

# Digitalisation's Impact on Global Entrepreneurship and Marketing Strategies

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## ARTICLE INFO

Received: 01 Dec 2024

Revised: 25 Jan 2025

Accepted: 08 Feb 2025

## ABSTRACT

**Introduction:** The global economic environment transforms entrepreneurship and marketing through digital innovations, which present businesses with new growth potentials and create substantial obstacles. Organisations must adapt business models to a swift economic transformation because society increasingly depends on digital technologies. The research matters because business organisations today require digital solution integration to maintain competitive advantages while ensuring sustainability.

**Objectives:** One of the study main goals is to examine the link between marketing expenditure and financial performance, mainly how the percentage of marketing costs compares with revenue growth and net income in different economic sectors. This analysis aims to discover how marketing techniques were devised to address globalisation.

**Methods:** The research employs both methodological approaches to assess the effect of digital transformation on business activity in global markets. It was applied to identify key opportunities and risks from digitalisation and to structure an analysis of its effects on enterprises.

**Results:** The study assesses how digital technologies affect marketing approaches fin, financial outcomes, and typical business effectiveness at the global business level. The research examines digital transformation methods through combined statistical and practical approaches that emphasise key success elements and impediments to digital transformation. Research shows that digital tool implementation produces better process automation, strengthens customer relationships and resource management, and increases productivity and profitability.

**Conclusions:** Digitalisation introduces several problems, including cyber threats, regulatory restrictions, and the requirement for permanent technological enhancements. Market expansion and innovative capacity arise from digital transformation, yet businesses need to create adaptive plans to protect themselves from dangers and maximise their deployment of technological developments. Enterprises can gain beneficial knowledge to design sustainable digital strategies from these results, which will secure their long-term competitive position in global markets.

**Keywords:** digital transformation, entrepreneurship, global markets, marketing strategies, business efficiency, financial performance, innovation, cybersecurity, sustainability.

## INTRODUCTION

High uncertainties and volatility characterise the business environment for companies in the fast-changing global market and, therefore, must respond quickly. Digital technologies are transforming socio-economic and managerial processes, which are essential for redefining how businesses work. Digital transformation increasingly impacts entrepreneurial activities in both local and international markets. It is evident from the latest Spherical Insights report [1] that the global digital transformation market was around USD 1,258.4 billion in 2022 alone and witnessed a compound annual growth rate (CAGR) of 23.4%. This market is anticipated to garner USD 10,571.7 billion by 2032. In this context, integrating digital

technology into the strategic domain of the corporation is important to secure corporate sustainability and competitiveness. In the global digital economy, success must be achieved through a systematic and targeted management of company transformation processes. Restructuring organisational frameworks, optimising business operations, optimising resource allocation, and aligning companies' culture with digital advancement are some of the things included. Furthermore, management strategies can continuously be refined to facilitate the organisation's growth, allowing the businesses to achieve high efficiency without incurring much cost. This article focuses on the effects on business and marketing around the globe. It explores the principles of State behaviour to cope with digital transformation and their prominent benefits and risks. Furthermore, the relation between marketing expenses and financial performance is determined in the study to see how digital marketing strategy works in each economic sector.

### OBJECTIVES

The article analyses the way digitalisation has affected business and marketing in the global markets. As part of the research, the enterprise operational processes in the digital economy have been analysed, as well as the main benefits and challenges of the intersection of digital and real economies. One of the study main goals is to examine the link between marketing expenditure and financial performance, mainly how the percentage of marketing costs compares with revenue growth and net income in different economic sectors. This analysis aims to discover how marketing techniques were devised to address globalisation.

### LITERATURE REVIEW

American businesses, including international companies, must shift to digital practices to create long-term growth because globalisation has built this need, according to Krasnyuk et al. [2]. Fernández et al. [3] explain digital transformation as a systematic introduction of digital technology across all business areas, producing fundamental changes to how companies operate resources and serve customers. Nikitin and Kulchytskyi [4] researched existing definitions of digital business, digital enterprise and digital transformation terms. They found that researchers cannot clearly define digital enterprises, making it challenging to understand digital business transformation. Through her research, Kalachenkova [5] identified the main points of digital society growth and its relationship with information society while analysing how digital technology supports modern society development. According to Almeida et al. [6], digitalisation influences all parts of the economy. They will enhance innovative progress by developing adjustable digital products and services. According to Dvornyk [7], our company needs to approach technology implementation flexibly while using a digital strategy and accommodating working methods. As digital transformation increases business processes, Senyapar [8] reveals that companies now interact differently with their viewers and create targeted marketing while triggering opportunities for better connecting with consumers. The study by Kedi et al. [9] shows that digital platform toolsets help identify market subgroups and tailor consumer outreach to boost results while lowering expenses.

Desyatnyuk et al. [10] study the connections between digital technology and safeguarding global financial systems concerning sustainable development. The research team shows that modern digital systems make global money flows easier to track and prevent corruption and fraud. The study brings out risks and benefits, showing that nations run decentralised financial systems differently, exposing everyone to digital security dangers. This source demonstrates all the key advantages and disadvantages of financial digitalisation worldwide. Desyatnyuk et al. [11] report on financial inclusion by studying digital banking solutions and fintech technology. The research demonstrates how blockchain technology combined with artificial intelligence and big data aids in delivering affordable financial services to people who do not have regular access to banking. The authors prove their ideas about digital finance's positive influence through genuine measurements. Research on digital transformation benefits financial services most when studied in actual business practice. Krysovatty et al. [12] introduce the important role that an inclusive economy plays in the sustainable development process. Through digitalisation, the authors explain how technology reduces economic inequality while bringing more people into markets to create better social conditions. Digital financial resources need support from inclusive economic plans to create fair income distribution and strengthen the economy over time. The analysis finds significant hurdles but points out them as barriers to be overcome in using digital financial tools effectively.

According to Khan and Siddiqui [13], online organisations should enhance their online visibility through SEO techniques and contextual ad platforms. Raji et al. [14] analyse how content promotion and social media marketing work. Google Analytics provides organisations the necessary data to assess their marketing results and enhance future strategies [15]. It is also worth paying particular attention to such advanced digital solutions as the combination of network technologies, CRM systems, Big Data, Blockchain, virtual and augmented reality

technologies [16], as well as augmented reality (XR) and quantum computing (QC) [17], which not only contribute to digitalisation at the technological level but also cover the application level with redesigned business processes and models. The research must explore how artificial intelligence tools impact marketing strategy development mainly through AI Optimisation techniques and the uses of Predictive Analytics [8], Machine Learning Algorithms [18], Natural Language Processing [19], automated tools [20], AI Recommendation Systems [21] and relevant machine learning. Developing a digital strategy with artificial intelligence needs evaluation of ethics and privacy concerns as well as bias and data understanding restrictions [22, 23]. According to Snehasis and Barsha [24], a human resource information system effectively organises HR data while their study features other advanced technologies.

## METHODS

The research employs both methodological approaches to assess the effect of digital transformation on business activity in global markets. It was applied to identify key opportunities and risks from digitalisation and to structure an analysis of its effects on enterprises. The method used was synergy; this was used to look at the interaction between businesses and digital technologies to make these businesses more competitive and ensure they survive in the long run. The effectiveness of marketing strategies across the different economic sectors was evaluated based on statistical data analysis. Correlation analysis (based on Pearson's Correlation in the JASP statistical program) was also conducted to examine the relationship between marketing expenditure and financial performance, trying to determine the rationale of the budget allocation for marketing projects. The patterns and broader conclusions that were drawn relating to digitalisation's influence on designing global business strategies were synthesised from the generalisation method.

## RESULTS

As digital technologies have integrated into the economy, social and managerial processes, enterprises should accordingly develop digital ways of adapting to new business conditions. The issue of enterprise development and competitiveness in the contemporary context is addressed, with particular reference to the digital competence of society, the speed of introduction of innovative products in the market, and the perpetual modernisation of business processes. The successful adaptation of digital technologies will allow overcoming the challenges of our time, such as rapid changes in the environment of technological action, increased competition in a global space, and the pace of change in the consumer landscape, which is expressed in society's expectations on the management of enterprises to be socially responsible, environmentally friendly, and to meet high requirements for the quality of services and products. Therefore, the business sector needs to consider the principles of sustainable development. Consequently, based on the identified prospects and challenges of digital transformation in the global market, the formation of a scheme for the functioning of the enterprises is offered for consideration in the frame of Figure 1.

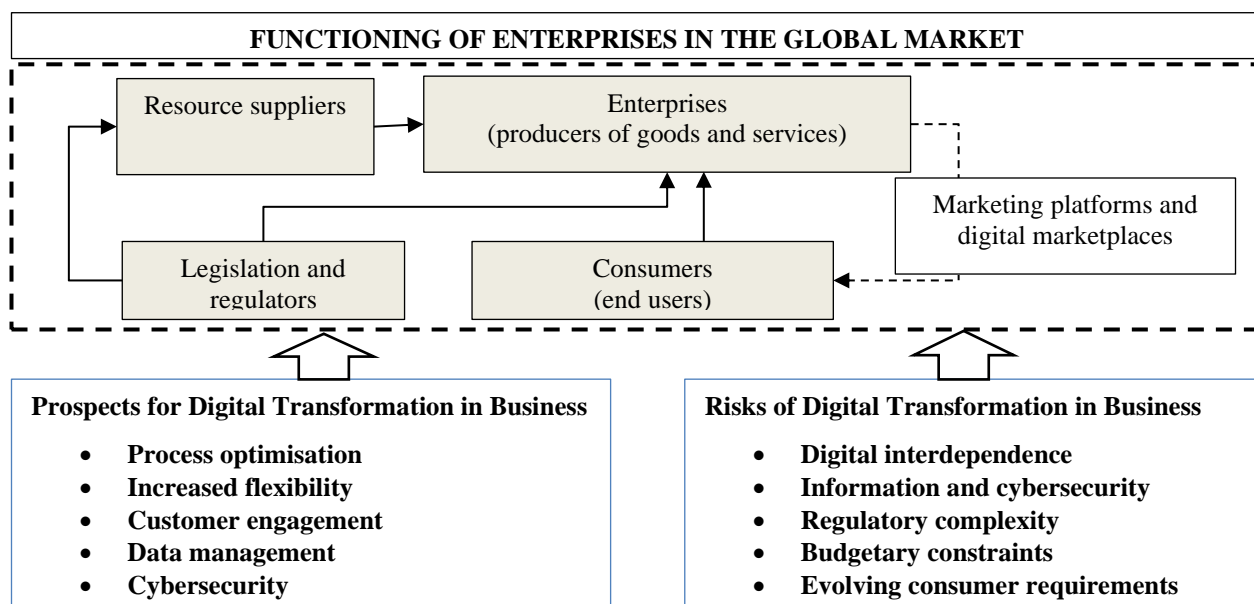


Figure 1: Scheme of Functioning Enterprises in the Global Market under the Prospects and Challenges of Digital Transformation

Source: compiled by the author

Automated transformation affects how companies perform in today's worldwide business setting, so they must stay ready for digital transformation patterns across markets. Through digital transformation, companies can now maximise their business procedures to serve more customers with improved performance. Businesses get more competitors while dealing with security threats, plus the need for continuous product updates. Enterprises performing globally depend on important success criteria. First, integrating digital tools and platforms facilitates automation, data-driven decision-making, and improved customer engagement. Organisations that use computer intelligence systems plus cloud, cloud and big d, data technology become more effective in market predictions while making better use of their available resources. Organisations must match their operational steps with changing international trade rules while following internet management standards in each territory. Recognising how well businesses can handle sudden changes will protect them against market unpredictability. Managers should train their teams to use technology better and drive fresh ideas through business growth while adapting their company models to serve new customer preferences. When organisations carefully introduce digital technologies into their operations, they create better chances for long-term growth and profit boost. Organisations need to grasp digitalisation trends to succeed against global market competitors.

Digitalisation pushes organisations to develop new ideas while making their business processes better and helps them compete globally. It helps companies work internationally and fit better into global supply networks while letting them respond quickly to market shifts to build the economy [25]. Digital transformation leads to various risks which can reduce business performance and make operations less reliable. The most significant danger for businesses in the digital age exists differently than classic physical obstacles. Digital risks such as cyber threats, technical problems, internet reliance and weak digital infrastructure form the main obstacles to business efficiency and sustainability [26]. Companies operating between countries must deal with complicated laws that make digital security harder to enforce as digital business changes.

Businesses today need to build market responses that adjust to global competition in order to do well. How marketing money performs as an investment depends on what happens in specific industries when competitors fight with customers and markets develop. Companies need to use their marketing money wisely to create favourable growth results. Service companies require substantial marketing funding because they compete heavily in business. In this industry, companies must use 13.9% of their revenue to market their services actively and make them stand out as they must grow their business to hold on to their market share. Strong digital marketing efforts plus CRM and advertising systems help services sector businesses keep and draw customer interest.

Firms in markets that face minimal competition and stable demand allocate less money for marketing because their success depends mainly on service volume growth. Companies in this sector need steady energy resources for homes and industries, so they dedicate marketing funds to other business areas instead. The money goes first toward building infrastructure, making sure operations follow rules, and getting better technology, not into promotion activities.

Regional companies depend on the accuracy of the marketing data to decide how much to spend on marketing for a particular industry. Because diverse promotional approaches and budget allocations are required for different industries. Through the consumption of market patterns, customer engagement metrics, and investment returns, enterprises are equipped with resourcefulness so that marketing efforts can be in sync with the specifics of the business industry. Using data-driven insights, companies could pinpoint consumer preferences well, keep tabs on emerging trends, and alter their promotional activities along the same lines to increase their outreach and maximally utilise their efforts. Moreover, knowledge of the competitive landscape in a particular industry will help the firm allocate its resources more efficiently, balancing customer acquisition and retention.

Additionally, marketing expenses highly depend on regional economic conditions, digital adoption rates and consumer behaviour trends that vary from one sector to another. Businesses in intensely competitive environments like consumer services and retail space tend to spend disproportionately high shares of their budget on marketing to keep their brand alive and customers running into their stores. Companies operating in such sectors with stable demand, like energy or infrastructure, may not focus as much as others do on aggressive marketing campaigns. Instead, these companies will be more inclined towards operational efficiencies and long-term investment strategies. Left to their own, companies allocate their budgets from general budgets for their products or services, thereby rendering the ROI unsustainable and profitability indefinite. Figure 2 then illustrates how marketing budget shares are distributed among sectors and how these levels are associated with business performance.

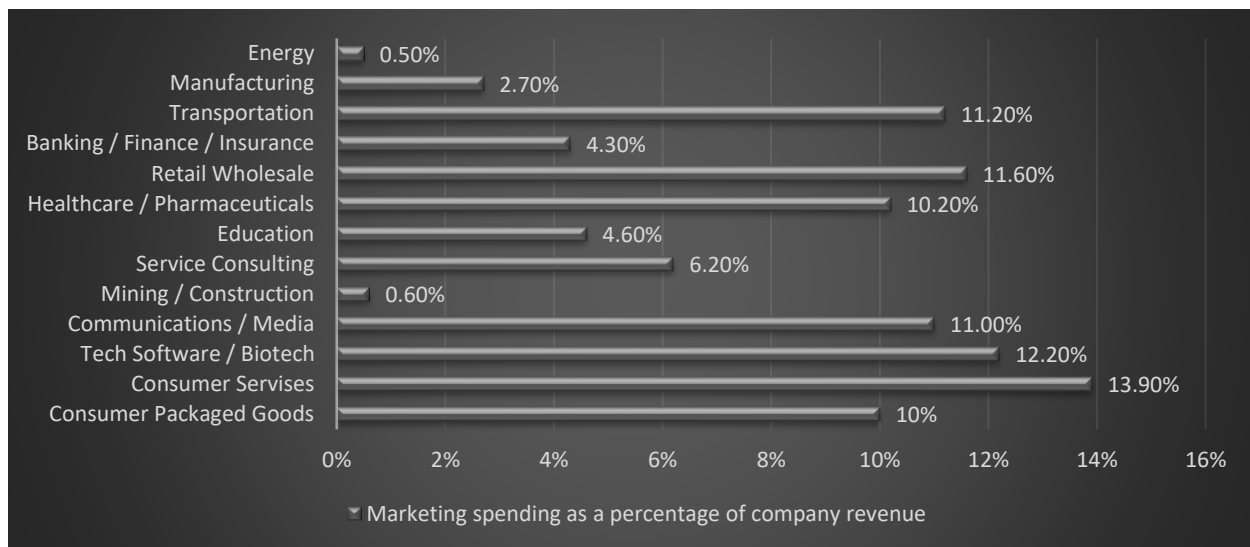


Figure 2: Industry-specific distribution of marketing budget shares

Source: Shepetyuk [27]

Digital transformation efforts with creative business approaches now drive business growth worldwide regardless of potential market difficulties and risks. Organisations use advanced tools to improve their work speed and better serve customers, which leads to more money. Enterprises from different sectors increased their revenue by 2.35% annually throughout 2024, outperforming last year's minimal 0.16%. Digitalisation now helps companies grow their operations into new markets more effectively. The evaluated markets experienced short-term variations that reduced their earnings by 5.48%. The recent revenue growth outperformed the last period's results, which saw businesses register a 0.51% reduction.

Net profit grew by 28.75% in 2024, a notable increase over the 12.51% growth the previous year. Digital transformation enables companies to save costs better and operate more efficiently, which is reflected in their revenue growth. The business market experienced 1.27% net profit growth during this period, although it narrowed by -1.82% in the last reporting period.

Organisations view digital transformation as a key path to ensure reliability, operational efficiency and financial stability in the increasing competition in the global market. Through digital integration, businesses can make their processes smoother, resource allocation better and as per requirement, and equipped with data-driven insights, the decision among the business organisations gets improved. Companies are to leverage artificial intelligence, cloud computing, big data analytics and automation to improve productivity, cut costs and win a leadership position in the market. The most obvious example is amongst industries in which newer ones have integrated digital tools into their core business functions and have been able to achieve tangible financial gains.

Digitalisation not only aids in enabling agility and scalability but also supports innovation development. Businesses that follow such a digital strategy generally do a better job than those that do not and include traditional reliance on operating methods. Companies that adopt advanced digital solutions can better engage with customers, personalise marketing strategies, and respond to market shifts, enhancing overall profitability. Besides, implementing digital transformation ditches manual processes lowers human error, and enhances operational visibility, which results in long-term sustainability.

Nevertheless, benefits from a financial perspective vary significantly from industry to industry in terms of how long it takes to gain financial benefits from transformation into a digital base of operations. Automated and digital marketing gives industries dependent on technology, such as finance, retail, and manufacturing, a fast income. Industries that are not as much on digital may take a bit longer to receive a significant return on their investment. Organisations' capacity to embrace emerging technologies, systemise cybersecurity, and remain compliant with altering regulations significantly affect how much their digital transformation initiatives hit the goal. As illustrated in Figure 3, the industry is ranked by how much digital advancement has increased its revenue.

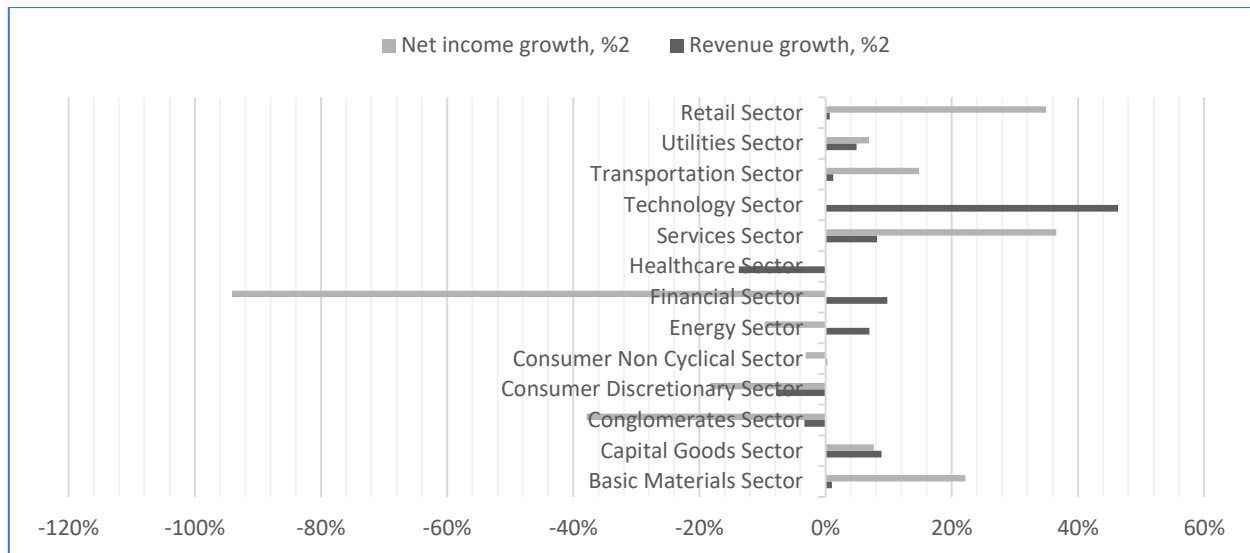


Figure 3. Overall Company Revenue Growth by Industry

Source: compiled by the author based on CSI Market Company [28]

This research collects standardised organisational results from different sectors to evaluate the success of global marketing methods in business operations. Our research tracks marketing spending and company results yearly and quarterly to determine their financial connection. The research uses Table 1 to develop statistical methods for understanding how marketing funds grow sales and profits in specific business sectors. Our data-based evaluation helps companies strengthen their marketing methods to grow better in today's digital economy.

Table 1: Initial data for analysing the effectiveness of marketing measures in global markets

Industry	Marketing Expenses (%)	Revenue Growth (%)	Net Profit Growth (%)
		Y/Y	Sequential
Consumer Packaged Goods	10.00	0.62	-9.06
Consumer Services	13.90	8.17	5.64
Mining / Construction	0.60	8.85	5.81
Healthcare / Pharmaceuticals	10.20	-13.77	-16.29
Retail / Wholesale	11.60	-7.83	-6.56
Banking / Finance / Insurance	4.30	9.78	-0.67
Transport	11.20	1.22	-5.89
Manufacturing	2.70	1.00	0.48
Energy	0.50	6.94	6.98

Source: compiled by the author

The correlation analysis was conducted using Pearson's Correlation tool in JASP statistical software to examine the relationship between marketing expenditures, revenue growth, and net income growth across different economic sectors. The results are presented in Table 2.



Table 2: Correlation analysis of the effectiveness of marketing measures in global markets

Variable	Marketing Costs	Revenue Growth	Net Income Growth
Marketing Costs	Pearson's r	-	-
	p-value	-	-
Revenue Growth	Pearson's r	-0.458	-
	p-value	0.215	-
Net Income Growth	Pearson's r	0.316	-0.223
	p-value	0.445	0.596

Source: Compiled by the author

Our correlation test shows important results. Marketing expenses show an opposite response to revenue growth in our results, as proven by the negative relationship between these factors ( $r = -0.458$ ,  $p = 0.215$ ). This implies that specific sectors have poor marketing effectiveness. The data shows that companies put more money into marketing when net income grows because the connection between both factors is direct and statistically relevant ( $r = 0.316$ ,  $p = 0.445$ ). Companies tend to earn less profit when their sales increase despite spending more on operations (61% significance). The research proves companies should use marketing methods that match their industry needs to build successful financial results for expansion. According to the research, enterprises raise their marketing costs to slow income growth ( $r = -0.458$  at  $p = 0.215$ ). The data shows companies tend to allocate more funds for promotion when their business produces higher profits ( $r = 0.316$ ,  $p = 0.445$ ).

## DISCUSSION

The findings of this study match what researchers have previously discovered about digital transformation and its two effects on business activities. Research confirms that digital technology supports business modernisation and automation while enhancing production output and business freshness, according to Kalachenkova [5]. Dvornyk [7] pointed out how companies must set clear digital strategies while tracking key performance numbers and training their teams. Our research proves existing ideas that digital transformation success depends on organised planning and needs technological flexibility to adjust to market updates. Our examination shows important details which need thorough future research. Danielsen [25] shows that organisations experience multiple obstacles when working digitally in different countries because their rules differ. The research demonstrates this challenge, especially for international businesses, because different legal systems make it hard to link digital platforms. Luo [26] shows how businesses can succeed in digital transformation by addressing cybersecurity risks and digital reliance while managing money properly. This links to our results about managing security to stay stable.

Our research about artificial intelligence and big data marketing correlates with Fernández et al. [3], who documented that businesses adopted 23% more data analytics features. However, they implemented AI-enabled solutions at a 16% rate. Our research confirms that businesses can expand by applying artificial intelligence to marketing features and using customer data and targeted promotion tactics. Our research supports how Savytska et al. [16] show that CRM systems, big data, and cloud computing make businesses more efficient in digital marketing. This finding matches our results about sales promotion investments and profit expansion.

Our results differ from Khan and Siddiqui's [13], which indicated that digital marketing proved cost-effective ( $M = 2.31$ ;  $SD = 0.72$ ). Our research proves that business success demands marketing expenses, yet we discovered a link that spending more on marketing typically produces lower revenue growth (negative correlation  $r = -0.458$   $p = 0.215$ ). Marketing costs bring long-term profit gains, as shown by their positive connection ( $r = 0.316$ ) with net income growth.

Our research demonstrates that digital transformation helps companies thrive in business, but they must develop strategies to handle the related security, financial, and technology challenges. Research needs to continue because various industries make digital changes hard to understand. We need better spending approaches, digital adoption tests, and exploring money results over time. Researchers need to conduct additional studies about marketing improvements using artificial intelligence while researching how blockchain defends data and testing different ways to control digital businesses.

## CONCLUSION

This study reveals how digitalisation changes how companies operate today with both helpful and complex parts. Digital transformation improves production effectiveness and customer connection but runs into problems from rules, security threats, and budget issues. The research indicates that marketing spending should focus on strategy development because higher budgets do not guarantee increased revenue but lead to better profits in the long run. This study found that sectors experiencing intense market competition need more excellent market investment to succeed, but industries with consistent product demand do not need as much promotion. The research showed useful findings, although its effectiveness decreased due to fast technological advances and changing consumer habits that needed regularly updated data. Scientists should examine how to improve digital advertising, use artificial intelligence in business operations, and worldwide legislation to boost long-term company performance in digital markets. More research is needed on how digitalisation changes financial stability, consumer experiences, and firm innovation after many years to create better business plans for the future global marketplace.

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