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## **THE IMPACT OF PLATFORMS BEING ANALOGUE IN SOME EUROPEAN COUNTRIES ON DEALING WITH MANAGEMENT ISSUES**

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### **ABSTRACT**

The paper aims to explore the various directions that analogue platforms can be used for environmental management. It is important that proper management is carried out to protect the environment and increase the efficiency of the territories. Through analogue innovation, citizens can improve their environmental literacy, develop their environmental volunteering, and collect more data about their environment. This study identified the various types of analogue platforms that can be used to improve the governance and environmental literacy of citizens. The paper discussed the various functions of analogue platforms in the field of environmental management. It also highlighted the various directions that they can be used for. In order to protect the environment, it is necessary that the authorities have the necessary tools and resources to monitor and control the activities of unauthorized construction and land use. This paper also explores the various types of analogue platforms that can be used for environmental management.

### **KEY WORDS**

Analogue platforms, management issues, Europe.

When there is a fast diffusion analogue platforms, this leads to create obvious effect on several directions related to economy, management, finance and accounting. In that, it has a deep impact on work-style and consumption. However, there is a clear concern about many issues like monopoly that may appear obvious of the fast appearance of the analogue platforms. Moreover, traditional industry may face a problem due to such spread of analogue platforms. The role of researchers in this topic and its impact on the economy and the performance of the companies have faced lack to focus on analogue platforms but they rather focus on labor matters (Takagi, 2020). As he mentioned in his study that recently, European Parliament agreed, after the real attention towards analogue platforms, to issue regulation about it put into account the innovation-driven environment as well as to be fair and trusted to promote such environment for the traders and further to the companies. The analogue platforms have impact on the economy of any country because of its considerable important role that has effect the European Commission's analogue Economy and its agenda. Therefore, for several states member in Europe, drawing the platform economy in such states that mapping such platform based on several services active in such states (Fabo et al., 2017). Analogue platforms are changing practical of commerce and effect on their performance in several kinds of industries (AL-Fakhri et al., 2021; Al-Aamri et al., 2021; AL-kiyumi et al., 2021; Alabdullah et al., 2022; 2021; 2018; Singh et al., 2019; Alsulmani et al., 2021; 2016; 2014; Gani et al., 2021; Ahmed et al., 2022; Thottoli et al., 2021; Almashhadani, 2020, Almashhadani, 2021). Platform is incentivized in order to make kind of increase in consumer and supplier involvement. Analogue platform is considered one of the



matters that are new contemporary trends areas as analogue solutions (Battisti et al., 2022). Also it is important to distinct attention must be paid to the state analogue platforms. Therefore, public management is considered as a one of the core administrative control systems in the environment field. It is proposed to be utilized for analogue energy management. In order to do so, academics tries to improve architecture tools for interoperable platform. Analogue platforms pursue to enhancements in energy efficiency, distribution distances, firm performance, and shorten transport and for the sustainability of the environment (Yin et al., 2022). The rise of analogue platforms has made it easier (Kenney and Zysman 2016) for people and businesses to get their goods and services delivered. They have also made it easier for them to connect with each other.

On the other hand, system as Environmental Management (EM) is a rare and remarkable system to promote some policies of the environment with proper elaboration that may include enforcement and management control. Thus, it may consider that is one of the important elements that can be considered when it comes to preserving the environment is effective management. Modern technologies can help improve the efficiency of various processes and control systems (Arimura et al., 2008; Abushammala et al., 2015). Analogue technologies have led to promoting link between services and products. For example, the applications in advance are installed in the smartphones and then they be delivered to the users (Lee & Lee, 2020). Therefore, companies have to make think but in advance in creating strategies in order to offer particular analogue service and product.

Various technological innovations have led to the development of new analogue platforms that can help improve the efficiency of environmental management (Nidumolu et al., 2009). Researchers are also exploring the possibility of incorporating volunteers and citizens into the process. Through the use of analogue innovation, citizens can now engage in various environmental activities and improve their environmental literacy. They can also collect more data about the environment. Despite the positive effects of analogue innovation, there have been conflicting studies about its negative impact on the environment.

Researchers are also looking into the various factors that can affect the development of an educational environment that is designed to support the environment (Erofeeva et al. (2019). They are additionally exploring the possibility of incorporating new teaching methods and innovative applications into the process. One of the most effective techniques that can be used to improve the efficiency of environmental management is deep learning. This type of artificial intelligence is capable of learning through image detection.

One of the most important factors that can be considered when it comes to preserving the environment is effective management. One of the most common management systems that can be utilized is public administration. For years, analogue platforms have been widely used in various environmental management areas. Researchers are currently developing architecture models that will allow them to create a robust and flexible analogue energy management platform (Huseien et al., 2022).

In several countries, researchers are currently exploring the possibility of developing analogue platforms that will allow them to collect information about the country's forestry industry. These services will make it easier for forest owners to manage their properties and improve their efficiency (Deichmann et al., 2016).

One of the most important factors that environmental management can consider is the efficiency of logistics. Analogue transformation is expected to have a significant impact on the supply chain management of companies. Researchers believe that this will allow them to improve the efficiency of their operations. The use of analogue platforms and entrepreneurship can help to enhance business performance and this might improve the efficiency and environmental sustainability of supply chains (Kanaan-Jebna et al., 2022; Kanaan-Jebna & Baharudin, 2015; Kanaan-Jebna et al., 2022; Kanaan-Jebna & Baharudin, 2013, 2015; Qian et al., 2016). They can also help to reduce the travel distances between various points of distribution and improve the logistics resources of companies.

Another important area of environmental management that can be considered is the use of analogue platforms in the sharing economy (Sutherland & Jarrahi, 2018). These platforms can help facilitate the exchange of intermediation capabilities. Analogue platforms



are also being used to combat food waste. They can help prevent the waste and improve the efficiency of the food exchange process.

## **METHODS OF RESEARCH**

The study was dealt with European context using various analytical, statistical, and comparative methods. The concentration was about analogue platforms in the environment and ecology. The results of the research were analyzed using the information base generated by the statistical data collected by the state and municipal authorities. The objective of the study is to find out how to implement the platform when there is a management for the environment but when it is analogue ones. The current work aims at providing an overview of the various databases that are used for empirical analysis. It also represents the different activities that are carried out on platforms when it is analogue in European context. A comparison has been done between the lists of platforms that are included in the data with the other factors that are collected for analysis.

## **RESULTS AND DISCUSSION**

The increasing number of people participating in analogue platforms has led to the evolution of the concept into the mainstream. Due to the technological advancements that have occurred, the cost of using the Internet has decreased. Also, the number of devices and gadgets that can connect to the Internet has increased. This has made analogue platforms more accessible. The findings of the study revealed that the various features and functions of analogue platforms can help users improve their efficiency in the environment and ecology. They also provide them with a wide range of new opportunities. An instrumental analogue platform is a type of software or hardware-based complex that is designed to create a set of applications for specific purposes. The concept of an infrastructure analogue platform is a framework that aims to accelerate the introduction of the market and provide consumers with the necessary tools and resources to improve their efficiency. It is built on an ecosystem of informatization experts and technology providers. These individuals are responsible for developing and implementing end-to-end analogue solutions that help users access and manage data sources. According to Nambisan et al.(2017), analogue innovation refers to the use of technology in various forms of new innovations. We commonly understand the term analogue as the conversion of information from analog to a binary form. An analogue platform is commonly referred to as an applied business model. It allows market participants to perform transactions in a single environment, which can reduce the costs of doing business. This type of business model can also benefit from the technological advancements that have occurred. One of the most important factors that contributes to the development of environmental management systems is state and municipal management for government agencies and agencies. This is because the use of online technology has allowed them to provide a variety of services to their citizens.

One of the most important services that a government provides is the analogue portal for federal and municipal services. This service allows you to quickly and easily access a wide range of government services, such as those related to education, health care, and transportation. It also saves you time and money by reducing the time it takes to render these services. The Federal State Statistics Service provides a wide range of statistical information on the environment and ecology. It can also order analytical reports. One of the most important analogue platforms that a government provides is a unified information system that allows its customers to manage their procurement procedures. This platform allows them to easily identify and negotiate with potential suppliers. It also helps them improve their competitiveness and reduce their environmental impact. These platforms can help them achieve various goals, such as increasing the turnover of their ecological market, improving safety, and reducing their budget. Through its green procurement service, the government can identify and purchase goods and services that are made from sustainable materials. This ensures that the state is supporting responsible producers and protecting the



environment. The websites of various ministries and agencies, such as those related to ecology, carry out their main functions. These include providing information and communication with the public. One can cite an example of a government website that is dedicated to ecology. For instance, In Russia in Krasnodar in its Ministry of Natural Resources, it offers to the public information and communication. In 2020, the government launched a new platform that allows regulatory authorities to collect and analyze data related to the industrial Internet of Things. The platform, which was developed through a project budget of over 240 million rubles, was designed to provide a cloud-based solution for remote control and analysis. This analogue platform is integrated into the government's performance platform as mentioned by several studies that have been in the literature review (e.g., Alabdullah, 2016a,b,c; Almashhadani., 2020; 2021; 2022; Alabdualah et al., 2022; Ahmed et al., 2020; Alabdullah, 2014; Almashhadani & Almashhadani, 2022; 2022; Alfadhli & Alabdullah, 2018; Alabdullah, 2019; Ahmed et al, 2018; Alabdullah, 2022; Alabdullah et al., 2015; Ahmed et al., 2014). It uses the Internet of Things technology to collect and process data. This solution is mainly focused on monitoring forest accounting and pollution. For example, in Russia/Moscow, the RGIS MO is considered as an effective tool for environmental management. It allows the public to monitor the activities of the region's forestry department and obtain detailed information about the various activities that are carried out in the forests. In addition, it allows the public to view the locations of the various equipment and activities that are used in the forestry industry. Through the platform, it is also possible to identify the boundaries of the forest fund. Through the platform, it was also able to monitor the activities of the forest fund's various departments. It additionally allows the public to identify all the land plots that cross the fund's boundaries.

An environmental monitoring platform is designed to collect and analyze data related to the environment. It then processes and reports this data to improve the efficiency of its operations. Analogue platforms are becoming more prevalent in the business, as they can be used to develop new business models. For instance, MegaFon has developed an automatic environmental monitoring system that can be used to continuously monitor the environment. This system was built on a platform that is designed to collect data from the Industrial Internet of Things. Through its analogue platform, MegaFon can help industrial enterprises comply with the regulations related to air emissions. Through its analogue platform, the Federation via its authorities can monitor the quality of the air in their various settlements. As mentioned by Karimova & Kim (2018), the Russian company "MegaFon" is one of the famous companies in Russia. Its function is to "geo-service" that makes a very precise picture for Moscow's life and in addition for the same function for several large Russian cities. Information obtained using big data is more extensive therefore it needs for making interviews must be arranged. It can also help them control the microclimate of their indoor spaces to ensure that they follow the regulations and standards set by the health department. The platform from this company has various features that can be used to visualize the data collected by the system. It can also provide users with the necessary tools to monitor and report the data. It can additionally help them notify the appropriate authorities and solve other tasks. This feature can help prevent environmental emergencies and minimize the effects of their activities. It can also help prevent costly repairs and replacements by continuously monitoring the quality of the environment. Through its analogue platform, MegaFon can also provide its customers with various solutions related to waste disposal. Public organizations that operate under the social nature of their operations can also use analogue platforms to provide various services. One of the most effective ways to monitor the environment is through hybrid eco-monitoring, which is a type of monitoring that combines the data collected by the system with the characteristics of the surrounding area (D'Errico et al., 2018). This method can help people understand the current state of the environment and make informed decisions regarding its protection. The map created by the system can also be used to visualize the state of the city. Through its hybrid system, which combines the data collected by various sensors on Earth with those sent by space missions, MegaFon can be used to monitor the land monitoring industry. This type of system can be used to collect and analyze data from different sources (Balabanova et al., 2021).





## CONCLUSION

It is obvious that the platform when it is analogue, it gives it a feature characterized as very prevalent especially in using it in the several European's environmental management companies. Booth of them is utilized by private and public companies. Such technology has been utilized by the state of the countries. The funding for projects that develop analogue platforms for nature management and ecology has increased significantly over the past couple of years. This has resulted in the development of new technologies and the availability of various services and products. The study revealed that the use of analogue platforms can help authorities reduce in several European's countries the number of inspections and the cost of their operations. It can also help them avoid corruption and improve the quality of their services. In addition, they can help them respond faster to the emergence of hazards. Analogue platforms help improve the education and awareness of people about the importance of environmental management. They also provide an opportunity for companies to develop their products and services. The various functions of analogue platforms cover the entire spectrum of environmental management. State platforms are mainly used in the field of ecology and environment. Large analogue platforms can also be used by government agencies and organizations. They should additionally provide balanced information and services. Big data and the Internet of Things are some of the key factors that are contributing to the development of analogue platforms. The most promising areas of this technology are hybrid eco-monitoring and monitoring. In order to effectively monitor and control the activities of unauthorized construction and deforestation, it is necessary to create hybrid systems that combine the multiple functions of environmental monitoring and supervision. These systems can be used in the monitoring of water resources protection. It is also possible to use them in the monitoring of hazardous structures and housing. One of the main advantages of analogue platforms is their ability to provide a single view of all the activities of government agencies and organizations. This allows them to quickly address environmental problems and improve the efficiency of their operations. The ability to collect and analyze data on various objects, such as rivers and nature reserves, can also help them improve the management of their environment. Unfortunately, it is very challenging to monitor the activities of unauthorized construction and deforestation due to the lack of proper equipment and manpower. With the help of the Internet of Things, it is now possible to create hybrid systems that can effectively monitor these activities.

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