

здоровья задержанных ими лиц, а также принимать немедленные меры по оказанию медицинской помощи в случае необходимости [1].

Таким образом, национальные правоохранительные органы должны руководствоваться строгими стандартами при применении законов о свободе собраний [1]. Что подразумевает под собой не просто осуществление функций наблюдателя, который держит меч наготове, но закрепление за правоохранительными органами позитивных обязательств, связанных с использованием гражданами свободы собраний, и установление баланса между обязанностью государства поддерживать порядок и покой и защищать права других лиц с одной стороны, и правом граждан на свободу мирных собраний с другой.

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NETWORK INTERNET PLATFORMS IN INNOVATIVE BUSINESS MODELS

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The development and use of advanced information technology is the main factor of the development of modern society. The resulting informatization and hyperconnectivity of society creates new conditions for the functioning of business and the active development of the electronic payment systems. The Internet economy changed largely trade relations and caused the emergence of information innovations in the economy.

One of such innovations is a new business model based on the Internet platform. In comparison with the chain model the platform model assumes that the company itself does not produce the product, but allows users to interact, create and consume the product of other users on its site directly without intermediaries [12, p. 51–54]. Such Internet platforms have three main competitive advantages: reduction of transaction costs which leads to reducing prices, efficient allocation of resources and information advantage (ratings and reviews).

So, this trend in the economy is called the sharing economy or the collaborative consumption [10, p. 1]. Its central principle is that it is more important to have access to goods than to own them. The effectiveness of sharing plat-

forms is achieved by reducing transaction costs, involving previously passive consumers in the production process, promoting grassroots entrepreneurship and more rational collaborative consumption of resources.

Being at the peak of relevance, the economy of collaborative consumption finds new spheres of application. It allows you to rent almost anything, use other people's garages, give pets for temporary care, receive peer-to-peer loans. Peer-to-peer lending market, which allows you to get around banks with huge hidden fees, overreached the mark of \$ 1 billion at the beginning of 2012 [9]. The principles of a new economic model of doing business quickly spread to intangible goods – knowledge (Peer-to-Peer University), skills (Skillshare), experience (MaestroMarket), time (Time Banks, Gidsy, Vayable).

Having an international coverage, the sharing economy is basically represented in the sphere of services, in particular the hospitality industry, providing the opportunity to rent a car, a home or an excursion in an unfamiliar country. According to the company PriceWaterhouseCoopers, which conducts research for the European Commission, it is possible to identify 5 main sectors of the sharing economy, depending on their distribution and income: crowd-funding and peer-to-peer lending; online staffing; peer-to-peer accommodation; carsharing and streaming music and video [13, p. 3]. The European Commission predicts that the global market for sharing goods and services will grow rapidly from \$ 15 billion in 2014 to \$ 335 billion by 2025, and it will not require enormous investments [8].

Companies such as Uber and Airbnb have become world leaders in their fields (carsharing and peer-to-peer accommodation) due to the use of network Internet platforms, constantly expanding the geography of users and increasing revenues. Artificially of February 2017, Uber is represented in 35 countries and more than 540 cities around the world [5]. The Uber application has a wide variety of taxis and services provided: UberX, UberBlack, UberSelect, UberPIZZA, UberPET, UberKIDS and others. The net revenue excluding driver payments of Uber in 2015 amounted to \$ 1.5 billion, while only for three quarters of 2016 it was \$ 3.76 billion (\$ 960, 1100 and 1700 million) [4]. Using predictive evaluation method by the average growth rate [1, p. 17–19], we can calculate preliminary net revenue figures for the last quarter of 2016. Under this method, net revenue in the last quarter of 2016 is about \$ 2.3 billion. It should be noted that with net revenue reaching \$ 2.3 billion in the last quarter, total net revenue for 2016 could be \$ 6 billion, which is 4 times higher than net revenue in 2015.

At the moment the Airbnb company is represented on all the continents, in more than 191 countries and 65 000 cities [3]. According to the Slice Intelligence analysis, from July 2015 to July 2016, the average Airbnb prices (about \$ 128 per day) were approximately equal to the prices of such low-cost hotels as Best West-

ern (\$ 125), Comfort Inn & Suites (\$ 124) and Country Inn (\$ 117) and according to the average length of stay (3.5 days), Airbnb was in a par with luxury hotels [2]. According to the Wall Street Journal forecasts, by 2020 Airbnb's revenues are due to reach \$ 10 billion. In 2013, the company's revenues were \$ 250 million, and in 2015 this figure exceeded the \$ 900 million mark [11].

Convenience of connection to the platform, direct order from producers, diversification of offerings, low prices for services in comparison with traditional companies, the ability of individual entrepreneurs to receive additional income and high security are key advantages which enabled platforms to gain popularity and success in the world. At the same time platforms face some difficulties in price wars with other platforms for dominance in the market, conflicts with national legislation of countries and existing taxation systems.

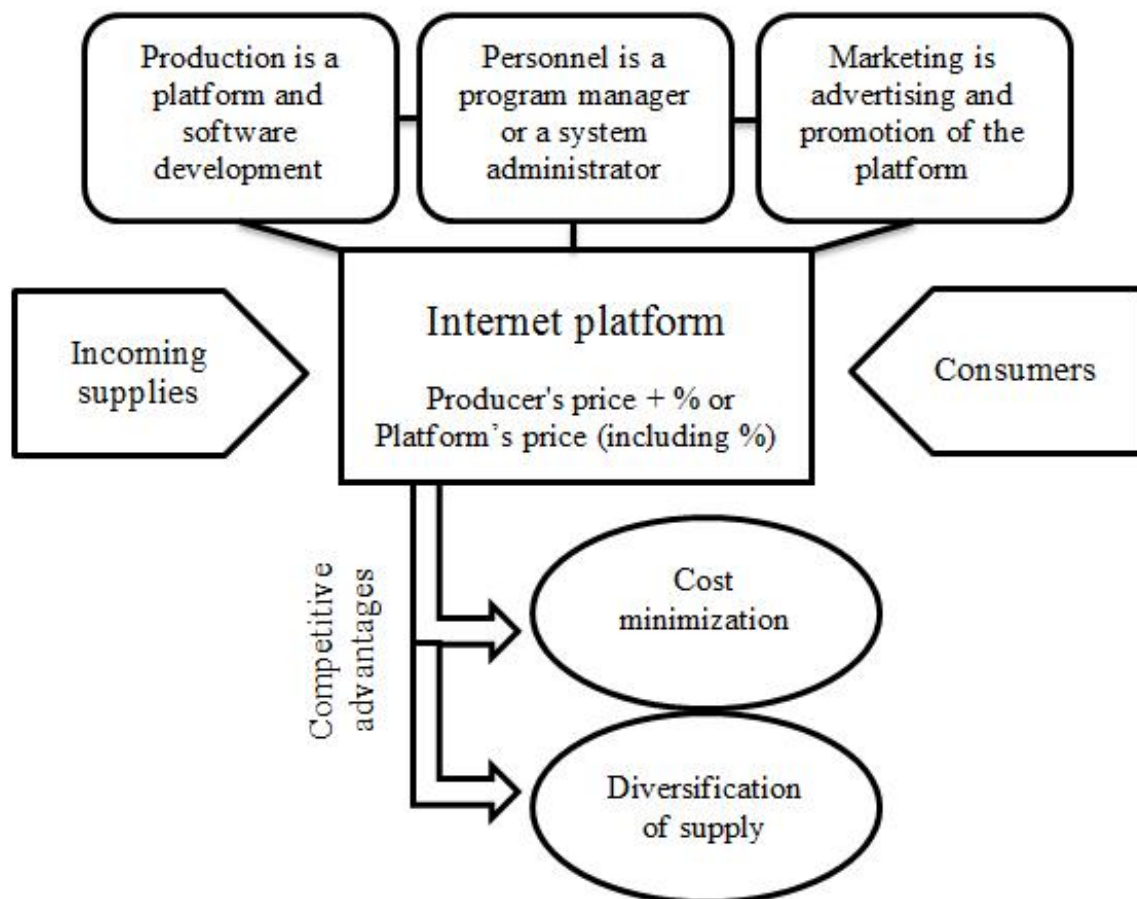


Fig. 1. The structure of the business platform model

After analyzing the activities of the companies Uber and Airbnb, we can identify a number of business features which emerged as a result of the use of innovative Internet platforms by these companies. Emerging changes in the structure of the business model, including internal business processes, strategies, as well as in-

teraction between producers and consumers, significantly differentiate the Internet platform from the traditional form of doing business (see Figure 1).

Thus, the business model of the platform acquires a somewhat different set of tools and strategies for the development, distribution and increase of revenue compared to the traditional company. Moreover, the cost of Internet platforms is decreasing, creating more attractive prices, while the number of users and offers is increasing. At the same time, such a form of doing business activates grassroots entrepreneurship on the part of producers and feedback from consumers (by assessing the quality of service, placing reviews and sharing preferences on Internet sites).

The main strategies for platforms are not so much competition strategies (price wars between Uber and Lyft in the USA, resulting in losses of Uber [7]), but the strategy of integration with producers and consumers on the platform, as well as other platforms (the merger of Uber and Didi in China [6]), strategies of diversification and cost minimization. Functional strategies are aimed at the creation, maintenance, operation and promotion of the platforms and the necessary software. So such companies are responsible for ensuring the functioning of the platform, organizing payments, as well as regulating and monitoring compliance with the rules for using the platform and the safety of delivering services. In the future, in case of the emergence and spread of new competing platforms, it is possible for companies to differentiate their offerings or focus on a particular niche or a certain market.

So, using Internet platforms in business models can lead to international popularity and financial success. As for the innovative idea, there is a possibility to create a regional tourism platform providing accommodation, transportation and excursion services. Such a packaged platform could serve as a visiting card of the country facilitating the ordering of services by foreigners through cooperation with other international platforms, the English interface and the concentration of all tourist services in one place. Thus, the inclusion of the national tourism in the sharing economy will contribute to a more active social interaction between platform users, leading to greater international integration and intercultural exchange.

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РЕШЕНИЯ БЕРЛИНСКОЙ КОНФЕРЕНЦИИ 1884–1885 ГГ. ПО КОЛОНИЗАЦИИ АФРИКИ

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Во второй половине XIX века борьба между европейскими государствами за колониальный раздел мира приобрела интенсивный характер. К 1850 г. колонии европейских государств на африканском континенте занимали менее 5% площади материка, а уже к концу столетия только Либерия и Эфиопия не попали под влияние европейских колонизаторов.

Анализируя процесс европейской колонизации, можно выделить социально-экономические, общественно-политические, идеологические, научно-технические, военно-стратегические группы причин этого явления.

По мнению автора, наибольшую актуальность имели социально-экономические причины. Развитие капитализма, становление и укрепление монополий, выделение новых социальных групп, конфликты между ними приводили к росту социальной напряжённости. Стремление финансово-промышленных кругов Европы получить доступ к новым источникам сырья и рынкам сбыта было обусловлено необходимостью идти на материальные уступки рабочему классу. Также европейские элиты рассчитывали привлечь наиболее активные социальные элементы к внешней экспансии с целью снижения градуса внутренних противоречий.

В то же время, успешная внешняя экспансия имела в том числе и пропагандистский эффект на европейскую общественность, где во второй половине XIX века все сильнее проявлялись националистические настроения.

Вместе с тем следует отметить, что многие европейцы действительно стремились воплотить в жизнь цивилизаторскую миссию Старого Света.