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## **INFLUENCE OF DIGITAL MARKETING AND DIGITAL ENTREPRENEURSHIP INTO THE BUSINESS ENVIRONMENT**

**ВЛИЯНИЕ ЦИФРОВОГО МАРКЕТИНГА И ЦИФРОВЫХ  
ПРЕДПРИНИМАТЕЛЬСТВО В ДЕЛОВОЙ СРЕДЕ**

**RAQAMLI MARKETING VA RAQAMLI TADBIRKORLIKNING  
BIZNES-MUHITGA TA'SIRI**

**Abstract.** *The current scientific article presents the framework of digital marketing and digital entrepreneurship activities and technologies as well as entrepreneurship ecosystems interaction in lives of customers and business people. It also demonstrates the mitigation for the economies using impulsive capacity in pandemic. Also, it highlights the importance of usage, transferring and implementations of digital technologies can be really beneficial both for government, public and private sectors of entrepreneurship.*

**Keywords:** *digital marketing, digital entrepreneurship, digital ecosystems, social media marketing, e-commerce, digital technologies.*

**Аннотация.** *Данная научная статья представляет собой основы цифрового маркетинга, цифрового предпринимательства, и деятельности технологий цифрового предпринимательства, а также взаимодействие предпринимательских экосистем в жизни клиентов и предпринимателей. Это также демонстрирует смягчение последствий для экономики, использующей импульсные типы мощностей во время периода пандемии. Кроме того, в нем подчеркивается важность использования, передачи и внедрения цифровых технологий, которые могут быть действительно полезными как для правительства, так и для государственного и частного секторов предпринимательства.*

**Ключевые слова:** *цифровой маркетинг, цифровое предпринимательство, цифровые экосистемы, маркетинг в социальных сетях, электронная коммерция, цифровые технологии.*

**Аннотация.** *Ушбу илмий мақолада рақамли маркетинг, рақамли тадбиркорлик ва рақамли тадбиркорлик технологиялари асослари, шунингдек, миждозлар ва тадбиркорлар ҳаётида тадбиркорлик экотизимларининг ўзаро таъсири келтирилган. Бундан ташқари, улкан пандемия даврда импульсив турдаги қувват турларидан фойдаланишнинг иқтисодий тармоқлари учун юмшатишни ташиқил қилиш кўрсатиб ўтилган. Бундан ташқари, ҳукумат ва давлат ҳамда хусусий бизнес соҳалари учун ҳақиқатан ҳам фойдали бўлиши мумкин бўлган рақамли технологияларни қўллаш, уларга ўтиш ва амалга ошириш муҳимлиги таъкидланади.*

**Калит сўзлар:** *рақамли маркетинг, рақамли тадбиркорлик, рақамли экотизимлар, ижтимоий тармоқ маркетинги, электрон тиждорат, рақамли технологиялар.*

## INTRODUCTION

Nowaday when Digital entrepreneurship and digital marketing are playing crucial role in the welfare of any time of business enterprises and any type of business enterprise that appear to be successful, it should use digital marketing technologies as well as it has to transfer to usage of digital entrepreneurship platforms in order to gain the great competitive advantage in the long run.

Moreover, due to the Covid-19 case it has become especially critical of usage of modern digital technologies. Also, that is really critical to implement resource constrained strategies in mitigation of the pandemic effects and to strengthen investments by investing into public health infrastructures, water supply, sanitation system and others. While pandemic the rate of the pandemic is on its pick period, corresponding response reactions should be implemented with increased awareness of the deseas, data of public health systems, taking care of ill people and their treatment and by reducing of the sickness.

Also, that is critical to draw attention to effective and well-prepared contingency plans as well as response that requires enough and rush capacity that will work to cope up with severity of the pandemic, pathogens and to population at risk level.

In addition, for most poorly developed and prepared countries effective forces are mostly provided by foreign and developed countries. This will be really valuable strategy during the current outbreaks. On the other hand, world surge capacity has its limits during the pick of spreading of pandemics and while these developed countries start to supply their own populations. Therefore, the mechanisms transferring of the risk such as risk pooling or sovereign-level insurance deliver a really viable option which a great mitigating factor for global economics during the pick of pandemic and can serve as a good source of reduction for economies of global countries [Madhav, N. et al: 2017].

Most of the recent customers are too overloaded with online information thaugout the world. Therefore, enterprises should give the right combinations of products and services rendering in online that will be efficient and convenient manner to the customers as unmet needs and wants can Provid the base for market lose shares of diminishing in sales level in the long run.

Moreover, digital marketing elements as websites, social media, such as Facebook, Instagram, Twitter, online advertising, online brand communities, affiliate marketing and many others are being developed well recently.

Furthermore, online giants such as Amazon.com, eBay, AliExpress global based brands are actively using the right combinations of affiliate marketing and digital marketing elements in online brand building processes as that helps in attracting more customers in online basis and not only to attract but also to retain them in the long run as if enterprises are committed to customers with their appropriate product or service proposals these kind of customers are able to become loyal to these business enterprises and will be brand leaders as well in spreading through eWOM to other potential customers. The current of digital marketing is also actively developing in Uzbekistan and new enterprises that do operate in online and digital marketing bases are doing different online proposals to customers.

Moreover, most of the countries have started to implement new approaches of defeating the pandemic such as including social distancing, massive testing, mobility restrictions, lockdowns, school closers and business shut downs. At the same time the pandemics has influenced on electricity consumption of most European countries and especially which has

hit the country of Belgium and the electricity consumption has fallen due to seasonality fact up to 20 percent by reducing business activity at the weekend time [Fezzi, C & Fanghella, V. 2020].

Meanwhile, there were a number of orders, laws, decrees and resolutions like the strategies «On Development of Republic of Uzbekistan in 2017-2021», «The Law of Electronic Commerce of Uzbekistan», On Approval of the Strategy «DIGITAL UZBEKISTAN 2030» and measures for its successful implementation», undertaken by the Head of Republic of Uzbekistan, for the consolidation of current areas.

### RESEARCH ISSUE

The issue of the current research is to make a review of the influence of processes of digital entrepreneurship and marketing into businesses that are accounted as one of the main assumptions of dynamic enterprises today and also to review its development in both public sectors on governmental basis and real sectors to be more precise into entrepreneurship activities.

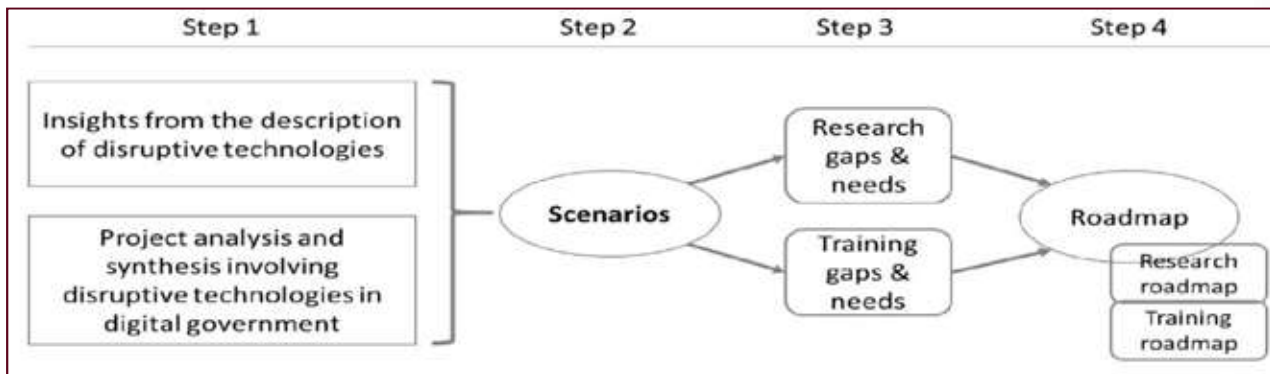
### DATA COLLECTION

Digitalization of the Public sector is accounted as one of the essential factors in the present days. Thus, currently, digital technologies are accounted as main drivers of human's socio-cultural evolution and altering the community by the increment in connectivity, converting and information from analog based world to digital ones and by development of communication and interaction among different public organizations and individuals. The usage of ICT technologies is considered as integral part of most governments' modernization and development strategies. The digitalization process of public sectors requires for the adoption of models of smart and modern government which is followed by the implementation of smart governance settings as then it undergoes of transformation processes, in particular, to internal government transformation that influence on the relations between government and non-governmental stakeholders and it also depends on sectoral, national and local levels [Wimmer, M.A. 2020]. By considering the above-mentioned points, the anticipation of governments' digital transformation as well as developing innovative technologies bring to the introduction of Government 3.0 model. According to (Charalabidis, Loukis, Alexopoulos, & Lachana, 2019): the model of Government 3.0 has the characteristics:

- ▶ Main goal: Societal problem-solving, citizen well-being, optimization of resources
- ▶ Main method: Smart governance and data-intensive decision- and policy making
- ▶ Usual application level: Local to international
- ▶ Key tool: Ubiquitous sensors, Smart devices, Applications (Apps), Artificial Intelligence (AI)
- ▶ Key ICT area: AI and Internet of Things (IoT)

Most needed discipline, beyond ICT: Wide variety, depending on the application area.

Thus, as that can be seen from the model of Government 3.0 which is the instrumentation of smart devices, artificial intelligence and other electronic based applications. That is really critical for governments to realize the importance of inserting the electronic sources in all the government structures in order to make working process. For the successful implementation, it includes four steps (Figure 1). As seen in the description of disruptive technologies, in the first step of the scenarios to research gaps closure or working on them for minimizing gaps as much as possible then going to roadmap research and trainings as at the very beginning of the



**Fig 1. Research design to investigate research and training needs on Government 3.0.<sup>1</sup>**

change the great obstacles should be overcome and obviously, lots of misunderstandings may occur [Wimmer, M.A. 2020].

At the same time, the strategies of e-governance innovation depict for the setting of long-run objectives for realizations of e-governance itself, both in public and private sectors of business. There are some barriers in strategies of e-governance, such as structural barriers can be overcome by providing the required access to technology and development of e-literature knowledge of employees within organizations. Then cultural-citizen barriers that can be overcome by convincing of the value of e-governance itself and if that is successful, people will be inspired to use new technologies and easily switch to them. Thus, e-governance development requires from organization both public and private sector the enhancement of new technology systems and having access from citizens and stakeholders as well as by strengthening their capacity levels [Meijer, A. 2015].

Then the term of Digital marketing and digital entrepreneurship are becoming popular nowadays. In addition, most companies and firms are actively trying to draw close attention into development of digital marketing activities, especially through out the internet marketing procedures. People these days enjoy to be involved into online shopping processes. Moreover, they can compare the target product with another one by considering features, design, basic appearance and other elements, but on online basis. Most of businessmen have already started their entrepreneurship and marketing activities by using digital services in the delivery of products or rendering services. As that became really critical, noticeable and important during the current global pandemic situation all around the world.

A study by Afrina Yasmin et.al (2015) states the importance of digital marketing elements have a good impact on company's sales. Digital marketing has no limitations for reaching customers and has positive influence on sales which is mentioned above and for the products as well by making a good impulse on digital entrepreneurship activities both in local and global scale [Yuvaraj, S & Indumathi, R. 2018].

Another aspect in digital marketing is spread through social media, thus, it is understood as utilizing web and mobile based technologies to create, share customer information without any geographical, social limitations through public interaction in collaborative way. It includes the elements like Customer Engagement which is valued as strategic factor assisting for formation and maintaining competitive advantage in order to forecast future directions. Firm-Generated Content focuses on managing brands and improve customer relations. Electronic Word of Mouth (eWOM) is basically described as exchange of ideas, information, perceptions and other elements through online media types; thus, consumers are greatly influenced by eWOM

<sup>1</sup> Adopted from Wimmer, M.A., et al: 2020, DOI: 10.29379/jedem.v12i1.594

in online basis rather than by any traditional media. Finally, online brand communities that is defined as collection of private individuals gathered online comparable with one another in order to support each other and to exchange information. Online brand communities are mostly followed and admired of a brand in social media world through internet [Zahoor, S.Z. & Qureshi, I. H. 2017].

### DIGITAL ENTREPRENEURSHIP AND DIGITAL MARKETING BUILDING

Digitalization process is quite complex. However, in the century of technology people have started to live in digital age, it is just necessary for business enterprises to be involved into digital marketing process and implement all the necessary digital marketing elements within enterprises business activities and operations.



**Fig 2. The New Digital Marketing.<sup>1</sup>**

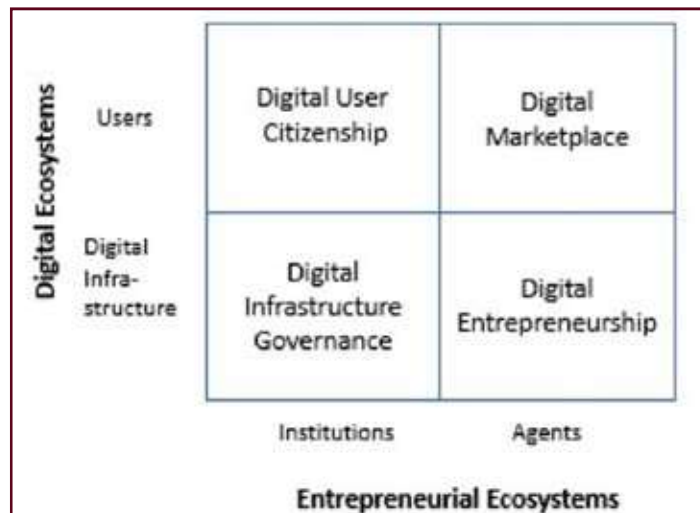
According to [Borіж, S. et al: 2016] The New Digital Marketing model in brand creating process usually goes through the elements of the brand itself then to message element and then to the most important element which is Digital Lens itself which is coordinated by Search marketing and SEO's, Mobile Marketing, Social Media, Websites, Video Marketing and other elements and finally while developed, implemented well and presented to consumers as the ultimate and key elements is always consumers. Any type of business enterprise if manufacturers cannot satisfy the needs and wants of their consumers and customers, the result can lead to lose its target markets which can lead to drop too sales levels after all [Borіж, S. et al: 2016]. Networking is an important element for everything in digital age, thereby, most successful companies implement their brand strategies. When thinking of successful brands customers usually think of Nike, McDonald's, KFC, Levi's, Giordano, Pizza Hut, Starbucks, Burger King and many others. In addition, companies as Google, SAS Institute think of their workers as their first customers. Therefore, these companies have become so successful in their area of business which are focused on digital technologies. As that all give a good foundation for all of business enterprise, as most small, medium sized enterprises and large corporations will be appropriate for e-commerce development process. Branding new products through online advertising is quite process. Therefore, companies should understand the basic product itself at first, then they have to understand clearly the needs and wants of their customers which should be ultimate goal for them as for example, Tesco supermarket and hypermarket users in

<sup>1</sup> Adopted from Borіж, S. et al: 2016 'The New Digital Marketing: Marketing messages must be fragmented and creatively fed into various digital channels to reach consumers at the correct moment file'

South Korea make online purchase in subway station which creates great ease for them. Most successful companies that brand their products online are able to go and enter into international markets and reach even more people in worldwide level [Yin, Ch. P & Yazdanifard, R 2014].

### FINDINGS

The conceptual view digital technology entrepreneurship combines of the technology itself and digital entrepreneurship. Thereby, digital entrepreneurship is built on the identification and exploitation of opportunities that are based scientific or technologies knowledge through the creation of digital objects known as digital artefacts. Thus, digital technology-based entrepreneurs do focus on building their enterprises on technologies in delivery of products and rendering services. Digital technology-based entrepreneurs and marketers basically combine technological product knowledge as «technology push» with consumer know-how which «market pull» based approaches. Alternatively, academic perspectives researchers might use the variety of classifications of entrepreneurship and marketing in order to study regarding personal motivations of entrepreneurs and their financing preferences and financial motivational behaviors [Ferran, G & Brem, A. 2017].



**Fig 3. Conceptual framework of Digital entrepreneurship ecosystem.<sup>1</sup>**

Another aspect is that the entrepreneurs and marketers that are well aware of market situations do introduce the products and tend to be catch to the customers themselves and the current type of innovation is known as innovative entrepreneurship and which involves technology usage in entrepreneurship activities. Technically based knowledge, crowd investing online platforms are accounted as key ICT technologies features for all the entrepreneurial and marketing activities. As the era of technology and digitalization itself has created great opportunities for creating new types of products and services as well. Digital entrepreneurship fully able to decrease not only the financial risks but also it is able to reduce human labor expenses that involves for the usage of artificial intelligence instead of human interaction in the work process [Mohanty, S. 2020].

Meanwhile, that is critical to draw the attention for building the unique conceptual framework of Digital entrepreneurship in entrepreneurship and marketing activities in creating the ease both for users of digital services and for entrepreneurs using the digital technologies

<sup>1</sup> Adopted from Susan. F, & Acs, Z.J. (2017) 'The digital entrepreneurial ecosystem'.

as per (Figure 3) there are four quadrants and for instance, digital user citizenship can have interactive connection with digital infrastructure governance of entrepreneurship agents which is digital entrepreneurship quadrant and which can be directly connected to digital marketplace of customers themselves as these are the combining both Digital Ecosystems and Entrepreneurial Ecosystems and ultimately both can have the great benefit eventually [Susan F, & Acs Z.J 2017].

### CONCLUSION & RECOMMENDATIONS

Digital marketing and Digital entrepreneurship are becoming the inseparable part of human lives as that can be really noticeable in the most recent years. Digital entrepreneurship and marketing activities involve the usage of digital technologies including smart systems, artificial intelligence, sensor devices, internet of things and many others.

Thus, Digital technologies are really critical elements for any type of business enterprises and especially during the great pandemics period of time as that was hugely noticeable in delivery services during the great pandemics. At the same time, important in marketing along with its other elements and variables most the successful business enterprises and entrepreneurs already have started to implement effective digital marketing technologies in products delivery or services rendering processes. Also, all the developing countries are trying to follow or even compete with countries where digital technologies are the most developed. Therefore, any type of business enterprises should start to implement digital marketing elements in their business operations in order to be successful not to lose market shares and be in the line with the most developed countries' digital technologies. Also, digital technology implementing enterprises are going to be really successful in the long run if they use the right combination of digital technologies and digital marketing strategies. However, any kind of digital marketing strategy or digital entrepreneurship activities should be monitored and altered up to the changing business technology elements and be compatible to those digital marketing environments.

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## **DIGITAL RESPONSE TO THE GLOBAL PANDEMIC IN UZBEKISTAN**

**ЦИФРОВОЙ ОТВЕТ НА ГЛОБАЛЬНУЮ ПАНДЕМИЮ В УЗБЕКИСТАНЕ**

**O'ZBEKISTONDA GLOBAL PANDEMIKAGA RAQAMLI JAVOB**

**Abstract.** *The COVID-19 pandemic, which has spread in most countries and territories throughout the globe, has seriously affected the global economy: businesses are temporarily closed, entire industries are shut down, employees work remotely, and schools and universities have shifted to distant learning.*

*In countries that have long launched the digitalization process, the pandemic has accelerated the development of the digital economy, digital technologies, e-commerce, and the modernization of delivery and logistics services. Where it was not developed, the authorities became convinced of the need for these processes and accelerated the pace of development in general, adapting to new conditions, responding to the challenges of the time.*

**Key words:** *digitalization, digital economy, digital technologies, pandemic*

**Аннотация.** *Пандемия COVID-19, распространившаяся в большинстве стран и территорий по всему миру, серьезно повлияла на мировую экономику: предприятия и целые отрасли временно закрываются, сотрудники работают удаленно, а школы и университеты перешли на дистанционное обучение.*

*В странах, которые давно начали процесс цифровизации, пандемия ускорила развитие цифровой экономики, цифровых технологий, электронной торговли, а также модернизацию служб доставки и логистики. Там, где он не был развит, власти убедились в необходимости этих процессов и ускорили темпы развития в целом, приспособившись к новым условиям, отвечая на вызовы времени.*

**Ключевые слова:** *цифровизация, цифровая экономика, цифровые технологии, пандемия.*

**Аннотация.** *Дунёнинг кўпгина мамлакатлари ва минтақаларига тарқалган COVID-19 пандемияси глобал иқтисодиётга жиддий таъсир кўрсатди: айрим йирик sanoat корхоналари ва кичик бизнес ташиқлотлари фаолиятларини вақтинча тўхтатишига, кўпга ходимлар масофадан ишлашига, мактаблар ва университетлар онлайн таълимга ўтишига мажбур бўлди.*

*Рақамлаштириши жараёни анча аввал бошланган мамлакатларда пандемия рақамли иқтисодиётни, рақамли технологияларни, электрон тиждоратни ривожлантиришини, шунингдек, етказиб бериши хизматлари ва логистикани модернизация*