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РОЗВИТОК ФІНАНСОВИХ ТА ГРОШОВИХ ПЕРЕКАЗІВ В КРАЇНАХ RBMU

Метою даної роботи є оцінка стану розвитку фінансової системи в 3 з цих країн, з якими Європейський союз встановив відносини в рамках Програми партнерства, додавши Румунію також. Дослідження засноване на емпіричних даних про структуру і діяльність фінансових систем країн RBMU (Румунії, Білорусії, України та Молдови). Результати корелюють з впливом припливу грошових переказів для сприяння розвитку фінансових систем, особливо банківських систем, а також зі зворотним каузальним підходом.

Ключові слова. фінансова система, банківська система, грошові перекази.

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РАЗВИТИЕ ФИНАНСОВЫХ И ДЕНЕЖНЫХ ПЕРЕВОДОВ В СТРАНАХ RBMU

Целью данной работы является оценка состояния развития финансовой системы в 3 из этих стран, с которыми Европейский союз установил отношения в рамках Программы партнерства, добавив Румынию также. Исследование основано на эмпирических данных о структуре и деятельности финансовых систем стран RBMU (Румынии, Белоруссии, Украины и Молдовы). Результаты коррелируют с влиянием притока денежных переводов для содействия развитию финансовых систем, особенно банковских систем, а также с обратным каузальным подходом.

Ключевые слова. финансовая система, банковская система, денежные переводы.

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MARKETING CONSIDERATIONS ON BRAND COMMUNITIES

Most consumers spend an important part of their free time looking for online information about the brands before taking a decision to purchase. The Internet is the main factor which has led to a considerable increase of the time allotted by consumers for search and comparing information about brands, as a step preceding the decision to purchase and also one of the most important factors that influence the interaction between the brand and the consumer.

Although the general trend is that the public to become more active and more involved in the choice of the brand, consumer's responses to its messages obviously depend on cultural, social or economic factors. The work has the purpose to clarify what brand community means and how it appeared – if it was really built from scratch or it has already existed in a latent way and it must only be recognized – the characteristics of successful communities, which of the objectives of the brands can be achieved by means of these groups, what is the role of social media in the development of these communities, what kind of types of members are likely to be encountered inside of the online communities and what is their proportion for each and which are the research methodologies that can give support to companies in monitoring these groups.

Key words: digital strategy, social media, online brand communities.

Introduction

The instant attractiveness of the brands is mostly due to the story behind them. What does this 'story' mean in Social Media? At the beginning, there were mostly a few ingredients – humanization, involvement, impulses and commitment. There are brands which are simply adored by consumers, others are mentioned in conversations between friends and others are kept only for themselves. The translation from behind these actions is called feedback, and this feedback is to be found in the mission of each brand

storyteller. It is about that extra powerful emotion which returns to the storyteller with each action of the consumer.

How do we define Social Media? In the first place we must say it had the ability to intervene and to give value to quick reaction of feedback. This quickness is the one that made the differentiation. By social tools, consumers were encouraged to be actively involved in the story about the brand, at each step of the creation process. Nothing to frighten or unfollow, freedom of expression urged the consumer to write their own story in connection with the

brand and Social Media has only enabled the tale to be liked only by a simple click.

However, behind impulses and small "commitments" of the consumers, brands must constantly socialize with big ideas, agile thinking and bold actions to inspire passionate online consumers in an environment that is fairly new. Brands must know how to communicate through social media invented tomorrow, where the consumer is already ready to get involved. Social Media works so quickly and brands must adapt accordingly. In fact, the brand story is the same, but it should allow consumers to quickly connect to it. Brands like Nike, Apple, Starbucks and Coca Cola are among the first that through Social Media knew how to encourage their fans to help the brand to become one of the most popular social brands. All these big names on the market were able to approach people, to create a promise for them, to inspire their attitude or simply to teach them to be cool.

Besides all these, Social Media knew how to create the story of the brands by visual means (ex. Timelines on Facebook, videos on YouTube or photo albums on Flickr,

Instagram, etc.), thus capturing a bigger market and activate consumers.

And all this time, the great advantage of Social Media is considered to be the humanization factor: it invigorates consumers' mornings by creating their own story, not just the brand itself. Social Media managed to shape costumers' behaviour, relationships and classic brand strategies [8, 12].

Definitions and types of brand communities

The idea of community, as geographical area based on familiar and emotional values went through a process of adaptation and transformation especially due to the development of Internet and communication technologies which has led to the emergence of online brand communities, tremendous businesses opportunities, in the light of the impact on the purchasing behaviour of consumers [1]. Online brand communities made possible to acquire the same values and identities across geographical distances, identities built around certain brands [4].

Online communities, in general, can be of several types (see Tab.1)

Table 1. Different Types of Online Communities and Hybrid Communities

Type	Definition	Characteristics
Community of Action	Community built with the purpose of using the collective power in order to make change in the world	<ul style="list-style-type: none"> • focus on reference points • update progress • facilitate the commitment of the group and the exchange of best practice in order to achieve the goals
Community of Practice	The community who carry out the same activity	<ul style="list-style-type: none"> • focus on what is new and proved to be true • search for reliable surveys • the agreed field of knowledge
Community of Place	The community united for geographical reasons	<ul style="list-style-type: none"> • focusing on events, people or local activities • mutual cycles (people who support mutually)
Community of Interest	The community of people who share a common interest	<ul style="list-style-type: none"> • focus on the depth to the considered interest • socializing discussions which would lead to the achievement of the objectives • impulses to much more profound discussions
Community of Circumstance	The Community united by a common situation or an external challenge	<ul style="list-style-type: none"> • focussing on the support granted to deal with the situation • a lot of discussions to getting one another, making relations
Community of Place and Action	The community of people who want to change something in their area	<ul style="list-style-type: none"> • focusing on local problems and protection of the served community, minorities or groups of interests
Community of Place and Practice	The community from a geographical area of the people who carry out the same activity	<ul style="list-style-type: none"> • the focus on making local connections between the people in the same field to increase competition in comparison with other regions
Community of Place and Interest	Community of people who share interests in a particular area	<ul style="list-style-type: none"> • focusing on local informal meetings where people with similar interests can meet and make friends
Community of Place and Circumstance	Community of people who face the same problem in their area	<ul style="list-style-type: none"> • focusing on bringing all local groups together and provide a real significant support
Community of Action and Practice	Community of people who want to change something in their field	<ul style="list-style-type: none"> • concentration of forces on changing or improving the respective field, or prevent completion of something positively related to that field, especially in ca se of new technologies
Community of Action and Interest	Community of people who want to change something about their common interest	<ul style="list-style-type: none"> • focus on preserving that special something related to their interest, the change or improvement of the interest
Community of Action and Circumstance	Community of people who want to change something about their situation	<ul style="list-style-type: none"> • focusing on changing support to that circumstance or long term helping those who are in a similar situation
Community of Practice and Interest	Community of people with the same activity but share another common interest	<ul style="list-style-type: none"> • focusing on people who have a certain belief or interest in the subject. It usually creates hesitation to social activities around common interest
Community of Practice and Circumstance	Community of people participating in the same activity and are facing the same situation	<ul style="list-style-type: none"> • focusing on how those people go through the unique situation which are facing with. It is based on the support and it often involves latest findings
Community of Interest and Circumstance	Community of people who share the same passion and face similar situations	<ul style="list-style-type: none"> • focus on discussions about common interest or support for self-discovery activities

Source: adapted after feverbee.com

More than 90% of community projects, especially those related brands, consists of communities of interest. The disadvantage is that these communities of interest are

competing in the consumer's mind with their free time, this is the reason they develop the hardest of all communities.

Muniz & O'Guinn [15] refers to online brand communities as "Specialized, non-geographically bound community, based on the structured set of social relations among admirers of the brand".

When we talk about the benefits that online communities offer to their members, we refer to the following (Malooney – Krichmar and Preece [15], Butler et al. [5], Johnson and Ambrose [11], Preece [16]):

- exchange of information (access to more information by involving the whole community members)
- sense of belonging (community members come to feel they belong to something, by placing them where they can be themselves). It gives the members the sense of security that they belong to a group and new friendships may be created.
- mutual support (it allows getting help from others who are able to offer). Members help each other in solving life problems or by providing opportunities such as jobs or other resources that members would not otherwise have access to. All this in an environment of trust, fairness and empathy.
- great influence (being active in a group gives members more influence than they could have individually)
- flexibility (access to the community is flexible and it requires an investment of time as flexible)
- exploration opportunity (it allows members to explore things together that otherwise they would not have been able to: new ideas, resources, experiences)
- permanent presence (the ability to access messages, articles, community hyperlinks, images, text messages anytime, the ability to easily control each community member's involvement)

On the other hand, the benefits offered by online communities, brands around which are created, relate to: customers' fidelity (via the opportunity to obtain information on their needs and expectations and to improve the customers' experience), increase public awareness and visibility and the possibility to improve the image quality, getting ideas of new products or of improvement of the existing ones or processes, time saving with the collection and distribution of information.

Online brand communities have certain characteristics as a result of the interaction of its members [4]; they must be taken into account by brand managers in order to exploit the opportunities in achieving results: participation level and interaction of members in the community and between them; the quality of relationships in the community, given by the level of consumer satisfaction related to benefits; the identification of community members as part of the brand; the quality of communication within the community, measured by relevance, frequency and duration. Online brand communities as marketing tools contribute to business development, as far as brand managers take into account four factors identified above.

Objectives achieved through brand communities

The community is the group of people whom you always have close, that you can always rely on and who involve themselves in the consolidation and promotion of a brand. A community must be an exclusive group (club, if it is to be called so), consisting of people who support constantly a brand that offers them more benefits than a simple audience.

To have blog readers have or fans on Facebook does not mean that you have created a community no matter how often they would interact with you. They are nothing else but an audience that has developed in time. The audience follows you online and is aware of what you do – so it can leave anytime. Community does more than follow you – it helps to create and promote content to the

audience, so it is part of your team. The community will not leave you as long as you manage it properly.

The community should be a group of people large enough to be manageable and close relationships with them must be created. The more effective the communication campaigns are, the greater the audience and the number of customers. But for the community the same communication campaigns do not work. Increasing community is an activity more related to human resources than communication. New members of a community should be recruited and passed through a selection process based on motivation, involvement and interest. Communication campaigns are meant to be received by the audience and have a certain effect as well as converting them into customers.

The community, like any marketing team, can help in creating content for the media – especially for blogs and Facebook becoming true endorsers of a brand. The more people there are in the community who are bloggers or journalists, the more advantageous. The most important lesson offered by inbound marketing is that general public is not interested about brands, but it is interested to be told about how one brand or another can offer solutions to their problems.

The strategy of creating a community can apply for (almost) any business. The most important thing is that the community always must be an exclusive group that is not open to anyone. Exclusivity brings quality which ensures a higher level of success.

A community is based on an honest commitment. The story is not related to the "prizes", but it is about to share the same values, to fight for the same cause, to spend quality time together or to inspire one another. Commitment based only on immediate gain is not sustainable, long-term loyalty cannot be built on material benefits.

The life cycle of online brand community

The concept of life cycle of online community is based on research conducted by Iriberry and Leroy [10] and it is used to determine at what level the community is at present and where it wants to be in the future. The concept was developed by theorists and practitioners and it has the following stages: inception, establishment, maturity, mitosis / death (see fig. 1).

The first stage of the life cycle of online brand community begins when the brand interacts with the target audience and ends when the community has gathered a mass of critical members. We can say that there is a critical mass when at least half of the community activity is generated by its members and not by the community manager. At this stage, the focus should be on the following activities: inviting members to participate and keeping them active, initiating discussions and encouraging members to participate in these discussions, creating relationships with community members, creating interesting content for community members, organize regular events online.

The second phase of the life cycle of online brand community begins once a critical mass of members was formed and ends when 90 % of the work community is generated by its members and they begin to develop the sense of community. At this stage, the following activities are required: inviting members to participate and keeping them active, initiating discussions and encouraging members to participate in these discussions, creating relationships with community members, creating interesting content for community members, organizing regular online events and recruit volunteers, promotion of the community activities, collecting and analyzing data, managing possible conflicts between members.

The third stage-maturity, begins when more than 90% of the community activity is generated by its members and

ends when the activity is entirely self-sustained and the sense of community is very high. The specific activities of this stage are: to stimulate community growth, the leadership of the community, recruiting volunteers and training them to take over specific activities from the previous phase (increase and create, managing discussions and answers, creating relations between the members, events and activities), development of the sense of the community by sharing evolution, exclusivity, more powerful personality, optimize the platform and establish indicators for monitoring the activity.

The fourth or last stage, mitosis or death begins when the community is entirely self-sustained and ends when it is

divided into much more focused smaller communities. This is usually due to the fact that the community becomes too large and its members feel increasingly less connected with the others. Once the community has reached this level, the number of members begins to decrease. The solution in this case is dividing the community into smaller groups based on friendships already created or based on more specific interests. A community can be divided into groups according to demographic, geographic or psychological criteria and it starts its own life cycle by the received supported until it will be self-sustained.

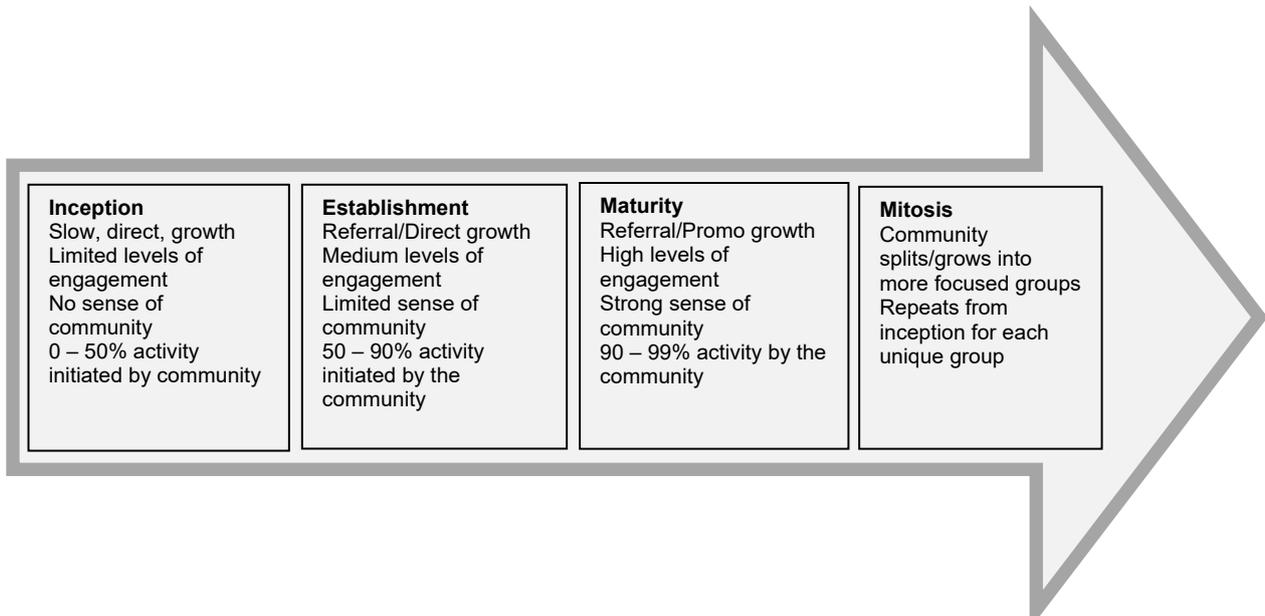


Fig. 1 The four stages of online community development

Source: feverbee.com

The key of developing a clear and coherent strategy is to understand the life cycle of the online brand community. Once the strategy, the targets, the indicators are defined, the life cycle of the community becomes a map that helps in understanding how the goals will be achieved. Determining the stage of the life cycle of a community, involves the evaluation of three important indicators: community development, engagement and the sense of community. The development of the community means to understand the evolution of the number of active members (not registered) of the online community. This can be measured by the number of members who have contributed to the community in the last month. The difference between a single input and respectively more inputs is the member's engagement. The more the community members are involved the more developed is the community. It is not at all easy to keep the community members involved over a long period of time. Measuring this indicator can be achieved through: the average number of contributions of the community members (active), its average number of answers to a question, the average time to receive an answer to a problem, the average number of visits of a member (active). The third indicator, the sense of community takes into consideration several factors such as: membership, influence, wish fulfilment, sharing emotions. It can be measured by a score derived from the results of a

research model developed by Chavis, D. M., Lee, K.S., J. & D. Acosta in 2008 as Sense of Community Index.

Building a brand community online

Millions of people spend time on social networks daily, where they consume and generate content. In addition, social media can reach more people by increasing the sphere of influence and understanding better the customers. Social networks can help in gaining confidence because they represent an opportunity for fans to promote the products. When you praise someone, you gain trust of people more easily. Social media has thus become the most powerful promotional channel of all times. Businesses have become increasingly aware of this and allocate increasing budgets for social networks in order to target the consumers [17].

Online brand communities represent a very different environment from the rest of promotion channels, they are based on an interaction of giving something and getting something. Starting from the existing customers, they use calls-to-action and discounts to convince them to connect, then pass to special events, contests, exclusive offers fun content or even face to face meetings. Social media offers a lot of opportunities, but like any environment of digital space it requires a strategy. For example, it is very important to determine which networks are suitable for a particular brand, to identify where to focus. Large networks like Facebook, Twitter, Instagram, Google Plus and LinkedIn have very large audiences, which means that their

existing and future customers certainly spend time in these virtual spaces. Thus presence on these social networks is imperative for brands in order to get in touch with them.

Besides large networks, there are niche networks focused on specific topics and audiences. The people here are passionate about those subjects and seeking a detailed content: TripAdvisor for travel reviews, OpenTable for restaurant reviews. There are many social networks specialized in different industries, they have a smaller number of members, but they are the most important for a particular brand.

In building a community it must be taken into account the purpose and the social network. Some social networks are used for personal relationships, others are focused on content distribution and others are used for networking and business. Each of them is attractive for brands as people discuss products and services all the time. But context is important, so posts must be simple, interesting and useful; sale messages are not recommended. In distributing content, social networks offer to a lot of potential customers' information such as statistics, case studies, infographics, reviews and more. Those for business attract people looking for business contacts, jobs and employment. It is very important to understand the role of each social networking and the objectives of the people who are there.

One last thing that is required to be planned is how to communicate with each audience in social networks belonging to the brand. The tone of voice should be adapted to the specific network and the type of interaction monitored: professional sound voice, authoritative when the audience consists of people of formal and professionals such as LinkedIn or spiritual and playful where customers are more relaxed and come from a more personal social network. A generous and welcoming tone attract more new people and existing customers enjoy appreciation from the brand. By profile page, brands can deliver news and have conversations with their audience. These social media profiles are indexed by search engines. If the content has quality there are more chances for the social pages to appear in the search results. Hence, the probability of reaching the public is much higher and the chances of attracting new customers may increase.

Building a presence in social media takes time. Posting original and interesting content leads to more visibility. Accelerating the process is possible through paid promotion posts which helps to reach a wider audience. This is how social media advertising works: it allows a very specific targeting and the ability to quickly increase visibility. Measuring the impact of a campaign on social networks is not complicated by web analytics tools and social media management. It is possible to achieve results such as: the number of people who have established links, the trend of activities, the most interactive posts, the number of votes, who are fans of the brand, how they assimilate the content and interact with it.

Social networks are important tools, but also can cause some problems to businesses, such as: the possibility of bored audience unless attractive and quality content is offered, automatic irrelevant content posting, engaging in too many activities or actions.

Conclusions

In conclusion Social media is part of people's lives and it is a great opportunity for brands. Social networks bring people together to interact and share information. They have become indispensable very fast.

When building online communities, social networks should be decided in order to be suitable for the brand, where customers can find the brand, which of the following

networks customers spend time on: Facebook, YouTube, Pinterest, Twitter, Google Plus, LinkedIn. One or a combination of networks depending on brand strategy can be chosen. Once you create your account on a social network, it is time to know your "neighbors". Building relationships within community takes time. But if it helps to spread the news about your business and it is an investment that it is worth.

For a brand, community must be like a marketing team; it helps to create and promote content for the audience. It is not enough to communicate with community members; there must be organized activities for them to have the opportunity to know one another. Each community member must feel that they belong to a group.

Brand communities have become connection between the consumer and the marketer, this fact has a considerable influence in developing brand loyalty [15].

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МАРКЕТИНГ МІРКУВАНЬ ДЛЯ БРЕНД-СПІЛЬНОТ

Більшість споживачів витрачають значну частину свого вільного часу на пошук інформації в Інтернеті про бренди, перш ніж прийняти рішення про покупку. Інтернет є основним фактором, який призвів до значного збільшення часу, відведеного споживачами для пошуку і порівняння інформації про марки, як крок, що передувє рішення про покупку, а також одним з найбільш важливих факторів, що впливає на взаємодію між брендом і споживачем.

Хоча загальна тенденція така, що спільноти стають більш активними і більш залученими до вибору марки, відповіді споживача на їх повідомлення, очевидно, залежать від культурних, соціальних і економічних чинників. Робота має на меті з'ясувати, що означає бренд-спільнота, і як виявилось, – якщо вони дійсно були побудовані з нуля, або вже існували в латентному стані, і лише чекали на визнання – то які характеристики успішних спільнот, які з цілей брендів можуть бути досягнуті за допомогою цих груп, яка роль соціальних медіа в розвитку цих спільнот, якого типу елементи, ймовірно, можуть виникнути всередині онлайн-співтовариств і яка їхня частка, які є дослідницькі методики, що можуть надати підтримку компаніям в моніторингу цих груп.

Ключові слова: цифрова стратегія, соціальні медіа, інтернет-спільноти бренду.

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МАРКЕТИНГ СООБРАЖЕНИЙ ДЛЯ БРЕНД-СООБЩЕСТВ

Большинство потребителей тратят значительную часть своего свободного времени на поиск информации в Интернете о брендах, прежде чем принимать решение о покупке. Интернет является основным фактором, который привел к значительному увеличению времени, отведенного потребителями для поиска и сравнения информации о марках, как шаг, предшествующий решению о покупке, а также один из самых важных факторов, влияющих на взаимодействие между брендом и потребителем.

Хотя общая тенденция такова, что сообщества становятся более активными и более вовлеченными к выбору марки, ответы потребителя на их сообщения, очевидно, зависят от культурных, социальных и экономических факторов. Работа имеет целью выяснить, что означает бренд-сообщество, и как оказалось, – если они действительно были построены с нуля, или уже существовали в латентном состоянии, и только ждали признания – то какие характеристики успешных сообществ, которые из целей брендов могут быть достигнуты с помощью этих групп, какова роль социальных медиа в развитии этих сообществ, какого типа элементы, вероятно, могут возникнуть внутри онлайн-сообществ и какова их доля, какие существуют исследовательские методики, которые могут оказать поддержку компаниям в мониторинге этих групп.

Ключевые слова: цифровая стратегия, социальные медиа, интернет-сообщества бренда.

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SAMPLING IN EXTERNAL AUDIT – THE MONETARY UNIT SAMPLING METHOD

This article approaches the general issue of diminishing the evidence investigation space in audit activities, by means of sampling techniques, given that in the instance of a significant data volume an exhaustive examination of the assessed population is not possible and/or effective. The general perspective of the presentation involves dealing with sampling risk, in essence, the risk that a selected sample may not be representative for the overall population, in correlation with the audit risk model and with the component parts of this model (inherent risk, control risk and non detection risk) and highlights the inter-conditionings between these two models.

Key words: statistical selection models, non-statistical selection models, population, sampling unit, sampling risk, non-sampling.

Introduction

Auditors need to collect competent, relevant and reasonable audit evidence, in order to ground their opinion. In the instance of a significant data volume, it is not possible or effective to exhaustively examine the population to be assessed. In such instances, the investigation space is reduced through sampling techniques. Sampling in audit allows auditors to enforce audit procedures only on the items selected in the sample and to extend the resulting conclusion to the overall population of the economic operations under consideration.

Tests are conducted by examining documents and implementing audit procedures which would lead to conclusions drafting based on them. The population making up a category of economic operations may be represented by assets or invoices lists, centralised situations of the creditor or debtor and other similar ones.

The size of the sample depends on the sampling risk accepted by the auditor, the selection of adequate methods, in relation to the actual situation, representing a decision which contributes to sampling risk minimization; the selection method is chosen based on the auditor's professional judgement.

The article introduces an overall logical scheme of the selection process, based on which a succinct review is made – but dealing with all theoretical and practical interest items – the two important classes of selection methods: statistical methods (various types of selection: MUS, systematic, stratified, multi-level, random selection), as well as non-statistical methods (judgemental selection, block selection).

The statistical selection methods use the probability theory and statistical formula to set the sample size, including to consider and to assess the sampling risk, making it possible to obtain conclusions valid for the overall population.

The non-statistical selection methods offer rough results, which may not be extrapolated so as to be representative for the overall population, due to the selection process nature, which does not offer each element of the population equal selection chance.

The article further completes the theoretical, formal information (procedures, computation formula, selection of values for parameters) with specific calculation examples, analysed in detail for the MUS (Monetary Unit Sampling) method.