

The Social and Business Evolution of the Internet

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Abstract: We live in a technological world, where the Internet and its derivatives insert us into a highly diversified digital dimension. Objective: The present essay aimed to analyze the impact of the Internet on the globalized and business world. Methodology: To this end, a documentary research study on the subject was conducted, selecting texts from various international repositories: Scielo, Dianet, WoS, among others, to search for updated scientific literature on the subject presented. Conclusion: It is concluded that the Internet plays a fundamental role in information and communication technologies, being essential for a better operationalization of knowledge in the social and business spheres.

Keywords: Internet, society, business, digital world.

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التطور الاجتماعي والتجاري للإنترنت

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ملخص: المقدمة: نعيش في عالم تكنولوجي، حيث تدمجنا شبكة الإنترنت ومشتقاتها في بُعد رقمي شديد التنوع.

الهدف: هدفت هذه المقالة البحثية إلى تحليل تأثير الإنترنت على العالم المعولم ومجتمع الأعمال.

المنهجية: أُجريت دراسة بحثية وثائقية (مكتبية) حول الموضوع، واختيرت نصوص من مستودعات دولية مختلفة مثل Scielo و Dialnet و WoS وغيرها، للبحث عن أدبيات علمية محدثة حول الموضوع المطروح.

الخلاصة: يُستنتج أن الإنترنت يلعب دوراً جوهرياً في تكنولوجيا المعلومات والاتصالات، كونه ضرورياً لتفعيل المعرفة وتطبيقها بشكل أفضل في المجالين الاجتماعي والتجاري.

الكلمات المفتاحية: الإنترنت، المجتمع، الأعمال، العالم الرقمي.

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Introduction

The Internet is considered one of the modern world's most powerful technological tools, serving as a cross-cutting element across all fields of knowledge and holding essential practical and epistemological significance for how we view the world today. Gómez (2023) explains that it is composed of a body of collective knowledge generated within a space for sharing and socializing information. However, it possesses unique characteristics shaped by its diversification—driven by specific goals and objectives—in response to various economic, consumer, and service-related needs.

It is worth noting that major global events significantly altered the trajectory of traditional management perspectives and the nascent promotional technologies used to market products, as organizations were forced to gradually adapt to a society looking toward the future. A prime example is the Industrial Revolution, an event that marked a turning point in the mindset of business managers during the 20th century. This period saw a proliferation of companies across diverse sectors—such as automotive, manufacturing, services, and military technology—driving economic growth in both developed and developing nations.

However, the outbreak of World War I triggered a boom in wartime manufacturing alongside a sharp decline in the food industry; this era was characterized by autocratic management styles, marked social exclusion, and extreme poverty resulting from political power abuses and repression. Following World War II, a paradigm shift occurred that continues to influence us today, marking the transition toward a "collective knowledge society." This shift fostered a more humanistic view of the relationship between business and society, accompanied by technological and communication advancements that facilitated the recovery of nations involved in the conflict and paved the way for a transformation in management leadership during the late 1980s and early 21st century.

Based on the foregoing, the purpose of this essay was to analyze the impact of the Internet on the globalized business world, taking as a theoretical reference Alsaleh (2024) article "The impact of technological advancement on culture and society", along with other documents that

supported the written discourse of this paper, in which the author presents his ideas and contrasts them with those of other researchers.

Metodology

The methodology employed for this essay was exhaustive documentary research, which involved reviewing bibliographic material—sourced from the virtual classroom and other websites regarding the subject of study—to analyze the selected content (Corona & Kóvac, 2016). To this end, scientific articles indexed in various electronic repositories, along with other documents, were screened to provide a comprehensive overview of the topic.

Development

Throughout human history, the economy and society have formed the foundation that sustains an entire nation. From this foundation emerge the methodological and/or scientific bases necessary for designing and developing economic systems of social production—encompassing the distribution, marketing, and consumption of goods and services, as well as their provision—to meet the demands and needs of the human population (Ochoa & Barragán, 2022). However, the economy relies on a productive apparatus comprising all the enterprises or organizations operating within a specific geographic area. These are defined as distinct institutions pursuing specific economic or commercial goals based on their activities within a territory, each possessing its own managerial, intellectual, and productive structure; in essence, these institutions constitute the tangible (physical) assets of the national economy, underscoring their vital importance to the nation's financial development and growth (Salgado, Guamba & Guerrero, 2024).

Nevertheless, all organizations emerge and evolve within a socio-political climate that significantly impacts their operations and the effective decision-making processes of high-level government management (Tessema, 2021). This context has fostered the phenomenon of complexity. This paradigm introduces a novel approach rooted in postmodern management, seeking to foster mutual intellectual enrichment between consumers and businesses. Furthermore, the duality of human reality has driven the rise of new Information and Communication

Technologies (ICTs), which have introduced an organizational perspective distinct from conventional models regarding access to business knowledge—characterized by flexibility, interactivity, cost-efficiency, speed, independence, communication, and development. Among these are information technology, telecommunications, and computing, which have unleashed human intellectual creativity and deepened the transition toward new managerial knowledge; in this context, institutional management will depend on the capacity of human talent to keep pace with the technological transformation process prevailing in society—a process amplified by teamwork—thereby necessitating a profound and reflective update of traditional, bureaucratic, and obsolete managerial functions (Gómez & Martínez, 2022).

In this regard, the Internet plays a fundamental role as the quintessential digital platform underpinning an increasingly globalized, interactive digital network; it adapts to the demands and requirements of a user community with diverse tastes and opinions regarding the products showcased there (Corona, 2015).

Consequently, the Internet moves our lives like chess pieces in a game that seems to have no end. There are no limits to human knowledge when it comes to technology. Companies are creating highly dynamic marketing channels (e-commerce) that evolve through the use of software and hardware tools, thereby making life easier for customers who use digital networks. Furthermore, e-business—along with its online extensions—has transformed the virtual reality of business operations.

The situation outlined above is compelling various societies—whether ethnic, Eastern, or Western—to engage more deeply with the proper management of the Internet. At this stage, the Management-Enterprise-Society (GES) relationship is internalized as a complex, integrated system rather than a set of isolated entities. This occurs within a context of rapid globalization—an evolutionary, organicist framework—where the enterprise undergoes significant changes in its interaction with the external environment. Drawing an analogy with Darwin's theory of evolution—which posits that any living being or species capable of adapting to environmental changes, securing food, and reproducing will survive over time—we see that dynamic business systems must similarly

adapt to societal demands and develop feedback mechanisms to facilitate expansion or evolution (Tuncer, 2023).

Castells (2001) strongly advocates for the information society as a socio-political system capable of mobilizing the masses; in my view, ICTs have achieved their goal of "creating curiosity and anxiety" through the massive—and often uncontrolled—use of the Internet. Another author, Flax (2023), describes the Internet as a capitalist medium employed by major corporations that hold a technological monopoly. This makes logical sense: despite the Internet's vast expansion, access remains unequal, yet those who do have access utilize it in ways that render non-users virtually invisible. This has fostered a technological dependency among users in both developed and developing nations.

Even leading global educational institutions utilize interactive, multilingual platforms to offer online classes at costs comparable to in-person instruction. In other words, they have optimized financial resources to generate substantial revenue, allowing them to maintain these digital platforms over the long term while amassing significant profits. This illustrates the two sides of the coin regarding the use of the Internet and other ICTs. However, proper use undoubtedly generates many benefits for users.

These advantages are characteristic of the postmodernist current, which has steered the study of organizations beyond the traditional subject-object ontological relationship toward a new spectrum involving the interaction between the social order and the enterprise. This shift enables a holistic scientific perspective—encompassing both macro- and micro-environments—centered on economic globalization and ICTs, which are hallmarks of the 21st-century technified society. Consequently, organizations must continuously generate new knowledge to provide feedback for production processes, thereby ensuring market competitiveness (Cardona & Gutiérrez, 2025). This imperative has driven and revolutionized the development of innovative computational patents aimed at making management processes more sophisticated and aligned with reality, with the goal of solving problems and optimizing resources invested in the production of goods and services (Yang & Zhang, 2023).

Furthermore, it must be noted that these technological changes arise from cognitive shifts in human beings, accompanied by behavioral changes that foster "GES" interaction—that is, confronting uncertainties and "blind spots" in knowledge. In other words, "individuals know, think, and act according to paradigms culturally ingrained within them"; it is precisely during the processes of perception and interpretation that these blind spots emerge. They stem from mental, intellectual, and rational errors rooted in subjectivity, principles, worldview, and affectivity (Hariam et al., 2023).

We must bear in mind that the external environment is shaped by the scientific and technological demands of society; consequently, all companies must align themselves with this reality to respond effectively to their surroundings. It is undeniable that the new ICT paradigm has influenced our lives and will continue to alter our perception of the real world and the context in which we operate. ICTs increasingly permeate our daily lives, and the economy relies on the production of state-of-the-art electronic devices—such as mobile phones, PCs, and tablets—whose primary application is the Internet.

The ease of information processing, high level of accuracy, and realism offered by the Internet enable us to utilize these tools to simulate scenarios across various areas of business and financial management. Therefore, the use of the Internet must become a fundamental and crucial element in human development within a globalized, ever-changing economy—serving as an onto-epistemic, methodological, and praxiological foundation in the socio-economic sphere. Current technological advancements place these digital communication mechanisms within the reach of most users, thereby fostering the development of practical skills in financial and business management. Ultimately, the individual stands at the heart of ICTs, leveraging their creativity and capacity for empowerment to drive change both within companies (the micro-environment) and beyond them (the macro-environment)—shaping a fluctuating, diverse reality that only they can transform.

The efforts of the technologically empowered individual must be directed toward achieving business objectives through timely decision-making. Therefore, it is essential to foster an information society that actively

engages the business-society partnership, as only a paradigm shift will enable the necessary changes at the management level—specifically, the adoption of a "digital knowledge culture" in corporate development. This approach leverages the diversity of corporate members to formulate strategies within a framework of long-term sustainability, moving away from rigid traditional management models toward a dynamic, collaborative organizational construct.

Conclusion

The foregoing points to a world of possibilities within a digital universe defined by the expansion of ICT and growing human ingenuity transforming the communication and interaction channels between businesses and customers into a tangible reality accessible to all for meeting product-related needs and demands.

Consequently, management functions have evolved in tandem with historical and technological shifts; business operations are no longer confined to physical settings. Instead, the market has become increasingly demanding and dynamic, moving into the virtual realm through a complex strategic vision of business reality a hallmark of 21st-century organizations that leverage the strengths of ICT and human talent, particularly the latter's critical mindset. In this way, these tools foster environments akin to virtual laboratories, enabling the exploration of human socio-economic phenomena from a digital perspective.

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