behavior. Today we cannot talk about marketing and marketing communication only as a certain scientific discipline that helps to stimulate market reactions. We can talk about a number of marketing techniques that are gradually changing to specialized fields. This is also how those were formed that we currently call trends. The modern trend of communicating with customers is the ability to win a customer, to engage and draw him into the action within the boundaries of the law. Meanwhile it combines traditional and ambient media. Resourceful marketers are constantly coming up with new ideas and creating ads for consumers hidden behind stories that they can trust. Through these stories, marketers present the qualities and benefits of their products, which we, consumers, identify and share further with enthusiasm with our friends and acquaintances. The role of marketing communication is also to make it easier for a potential customer to decide by enabling him to use an experience, either his own or of someone who has his trust. References are an integral part of a company's image. We can claim that new marketing and marketing communication tools are the result of technological development and innovations. As a result of rapid technological developments, there are also significant changes in media. The Internet has become the communication medium of this century. Marketing strategies are personalized by new media. The so-called customisation takes place, which means that each customer can be addressed individually and the offer will exactly match his needs and requirements. The new forms expressing the communication message that originated mainly due to technological developments include, for example, mobile marketing, content marketing, viral marketing, guerilla marketing, etc.

## 2 Selected forms of digital marketing

It is necessary to be aware of the changes that have occurred as a result of the increasingly widespread use of the Internet and new ICTs.

They include in particular:

- Changes in cyber markets. These markets are changing much faster than traditional markets. Potential markets are expanding - it is possible to communicate with a partner and possibly negotiate deals on another continent, there are no geographical or time limitations. Despite its global nature, the Internet economy still has some local specifics that need to be observed, whether cultural, legislative, or other.
- Mobility. Access to the Internet can be practically from anywhere.
- Changes in buyer behaviour and customer habits. Satisfying customer needs has to be more effective, as businesses have become more aware of and use systems for registration of customers, their requirements, complaints, customer relationship management systems. It goes without saying that emphasis is also placed on feedback and non-traditional practices. Required:
  - ✓ interaction - instant response and two-way communication with the customer;
  - ✓ proactivity - call to action, no passive waiting;
  - ✓ personalisation - the process of personalizing websites to individual characteristics and user preferences, the so-called one-to-one marketing, as corporate sites can be tailored to the needs of an individual visitor. [3]

The shift from product-oriented management to marketing management was mainly driven by ever-increasing competition between companies, the development of new technologies and growing customer requirements. The most significant changes made in marketing are:

- changes in strategic planning - strategic goals need to be transformed into operational ones for short periods, it is necessary to take into account the changing situation in the external environment of the company;
- active contact with the customer - streamlining and speeding up communication;
- use of ICTs in marketing:
  - ✓ changes in direct marketing - the possibility of communicating between the supplier and the consumer through mobile devices;
  - ✓ marketing on the Internet.

## 2.1 Marketing on social networks

Social networks are a trendy issue nowadays. They have already succeeded in doing something that has never happened in the world of ICTs before. Thanks to the expansion of the mobile internet and the widespread use of ICTs in a form that is not only for experts but also for the general public, they have become a universal communication platform. Also for these reasons, it is necessary to make them a standard part of marketing communication.

Social networks are a relatively new type of web applications. They developed in the first decade of the 21st century from the predecessors that served Internet users before them. These predecessors were, for example, servers, online photo galleries, web blogs, file repositories where photos could be rated, or other. Creators of these services have noticed in time that users do not just want to publish content but also want to communicate with other users. In short, they want to be in the company of others, provide information to others, share, create and play. [4]

Gradually, services based on content rather than on user-to-user relationships began to appear. These services, to which we now refer social networks, are based on the fact that:

- most of the content is created by users themselves;
- the basis is the relationship between users, their mutual comments, links and ratings;
- server operators only minimally interfere with their operation.

Besides these features, which relate more to the service itself than to the people, there is one very important feature that distinguishes social networks from all previous communication systems. This feature is that the identity of social network users is identical to their true identity.

Even though social networks have had a large consumer base for only a few years, we now know quite a lot about how they use them. "Therefore, we can formulate the following seven social networking truths:

1. Social media are among the young people the preferred way of communicating with each other. There is nothing else to compare it with.
2. Social media are based on friendly ties, but the meaning of this term is too broad today. Similarly benevolent are the profiles that people, companies or brands can use in a variety of ways.
3. The more active the customer is on the Internet, the more likely it is that he is involved in several social networks. These people often affect the circle of their friends and influence the opinions of their social environment.
4. As soon as some information appears on a social network, it is there and cannot be stopped easily. There is no privacy.
5. Social media works best alongside current Internet marketing methods. We need to think in the wider context of strategy planning.
6. Rules are still forming. Ethics of social media is relatively immature. We must treat it with care.
7. The seventh and last truth includes factors that contribute to the use of social media. Everyone on social networks is motivated by a combination of the following human needs: love, emotion, opinion sharing, showing off, entertainment, memories and money." [5]

Social networks can be used for a variety of marketing-related activities. The most important include:

- Informing about the brand - acquainting people who have not met the brand so far. Creating general awareness.
- Product pre-sales support - product advertising, acquainting people with its features.
- Convincing prospective clients about the product benefits - reasoning to support their willingness to buy.
- After-sales support - troubleshooting and communication with existing clients, product servicing.
- Building a user community - long-term communication with clients and client support in communicating with each other.
- Troubleshooting and crisis communication. [6]

## 2.2 Mobile marketing

Mobile marketing is a part of marketing communication that uses mobile devices such as mobile phones, tablets, laptops, mobile RFID chips, and others. Mobile marketing (MM) is one of the most dynamically developing marketing communication tools, which is gradually expanding along with the development of networks of mobile operators and mobile devices.

### 2.2.1 Mobile search

The ever-expanding use of smart phones has made it necessary to change search engines. Not only search engines but also website developers need to adapt to the newly-formed situation. For search through a mobile phone, Google applies certain rules:

- If all mobile search links are directed to a homepage rather than to specific pages, the search engine will assign a lower rating to that site;
- if the pages load slowly in the mobile, then it again reduces the rating of the site in the search engine;
- if the web does not have a mobile version, it is rated much worse than competitors' websites. [7]

For mobile devices, there are special applications that make it easier to use and extend usage patterns. Today, mobile phones always have a full-featured browser. This is helping to increase the number of users using mobile devices. The issue of development of sites for mobile devices is so up-to-date that extra attention needs to be paid to it. Mobile users have some common features and behaviours. The basic prerequisite for creating websites designed for these users is to realise the biggest differences compared to using classic websites:

1. Mobile device users do not have much time to browse websites. Therefore the information required must be readily available.
2. Due to a lack of time, there is also a lack of patience. It means giving the website less content rather than forcing users to think about where to click for the information they want, or even let them search for a link to click on.
3. For mobile device users, it's also unpleasant to fill in anything. They always have to display the keyboard, which reduces the visible space and can overlap important elements and information.
4. All content must be down to the point.
5. Design must be economical. Large images and videos are being downloaded for a long time, causing problems with browsing of pages on mobile devices.

### 2.2.2 Selected smartphone usage options

A smart mobile phone has become a modern advertising medium that can deliver the advertising information exactly to the target audience of people for whom it is intended, anywhere, anytime. Advertisers are constantly looking for new ways to reach out to customers, and mobile operators know where to get those customers. Until recently, mobile marketing has been used only to promote mobile services to its own customers, and now there is space available for third parties as well. Many ad formats are available: banners and ad pages on the mobile internet, bulk SMS or MMS, or voice ads, mostly through a toll-free line. Mobile advertising, unlike other ad types, has an undeniable advantage in the possibility of relatively

accurate targeting of a desired target group. The concept of mobile advertising has come to the forefront from the start with SMS marketing, which has become a legitimate advertising channel over the past few years, but with the ever-expanding technologies, it is possible to use more and more mobile features for marketing purposes. Other concepts that we encounter in MM are, for example, Mobile Advertising, MMR - Mobile Mobile Research, Mobile Banking, mWallet, mPay, Mobile Internet, Location Based Marketing (ad notices about shops, gas stations, hotels, etc., depending on the location of the mobile user). Thanks to various applications, the mobile phone can become a messenger, wallet, player, radio or even a TV. And as development is going forward, it can be assumed that the very use of such applications has a great future and therefore marketers are heading in this direction. A QR (Quick Response) code can also be considered a modern mobile marketing tool that provides many opportunities to be used in marketing communication. The principle of use is that the QR code printed on a paper or object is photographed by a camera and the software decodes the text information contained in the code. QR codes can carry a text message, detailed contact information or a link to a website. These codes can be found anywhere, e.g. on billboards with product or service advertising, posters with the ability to download free music, leaflets to get a discount coupon, on a website for easier storage of business contact information, on products themselves, etc. QR codes can be used successfully wherever you need to link real life to virtual. The progress in IT and ICTs, the broad deployment of information products and systems is linked to the lives of each and every one of us. It only requires a smartphone with a camera and an appropriate QR code reader. Most frequently, QR codes are used in transport, health, food and restaurants, shops, and marketing, banking, and education.

### 2.2.3 Pathways to the introduction of mobility

Mobility combined with cloud computing changes the whole business. It becomes more immediate, more relevant and more intelligent. However, in order to benefit from mobility as much as possible, the company must review ICTs and business processes and strategies. It is necessary to deviate from the old paradigms. Mobility will change the business in the following aspects:

*Connecting smartphones, tablets and other Internet devices.*

Mobility and internet devices require the company to modify their network connections and models as well as prepare for a massive increase in real-time information. A new set of connected devices also requires companies to consider different models of interactions, such as human-to-human, human-to-machine or machine-to-machine interactions. Companies should look for new or upgraded solutions that allow two-way communication in back-end systems.

*Rebuilding business processes for working in the mobile world.*

New operating systems and mobile devices will force businesses to change the way applications and business processes are designed. Computer PC systems have been designed with deep navigation in the menu, while mobility-optimised systems are task-oriented. Users typically want access to relevant information with one or two clicks on a mobile device, which means that the IT department cannot simply use the original application on a mobile device.

*Creating portable services.*

We move from a world where one user has one device assigned to a world where one person uses multiple devices and numerous wireless connections. Mobility takes on a new meaning because not only are the devices portable, but so will the content and the services.

*Promoting multiple profiles for an individual.*

While services are built for an individual, the ICT area still needs a way to separate personal data and applications from corporate data and applications. This means that software service providers need to change the product offer to include the ability to create at least two profiles - personal and corporate. The division between work and personal content is transparent to the user provided that he does not try to execute actions that are inconsistent with the company policy. This division will develop over time. This feature is critical to supporting the BYOD (bring your own device) policy to protect both the privacy of individuals and to provide a solution for managing and securing corporate data.

These are just some of the changes that need to be introduced. Companies that understand their importance and prepare for these changes can gain a competitive advantage by means of enterprise mobility.

### 2.3 Content marketing

Authors Josef Řezníček and Tomáš Procházka, in their publication Content Marketing, clearly define this kind of marketing in four points:

- It is a strategy for producing and publishing information that promotes trust and brand authority with prospective customers.
- Content marketing is a way of building relationships and a community so your listeners love your brand.
- It's a marketing strategy that should help you become a number one in your industry.
- With content marketing, you sell without the traditional "forced" sales techniques. [8]

The art of becoming viral is not just about interesting content, but about the exact targeting of the target group. It is one of the many essential features of good content marketing. The content marketing is a summary of all cutting-edge online marketing strategies and one part of the whole colossus can be blog, reader's comment, email newsletter, podcast, e-book, webinar, article, etc. It is actually the creation and sharing of high quality, relevant and valuable information to ensure the customer's response. Companies should be able to capture by means of content. If they offer an interesting, entertaining and informative content to people, they have their way to long-term sales open. The content of marketing content itself is sometimes the basis for viral marketing.

### 2.4 Viral marketing

Viral marketing is one of the most inexpensive marketing methods in which a message can spread unpredictably and quickly (like a virus) to thousands or even millions of participants. These ad messages are spontaneously spread by users themselves, independently of the originator. It can be a seemingly innocent joke, email, video, game or picture, but it pursues its commercial goals. People who come into contact with it find it so interesting that they spontaneously spread it further. This is the force of viral marketing. It brings the company the ability to achieve the desired effect simply, quickly and at a low cost. It is a phenomenon of today that is spreading along with social networks and through which a viral message most often spreads. On the other hand, the disadvantage is that such a message is not controllable and since its launch time the originator loses control over it. And as well as the good name of a business, the bad name can also spread. The message can be attractive by its good workmanship, original idea, joke or an advantageous offer. Of course, it is necessary to think about the thematic identity of the viral message with the subject of the corporate business. A very effective method is to place the viral message on a social network with high traffic. As the viral message spreads mostly in a non-targeted manner and to a wide range of people, it is appropriate to use it only for products with a wide target group. If the viral message is successful, it will start to multiply automatically. If it is not, it will need to be optimised first, then resent. Internet social networks and viral marketing have a perspective in commercial communication. Viral marketing is a method that uses already existing social networks to promote product awareness or strengthen brand awareness, taking advantage of the fact that people tend to inform their acquaintances about products, services or information they consider themselves worthy of attention. This concept at first glance of a breakthrough marketing tool has its roots deep in the past. It is based on the verbal transmission of a message. Only the manner of transmission was modernised. What distinguishes viral marketing from the classic principle is its impact beyond the usual boundaries of a city or a state, while the content of the message changes as well. A traditional product or service recommendation today is often replaced by a multimedia file. In this context, we encounter three terms that have a very similar meaning:

- viral marketing - a person spreads a marketing message instead of a merchant;

- buzz marketing - creation of a stir, a stimulus that leads to street talk;
- word of mouth - customers spread good product ratings.

In all three cases, marketers are trying to generate a product message, spreading ratings primarily online. Differences can be found in the focus, goals and communication channels. *Buzz marketing* mostly uses mail, SMS, MMS, web, blogs and some offline tools. A key element for *viral marketing* is the web. *Word of mouth* is characterised by spontaneous peer-to-peer spreading. Peer-to-peer is a computer network that relies more on the computing performance of end devices than on the network itself. For peer-to-peer communications, applications appear to be equal, so there is no server present. Communication takes place directly between clients and each client keeps information about other nodes with itself. These types of viral marketing at the same time overlap, many times one acts as a mechanism for another, or a by-product. Traditional word-of-mouth delivery is used, but it is enhanced by modern communication tools. Thus, a viral video can be accompanied by massive publicity and buzz on the Internet or a quirky product can initiate word-of-mouth spreading. Viral marketing is strongly recommended to be used in campaigns for products with a broad target group. Since a viral message spreads in a non-targeted manner and reaches a broad mass of people, it is not suitable for the promotion of specific products targeting a narrow target group.

## 2.5 Virtual fairs and exhibitions

"A virtual fair is an online version of a physical event that aims to present and sell goods and services. With a classic fair, it has common features such as time limitation, repeatability, focus on the professional public, orientation mostly on one or more industries. Subscribers can be organisations, entrepreneurs, consumers, but also end customers" [9].

"Virtual fairs are quite different already at first glance from virtual exhibitions. The organisers of the fairs are trying to get as close to the classic fair as possible. 2.5D or 3D graphics are used to make the visitor feel as realistic as possible and to reflect reality as much as possible. Besides the visual side, the possibility of online communication also plays a very important role. Some virtual fairs offer online chat between exhibitors and visitors. In the near future, companies will try to replace their chats by audio and video communication. In some cases, visitors write their ideas and suggestions to the chat room and the exhibitor answers via video chat. This process is very important in order for a visitor to the virtual fair to get to the action of the fair itself so that he can feel as a participant in the classic fair and to get to the relevant information directly" [9].

Since virtual fairs and exhibitions are mostly held at a certain, predetermined time, it is obvious that our technology through which we want to participate in these events must be in a good shape, in a good condition. At these events, we participate with the purpose of gathering information. We have to make sure that our computer or notebook has a properly set microphone, webcam, and that we can connect to the Internet via Wi-Fi or via mobile data internet, etc.

## Conclusion

Electronic environment can flexibly meet various requirements and therefore more and more of the population use the electronic space for many activities. Companies are aware of this and therefore try to exploit the possibilities and advantages of this environment. An important part of corporate activities is marketing and currently it is definitely electronic marketing. Ensuring effective marketing communication will in the future become more and more complex due to the continuous development of the market. A large number of new communication channels enables the consumer to have greater opportunities to interact with a large number of people, to influence their view of the brand and purchasing behaviour. The priority of marketing communication is the effort to establish an active and, if possible, permanent dialogue with the customer. Digital marketing is an essential part of integrated marketing communication. Integrated marketing communication becomes a part of a successful company. Without integrated communication companies can hardly convince the customer to purchase a product or use a service. E-marketing, thanks to the virtually non-existent boundaries of virtual space and a wide choice of methods and options, gives marketers and entrepreneurs extensive customer engagement opportunities. At the same time, it also



assumes a high level of inventiveness and fantasy in the use of these options, including professionally trained and capable staff who can use the potential of the virtual space.

## REFERENCES

- [1] KITA, J. a kol. 2005. Marketing. 3. vyd. Bratislava: IURA EDITION, 2005.431 p. ISBN 80-8078-049-8
- [2] KOTLER, Philip a kol. 2007. Moderní marketing. 4. vyd. Praha: Grada Publishing 2007. 1048 p. ISBN 978-80-247-1545-26
- [3] SCOTT, D.M. 2008, Nová pravidla marketingu a PR, Brno Zoner Press, 2008, 272 p. ISBN 978-80-86815-93-0
- [4] VYMĚTAL, J. 2008. Průvodce úspěšnou komunikací. Praha: Grada Publishing, 2010. 328 p. ISBN 978-80-247-2614-4
- [5] BEDNÁŘ, V. 2011. Marketing na sociálních sítích. Brno: Computer Press, 2011, ISBN 978-80-251-3320-0
- [6] TREADAWAY, CH. – SMITHOVÁ, M. 2011. Marketing na Facebooku – výukový kurz. Brno: Computer Press, 2011, p. 50 ISBN 978-80-251-3337-8
- [7] JANOUC, V. 2010. Internetový marketing/prosaďte se na webu a sociálních sítích. 1. vyd. Brno Computer press a.s.2010. ISBN 978-80-251-2795-7
- [8] PROCHÁZKA, T. – ŘEZNÍČEK, J. 2014. Obsahový marketing. 1. vydanie, Brno: Computer Press. 2014. ISBN: 978-80-251-4152-6
- [9] SCHMIDT, P. Internetové výstavy vs. internetové trhy. In Trendy a inovácie v internetovej podpore podnikania a vzdelávania : [zborník príspevkov] z I. medzinárodnej vedeckej internetovej videokonferencie vedeckých pracovníkov a doktorandov : 8. - 9. novembra 2011, virtuálne EU Bratislava [elektronický zdroj]. - Bratislava : [Katedra aplikovanej informatiky FHI EU], 2011. ISBN 978-80-225-3314-0, p. [1-8].