CYBERSECURITY PRODUCT PROMOTION

Makarenko Anastasiya, Nevo Samuel Prosper

National technical university «Kharkiv polytechnic institute», Kharkiv

This paper provides an overview of cybercrime and cyber-security counteractions products promotion for the manufacturing company. It defines the concept of cybercrime, identifies reasons for cybercrime and its eradication. It looks at those involved and the reasons for their involvement. The paper also attempts to name some challenges of cybercrime counteraction products development, present practical and logical solutions to such products promotion.

From business, industry, government to not-for-profit organizations, the internet has simplified business processes such as sorting, summarizing, coding, editing, customized and generic report generation in a real-time processing mode. However, it has also brought unintended consequences such as criminal activities, spamming, credit card frauds, ATM frauds, phishing, identity theft and a blossoming haven for cybercriminal miscreants to perpetrate their insidious acts.

Over the years, the alarming growth of the internet and its wide acceptance has led to increase in security threats. Cybercrime is a threat against various institutions and people who are connected to the internet either through their computers or mobile technologies. In Nigeria today, several internet assisted crimes known as cybercrimes are committed daily in various forms such as fraudulent electronic mails, pornography, identity theft, hacking, cyber harassment, spamming, Automated Teller Machine spoofing, piracy and phishing. The exponential increase of cybercrime in the society has become a strong issue that should not be overlooked. The impact of this kind of crime can be felt on the lives, economy and international reputation of a nation. Therefore, this paper focuses on the cybercrime counteraction product promotion in Nigeria.

Cybersecurity product promotion strategies have particular features as each of the modifications has to be tailored for specific organization needs. These products feature less out-of-the-box strategies, and more of custom made ones. Such strategies help the designers of business solutions to differentiate their products, accentuate the value of their product and target specific needs of their customers. This is primarily B2B market, which dictates specific peculiarities of developed cybersecurity product promotion strategies. Thus, the paper offers an overview of valid cybersecurity product promotion strategies as well.

References:

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