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DIGITIZATION OF MARKETING IN TRANSNATIONAL COMPANIES

Summary

Purpose of the research. The research aims to investigate the impact of digitization on transnational marketing strategies, examining how the integration of digital technologies influences global market reach, consumer engagement, and overall business success for transnational companies.

Methodology of the research. The research employs a mixed-methods approach, combining quantitative analysis of market data metrics with qualitative insights, ensuring a comprehensive understanding of the multifaceted effects of digitization.

Practical importance of the research. This research holds practical importance for transnational companies seeking to enhance their global marketing strategies.

Results of the research. The results demonstrate a significant positive correlation between the extent of digitization in marketing strategies and key performance indicators such as brand visibility, customer engagement, and revenue growth for transnational companies, affirming the practical benefits of embracing digital technologies in a global context.

Originality and scientific novelty of the research. This research contributes to the field by offering a nuanced exploration of the impact of digitization on transnational marketing, introducing novel insights into the synergies between digital strategies, global market dynamics, and consumer behaviors.

Keywords: digitization, transnational marketing, global reach, consumer engagement, digital strategies, international business

Introduction

In the dynamic realm of contemporary business, the term "digitization" has emerged as a transformative force, reshaping the landscape of marketing strategies for transnational companies. At its core, digitization in marketing refers to the process of leveraging digital technologies to streamline and enhance various aspects of promotional activities. This paradigm shift encompasses the utilization of online platforms, data analytics, and emerging technologies to create, deliver, and optimize marketing campaigns.

The significance of digitization cannot be overstated, particularly in the context of the rapidly evolving business landscape. As consumer behavior undergoes a profound shift towards digital interaction, companies must adapt their marketing approaches to remain relevant and competitive. Digitization offers an unprecedented opportunity for businesses to connect with their target audiences on a global scale, transcending geographical boundaries and cultural differences. It enables companies to not only reach a wider audience but also engage with customers in more personalized and meaningful ways, fostering brand loyalty and customer satisfaction.

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In the ever-changing landscape of transnational business, the evolution of marketing methods reflects a fascinating journey from traditional approaches to the digital era, marked by innovation and interconnectedness.

In the earlier stages, transnational companies heavily relied on traditional methods such as print advertising. Magazines, newspapers, and billboards served as essential mediums for showcasing products and services, allowing companies to establish a physical presence simultaneously in various regions. Television and radio commercials, with their engaging visual and auditory storytelling, became instrumental in reaching a broader audience and capturing attention across diverse markets. Direct mail campaigns, though personalized, required extensive logistical efforts to reach an international audience. This traditional approach aimed at forging a more direct connection with potential customers. The digital revolution marked a significant turning point for transnational marketing. Companies shifted their focus towards online platforms, where websites became virtual storefronts, accessible to a global audience. This shift facilitated a more dynamic and interactive form of communication [4, p.142].

The advent of social media platforms further transformed transnational marketing strategies. Establishing a robust social media presence became imperative for companies to engage with their audience in real-time. These platforms not only provided a means to broadcast messages but also allowed companies to actively participate in conversations, build communities, and address customer concerns globally. Simultaneously, the rise of e-commerce emerged as a pivotal aspect of digital marketing. Online shopping platforms became integral, enabling transnational companies to conduct seamless cross-border transactions. This shift not only provided convenience to consumers but also opened new avenues for companies to showcase and sell their products on a global scale.

In the fast-paced realm of transnational marketing, digitization is not merely a trend but a strategic imperative driven by a confluence of powerful factors. As companies navigate the complexities of the global marketplace, several key drivers fuel the adoption of digital technologies, reshaping the way they engage with consumers and conduct business on an international scale [4, p.148].

Technological advancements, particularly in artificial intelligence (AI) and machine learning (ML), have become pivotal catalysts for the digitization of transnational marketing. AI and ML algorithms empower companies to analyze vast datasets, extract valuable insights, and predict consumer behaviors with unprecedented accuracy. From personalized recommendations to predictive analytics, these technologies enhance the efficiency and effectiveness of marketing campaigns, allowing companies to tailor their messages to specific audiences across diverse markets. Moreover, AI and ML contribute to the automation of routine tasks, freeing up human resources to focus on more strategic and creative aspects of marketing. Chatbots powered by AI, for instance, enable real-time interaction with customers, providing instant support and information across different time zones and languages.

The exponential growth of data in the digital age necessitates advanced analytics to extract actionable intelligence. Big data analytics has emerged as a cornerstone of transnational marketing, enabling companies to glean valuable insights into consumer preferences, market trends, and the effectiveness of marketing initiatives. By harnessing big data, companies can refine their targeting strategies, optimize campaign performance, and measure the return on investment (ROI) more accurately. Real-time analytics empower marketing teams to adapt swiftly to changing market conditions, ensuring that campaigns remain relevant and impactful across diverse regions. Furthermore, the integration of big data analytics facilitates a comprehensive understanding of the customer journey, allowing companies to create more personalized and contextually relevant experiences for their global audience [6, p. 43].

The digital revolution has fundamentally altered consumer behavior, with individuals across the globe increasingly relying on digital channels for information, entertainment, and commerce. Transnational companies must adapt to this shift by meeting consumers where they are — online. The ubiquity of smartphones, the accessibility of high-speed internet, and the proliferation of social media have transformed the way consumers discover, evaluate, and purchase products.

Digital channels, including social media platforms, search engines, and e-commerce websites, serve as virtual marketplaces that transcend geographical boundaries. As a result, transnational companies leverage these channels to connect with a global audience, tailoring their content and marketing strategies to suit the preferences of diverse consumer segments.

Consumers today crave personalized experiences and interactive content that resonates with their individual preferences. This demand has propelled transnational companies to embrace digitization as a means of delivering tailored content that transcends cultural and linguistic differences. Advanced analytics and AI algorithms play a crucial role in personalization, allowing companies to analyze customer data and deliver targeted messages. Interactive content, such as immersive videos, quizzes, and augmented reality experiences, enhances engagement and fosters a sense of connection between brands and consumers. By adapting to the demand for personalized and interactive content, transnational companies can forge deeper connections with their global audience and differentiate themselves in a crowded marketplace [6, p.51].

Globalization has transformed the business landscape, enabling companies to expand their operations across borders. However, with geographic expansion comes the challenge of communicating effectively in diverse markets with varying languages, cultural nuances, and communication preferences. Digitization addresses this challenge by breaking down communication barriers through the use of online collaboration tools, multilingual content, and real-time translation services. Video conferencing, instant messaging, and virtual communication platforms facilitate seamless communication among global teams, ensuring that marketing strategies are cohesive and culturally relevant. Additionally, the use of digital channels for marketing campaigns allows companies to deliver messages that resonate with local audiences while maintaining a consistent global brand identity. Social media, in particular, serves as a powerful tool for transnational companies to engage in two-way communication with customers, fostering a sense of community and responsiveness [8, p. 42].

In the fast-paced global marketplace, timely decision-making is critical for transnational companies to capitalize on emerging opportunities and address challenges swiftly. Digitization accelerates decision-making processes by providing real-time access to data, insights, and feedback. Cloud-based collaboration tools enable teams spread across different regions to collaborate seamlessly, facilitating faster decision-making and agile responses to market dynamics. Furthermore, real-time analytics empower marketing leaders to assess the performance of campaigns instantly, allowing for quick adjustments and optimizations. The acceleration of decision-making processes through digitization not only enhances a company's agility but also positions it to stay ahead of competitors in an environment where speed and adaptability are paramount [11, p.34].

The key drivers of digitization in transnational marketing are intertwined, creating a dynamic and interconnected ecosystem that enables companies to navigate the complexities of the global marketplace with agility and innovation. As technological advancements, changing consumer behavior, and the forces of globalization continue to shape the business landscape, transnational companies must embrace digitization as a strategic imperative for sustained success on the international stage.

Benefits and challenges of digitization in marketing

In the ever-evolving landscape of transnational marketing, the digitization of marketing strategies brings forth a multitude of benefits while simultaneously presenting unique challenges. As companies navigate the digital frontier, understanding and harnessing these aspects are essential for maximizing opportunities and mitigating risks.

One of the primary advantages of digitization in marketing is the unparalleled opportunity for enhanced reach and visibility on a global scale. Digital channels, including social media, search engines, and online advertising platforms, provide transnational companies with the means to connect with a vast and diverse audience. Through targeted digital marketing campaigns, companies can tailor their messages to specific demographics, geographical locations, and cultural

preferences. This precision allows for more efficient and cost-effective outreach, ensuring that marketing efforts resonate with the right audience segments. The result is a substantial increase in brand visibility and the potential to cultivate a global customer base [11, p. 20].

Digitization facilitates a more dynamic and interactive relationship between companies and their customers. Through social media, online forums, and other digital platforms, transnational companies can engage with their audience in real-time, fostering a sense of community and brand loyalty. Interactive content, such as polls, surveys, and live streaming, provides opportunities for customers to actively participate in the brand experience. This engagement not only enhances customer satisfaction but also generates valuable feedback that can inform future marketing strategies. By creating a two-way communication channel, digitization transforms marketing from a one-sided broadcast to a collaborative and responsive dialogue [2, p. 1].

The digitization of marketing enables companies to collect and analyze vast amounts of data, empowering data-driven decision-making. Advanced analytics tools and artificial intelligence algorithms allow marketers to extract actionable insights from customer behavior, preferences, and interactions. This data-driven approach enhances the precision of marketing strategies, enabling companies to optimize campaigns based on real-time performance metrics. From understanding consumer preferences to measuring the effectiveness of specific channels, data-driven decision-making ensures that marketing efforts are continually refined for maximum impact. This iterative process contributes to the overall efficiency and effectiveness of transnational marketing initiatives.

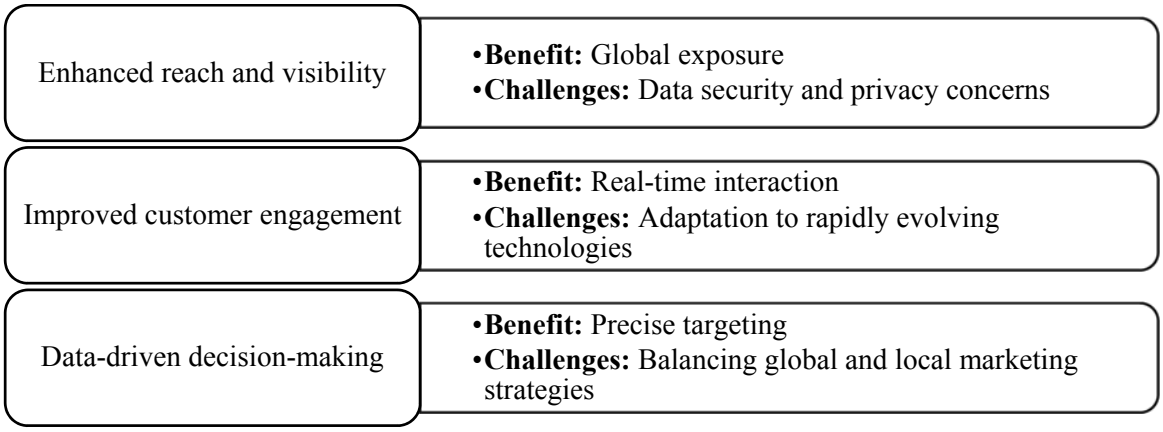


Figure 1: Benefits and Challenges of Digitization in Marketing.

The digitization of marketing relies heavily on the collection and analysis of consumer data. While this practice offers invaluable insights, it also raises significant concerns regarding data security and privacy. Transnational companies operating in multiple jurisdictions must navigate a complex landscape of data protection regulations, each with its own set of requirements and standards. Instances of data breaches and cyber-attacks pose a serious threat to consumer trust and can result in legal repercussions. Striking the right balance between leveraging consumer data for personalized marketing and safeguarding individual privacy is a formidable challenge. Companies must invest in robust cybersecurity measures, transparent data practices, and compliance with relevant regulations to address these concerns effectively [2, p. 3].

The rapid pace of technological evolution presents a continuous challenge for transnational companies aiming to stay at the forefront of digital marketing trends. Emerging technologies such as augmented reality, virtual reality, and new social media platforms can disrupt established marketing strategies and create a need for swift adaptation. Navigating this landscape requires a commitment to ongoing learning, experimentation, and investment in cutting-edge technologies. The challenge lies not only in identifying the most relevant technologies for a given market but

also in integrating them seamlessly into existing marketing frameworks. Failure to adapt to evolving technologies may result in missed opportunities and a loss of competitive advantage.

Transnational companies face the delicate task of balancing global marketing consistency with the need for localized relevance. While a standardized global brand image is essential for coherence and recognition, cultural, linguistic, and regional variations demand tailored approaches to resonate with diverse audiences. Striking the right balance between global and local marketing strategies requires a nuanced understanding of cultural nuances, consumer behaviors, and market dynamics in different regions. A one-size-fits-all approach may lead to alienation and ineffectiveness, while excessive localization might dilute the overarching brand identity. Navigating this challenge necessitates a strategic approach that combines global brand guidelines with the flexibility to adapt messages and campaigns to the unique characteristics of each market [7, p.98].

The digitization of marketing in transnational companies brings forth a spectrum of benefits and challenges. The enhanced reach and visibility, improved customer engagement, and data-driven decision-making empower companies to connect with a global audience more effectively. However, the challenges of data security and privacy concerns, adaptation to rapidly evolving technologies, and balancing global and local marketing strategies underscore the need for strategic foresight and flexibility. By carefully navigating these dynamics, transnational companies can harness the power of digitization to create impactful and culturally resonant global marketing campaigns, driving sustained success in the dynamic and interconnected world of international business [7, p.101].

Successful case studies in the digitization of transnational marketing

Examining transnational companies that have successfully embraced digitization provides valuable insights into the strategies employed and the measurable outcomes achieved. These case studies exemplify how leveraging digital technologies can lead to enhanced global visibility, increased customer engagement, and measurable business success.

1. Nike

Nike, a leading sportswear and athletic apparel company, has strategically embraced digitization to create a seamless global brand experience. One key strategy is the Nike Training Club (NTC) app, a digital platform offering personalized workout plans, training guidance, and exclusive content. This app not only enhances customer engagement but also promotes the brand's association with a healthy and active lifestyle [10, p.29].

Nike has also invested heavily in e-commerce, providing a user-friendly and localized online shopping experience across various countries. Leveraging social media platforms, the company engages with consumers globally, sharing content that resonates with diverse audiences while maintaining a cohesive brand image.

The digitization efforts have resulted in a substantial increase in online sales, with e-commerce accounting for a significant portion of Nike's revenue. The NTC app has garnered millions of downloads worldwide, fostering a community of engaged users. Nike's strong social media presence contributes to brand loyalty, with measurable increases in online interactions, shares, and positive sentiment [10, p.32].

2. Coca-Cola

Coca-Cola, a multinational beverage company, has embraced digitization to create personalized and engaging experiences for its global audience. The "Share a Coke" campaign stands out as a prime example. This initiative involved printing popular names on Coca-Cola bottles, encouraging customers to share personalized experiences on social media.

Additionally, Coca-Cola employs data analytics to understand regional preferences and consumer behaviors. This information guides localized marketing campaigns, ensuring that the brand stays culturally relevant in diverse markets [12].

The "Share a Coke" campaign achieved widespread success, generating user-generated content and significantly increasing social media mentions. Coca-Cola's data-driven approach has led to

more effective targeted marketing, resulting in measurable increases in sales and brand loyalty across various regions.

3. Amazon

Amazon, the e-commerce giant, is a prime example of a transnational company that has revolutionized retail through digitization. Key strategies include leveraging artificial intelligence for personalized recommendations, streamlining the shopping experience with one-click ordering, and investing in technologies like Amazon Web Services (AWS) to enhance infrastructure and support global scalability [5, p.8].

Amazon also utilizes a robust social media strategy and engages in data-driven marketing to tailor promotions to individual preferences. Their Prime membership program further enhances customer loyalty and encourages repeat business.

The success of Amazon's digitization efforts is evident in its dominance of the global e-commerce market. The company's market capitalization and revenue have consistently grown, driven by increased customer engagement, streamlined logistics, and the ability to adapt quickly to changing consumer preferences. The measurable outcome is not only in financial terms but also in the significant market share and customer trust that Amazon has garnered globally [5, p.12].

4. Airbnb

Airbnb, a platform that connects travelers with unique lodging experiences, has disrupted the hospitality industry through digitization. The company's strategy revolves around user-generated content, reviews, and a personalized recommendation engine. The platform utilizes machine learning algorithms to match guests with accommodations based on preferences, previous bookings, and user behaviour [9, p.13].

Airbnb has also embraced social media marketing, leveraging user-generated content to showcase diverse and unique lodging options around the world. The mobile app enhances the user experience, allowing travelers to book accommodations and communicate with hosts seamlessly.

Airbnb's digitization efforts have resulted in significant growth in both user base and revenue. The platform's global reach and the ability to cater to diverse traveler preferences have contributed to its success. Measurable outcomes include increased bookings, positive user reviews, and the establishment of Airbnb as a leading player in the sharing economy [9, p.15].

5. Alibaba

Alibaba, a Chinese e-commerce giant, has successfully expanded its reach globally through digitization. The company's strategies include the use of advanced analytics to understand consumer behavior, leveraging artificial intelligence for personalized recommendations, and creating an ecosystem that integrates various services, from e-commerce to cloud computing [1, p.14].

Alibaba's global expansion involves partnerships and acquisitions, enabling the company to adapt to local market nuances. The platform's focus on mobile commerce and user-friendly interfaces enhances accessibility for a diverse global audience.

Alibaba's digitization efforts have translated into remarkable financial success, with the company becoming a global leader in e-commerce. The measurable outcomes include substantial increases in revenue, market capitalization, and user engagement. Alibaba's success demonstrates the transformative power of digitization in driving international business growth [1, p.17].

These case studies showcase how transnational companies have harnessed the power of digitization to achieve remarkable success on a global scale. By employing strategies such as personalized engagement, leveraging data analytics, and embracing emerging technologies, these companies have not only enhanced their global reach but also achieved measurable outcomes in terms of increased sales, brand loyalty, and market dominance. These examples serve as inspiration for other transnational companies seeking to navigate the digital landscape and capitalize on the opportunities presented by a connected and digitized world.

Implementing digitization strategies in transnational companies

As transnational companies embark on the journey of digitization, a strategic and well-executed

approach is crucial to harness the full potential of digital marketing. Transitioning towards digital strategies involves several key steps, each contributing to the establishment of a robust and effective online presence.

The foundation of a successful digitization strategy lies in building a strong online presence. This encompasses creating and optimizing digital assets such as a user-friendly website, mobile applications, and social media profiles. The website serves as the central hub, providing information about products or services, facilitating e-commerce transactions, and offering a seamless user experience. Optimizing for search engines (SEO) ensures visibility in global search results, enhancing the discoverability of the company's offerings. Social media platforms, tailored to regional preferences, provide avenues for engagement and interaction with a diverse audience. Establishing a cohesive brand identity across online channels fosters recognition and trust among consumers in different regions [3, p.27].

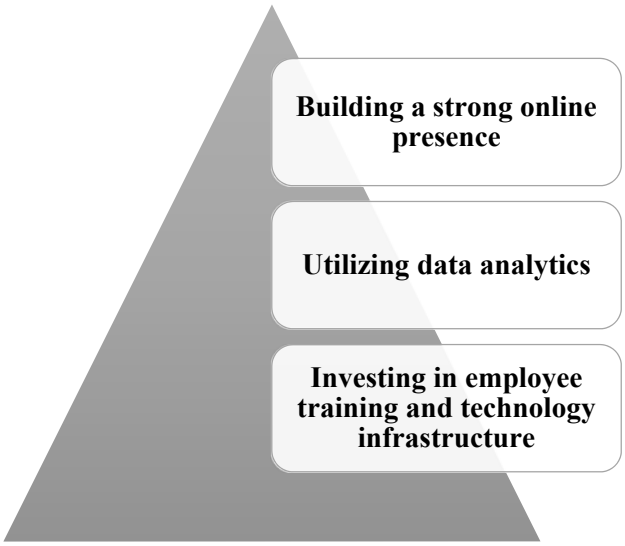


Figure 2. Strategies for implementing digitization in transnational marketing.

Data analytics is a cornerstone of effective digitization in marketing. Transnational companies can harness the power of data to gain actionable insights into consumer behavior, preferences, and market trends. By employing advanced analytics tools, companies can analyze vast datasets to identify patterns and trends, enabling the creation of targeted and personalized marketing campaigns. Segmentation based on geographic, demographic, or psychographic factors allows for the customization of content to resonate with specific audience segments. Real-time analytics further enhance the agility of marketing teams, enabling quick adjustments and optimizations based on performance metrics. By understanding the nuances of different markets, companies can tailor their digital marketing efforts to maximize relevance and impact.

Successful digitization requires not only advanced technologies but also a workforce equipped with the skills to leverage them effectively. Transnational companies should invest in comprehensive employee training programs to ensure that their teams are proficient in the latest digital marketing tools, analytics platforms, and emerging technologies. Beyond training, investing in a robust technology infrastructure is essential for seamless implementation. This includes the integration of customer relationship management (CRM) systems, marketing automation tools, and data storage solutions. Cloud-based platforms enhance accessibility and collaboration across global teams, fostering a culture of innovation and adaptability. Additionally, cybersecurity measures must be a priority to safeguard sensitive customer data and protect against potential cyber threats. Compliance with international data protection regulations is crucial for maintaining trust and avoiding legal complications [3, p.32].

Implementing digitization strategies in transnational companies requires a holistic approach that encompasses building a strong online presence, utilizing data analytics for targeted campaigns, and investing in employee training and technology infrastructure. By following these steps, companies can navigate the complexities of the digital landscape, connect with a global audience, and position themselves for sustained success in the ever-evolving world of international business.

Conclusion

In the dynamic landscape of transnational marketing, the impact of digitization has been transformative, reshaping the way companies engage with global audiences and navigate the challenges of an interconnected world. As we reflect on the journey of digitization in transnational marketing, it is evident that embracing digital strategies is not merely an option but a strategic imperative for sustained success.

Digitization has profoundly impacted transnational marketing by breaking down geographical barriers, enabling real-time communication, and providing unprecedented opportunities for global visibility. Traditional marketing methods, while once effective, are no longer sufficient in a world where consumers are digitally connected and information is instantly accessible. The evolution from print advertising and television commercials to sophisticated digital strategies has enhanced reach, facilitated personalized engagement, and empowered companies with data-driven decision-making capabilities. The success stories of companies like Nike, Coca-Cola, Amazon, Airbnb, and Alibaba illustrate the tangible benefits of embracing digitization, from increased brand visibility to measurable improvements in customer engagement and revenue growth.

Staying ahead of technological trends is not merely a competitive advantage; it is a prerequisite for survival in the digital era. The rapid evolution of technology demands that transnational companies remain agile and adaptive to emerging tools and platforms. Artificial intelligence, machine learning, augmented reality, and other innovations are not just buzzwords but tools that can revolutionize marketing strategies and redefine the customer experience. Companies that proactively embrace and integrate these technological trends gain a strategic edge, positioning themselves as leaders in their industries. The ability to anticipate and leverage upcoming technologies ensures relevance, fosters innovation, and allows for the continuous evolution of marketing approaches in response to changing consumer behaviors and preferences.

As we look to the future, the call to action for transnational companies is clear: embrace digitization for sustained global success. The interconnected nature of the global marketplace demands a digital-first mindset, where online presence, data analytics, and technological infrastructure are central pillars of marketing strategies. Companies that resist or delay digitization risk falling behind competitors, missing opportunities, and losing touch with an increasingly digital-savvy consumer base. The call to action extends beyond the adoption of digital tools; it encompasses a cultural shift towards innovation, adaptability, and a commitment to ongoing learning.

By fully embracing digitization, transnational companies position themselves not only to thrive in the current business landscape but also to shape and define the future. The journey towards sustained global success begins with a strategic commitment to leveraging digital technologies, understanding their impact, and actively participating in the ongoing digital transformation of the business world. In doing so, companies not only secure their relevance in the present but also set the stage for a future where innovation and adaptability are the keys to enduring success.

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Transmilli şirkətlərdə marketinqin rəqəmsallaşması

Xülasə

Tədqiqatın məqsədi - tədqiqat rəqəmsallaşmanın transmilli marketinq strategiyalarına təsirini araşdırmaq, rəqəmsal texnologiyaların inteqrasiyasının qlobal bazara çıxışa, istehlakçıların cəlb edilməsinə və transmilli şirkətlərin ümumi biznes uğuruna necə təsir etdiyini araşdırmaq məqsədi daşıyır.

Tədqiqatın metodologiyası - tədqiqat rəqəmsallaşdırmanın çoxşaxəli təsirlərinin hərtərəfli başa düşülməsini təmin edərək, bazar məlumatlarının ölçülərinin kəmiyyət təhlilini keyfiyyət anlayışları ilə birləşdirən qarışıq metodlardan istifadə edir.

Tədqiqatın praktik əhəmiyyəti - bu tədqiqat qlobal marketinq strategiyalarını təkmilləşdirmək istəyən transmilli şirkətlər üçün praktik əhəmiyyət kəsb edir.

Tədqiqatın nəticələri - nəticələr qlobal kontekstdə rəqəmsal texnologiyaların tətbiqinin praktik faydalarını təsdiqləyən marketinq strategiyalarında rəqəmsallaşmanın miqyası ilə brendin görünməsi, müştəri cəlb edilməsi və transmilli şirkətlər üçün gəlir artımı kimi əsas performans göstəriciləri arasında əhəmiyyətli müsbət korrelyasiya nümayiş etdirir.

Tədqiqatın orijinallığı və elmi yeniliyi - bu tədqiqat rəqəmsallaşmanın transmilli marketinqə

təsirinin nüanslı tədqiqini təklif etməklə, rəqəmsal strategiyalar, qlobal bazar dinamikası və istehlakçı davranışları arasında sinerjiyaya dair yeni anlayışlar təqdim etməklə bu sahəyə töhfə verir.

Açar sözlər: rəqəmsallaşdırma, transmilli marketinq, qlobal əhatə dairəsi, istehlakçıların cəlb edilməsi, rəqəmsal strategiyalar, beynəlxalq biznes

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ЦИФРОВИЗАЦИЯ МАРКЕТИНГА В ТРАНСНАЦИОНАЛЬНЫХ КОМПАНИЯХ

Резюме

Цель исследования. Целью исследования является изучение влияния цифровизации на транснациональные маркетинговые стратегии, изучение того, как интеграция цифровых технологий влияет на глобальный охват рынка, вовлечение потребителей и общий успех бизнеса транснациональных компаний.

Методология исследования. В исследовании используется смешанный подход, сочетающий количественный анализ показателей рыночных данных с качественной информацией, что обеспечивает всестороннее понимание многогранных эффектов цифровизации.

Практическая значимость исследования. Это исследование имеет практическое значение для транснациональных компаний, стремящихся улучшить свои глобальные маркетинговые стратегии.

Результаты исследования. Результаты демонстрируют значительную положительную корреляцию между степенью цифровизации маркетинговых стратегий и ключевыми показателями эффективности, такими как узнаваемость бренда, вовлеченность клиентов и рост доходов транснациональных компаний, подтверждая практические преимущества внедрения цифровых технологий в глобальном контексте.

Оригинальность и научная новизна исследования. Это исследование вносит свой вклад в эту область, предлагая детальное изучение влияния цифровизации на транснациональный маркетинг, представляя новое понимание синергии между цифровыми стратегиями, динамикой глобального рынка и поведением потребителей.

Ключевые слова: цифровизация, транснациональный маркетинг, глобальный охват, вовлечение потребителей, цифровые стратегии, международный бизнес.