

Vol. 12 (3): 263-272 (2022)

THE ROLE OF INTANGIBLES IN FORMING THE VALUE OF ONLINE RETAILERS IN RUSSIAN REGIONS

Svetlana Viktorovna Panasenko¹, Vyacheslav Petrovich Cheglov^{1*}, Elena Aleksandrovna Mayorova¹, Alexander Fedorovich Nikishin¹, Elena Anatolievna Krasilnikova¹, Aleksandra Evgenievna Maslova¹

¹Plekhanov Russian University of Economics, Moscow, Russia;

*Corresponding author Vyacheslav Petrovich Cheglov, e-mail: cheglov.vp@gmail.com;

Received April 2022; Accepted May 2022; Published June 2022;

DOI: <https://doi.org/10.31407/ijeess12.333>

ABSTRACT

In the context of digitalization and against the background of changing consumer behavior during the COVID-19 pandemic, on the one hand, the importance of intangible resources increases, and on the other hand, online retail spreads widely. The article aims to assess the importance and development level of individual intangibles in regional online retail in Russia from the perspective of owners and managers of online stores. In this regard, a field study was conducted in the form of four focus groups and four in-depth interviews with owners and managers of online stores in four federal districts of Russia, namely, the Central, North-Western, Volga, and North Caucasus. As a result, the intangibles that affect the value of online retailers were systematized, the value and development level of individual intangibles in the regional online retail of Russia were assessed. The main features of the intangibles of the regional online retail in Russia related to private labels and technologies were revealed. The authors justify the necessity of further elaboration of the model of forming the value of an online retailer based on the values of its stakeholders, including employees, consumers, and partners. Such a model should be based on the identification of the stakeholders' values, followed by the identification of tools for influencing the intangible factors of their formation. The results obtained can be useful for scientists when developing further methodological approaches to managing the intangibles of online retailers, including taking into account the peculiarities of regional online retail in Russia, as well as can be used in the practical activities of online retailers in the context of managing intangibles and determining promising areas for increasing the value of organizations.

Keywords: intangibles, online retail, online trade, online store, regional trade, regions of Russia.