EFFECTIVENESS OF USING DIGITAL MARKETING TOOLS IN THE B2B MARKET

Samadov Askarjon Nishonovich

Tashkent State University of Economics

Professor of the Department of "Marketing",

Kholmatova Mumtozbegim Alisherkhon qizi

Tashkent State University of Economics

Assistant of the Department of "Marketing"

Tel: 91 686 9574

(mmumtozbegim16@gmail.com)

Annotation: This article explores the key directions of digital marketing, with a particular focus on its role in B2B marketing and the digital technologies employed in this domain. The primary objective of the study is to examine digital marketing strategies and technologies within the B2B context and to identify current opportunities and challenges through a SWOT analysis. A review of the literature reveals that scholarly research on the application of digital technologies in the B2B sector remains underdeveloped. This article seeks to address and contribute to filling that gap.

Keywords: Digital marketing, B2B marketing, SWOT analysis, strategic planning, e-commerce, artificial intelligence.

Introduction

The development of digital technologies has brought profound transformations to modern marketing practices. In particular, the use of digital strategies and tools in B2B (business-to-business) marketing has become a crucial factor in increasing market competitiveness, identifying customer needs, and establishing effective communication. Compared to traditional marketing approaches, the implementation of digital marketing technologies enables companies to engage with customers in a more interactive, rapid, and targeted manner. This is evident in the application of tools such as search engine optimization (SEO), email marketing, content marketing, as well as advanced technologies like the metaverse and artificial intelligence within the B2B context.

The advancement of digital technologies has brought about fundamental changes in modern marketing practices. This is especially evident in B2B (business-to-business) marketing, where the use of digital strategies and tools has become a crucial factor for enhancing market competitiveness, identifying customer needs, and establishing effective communication. Compared to traditional marketing approaches, the integration of digital marketing technologies allows companies to engage with customers in an interactive, fast, and targeted manner. Examples include the use of search engine optimization (SEO), email marketing, content marketing, as well as advanced technologies such as the metaverse and artificial intelligence within the B2B context.

However, the literature review reveals a lack of consistent and in-depth research on the use of digital technologies in B2B marketing. This highlights the need for further scientific

investigation on the topic. This article aims to fill that gap by providing a comprehensive assessment of the role of digital marketing strategies in B2B activities through a SWOT analysis. It identifies the strengths and weaknesses of the field, existing opportunities and threats, and analyzes their impact on business processes.

Literature Review

In today's global business environment, digital marketing has become an integral component of foreign trade activities. The rapid development of information and communication technologies is gradually replacing traditional trade formats with digital trade models. Definition

B2B (Business-to-Business) marketing refers to the strategies and practices used by companies to market and sell products or services to other businesses.Target Audience Companies, government institutions, wholesalers, retailers, and other organizations. Buying Process,Logical and research-driven, often involving multiple stakeholders and a longer decision cycle.

Sales Cycle,Typically long and complex, including demos, contract negotiations, and approvals. Key Communication Channels

Email, LinkedIn, trade shows, webinars, white papers, and CRM platforms.Digital Tools SEO, SEM, Content Marketing, CRM, Marketing Automation, AI, and Data Analytics. Content Types,Case studies, technical white papers, blogs, product guides, and solution briefs.

Pricing Strategy, customized pricing based on volume, contracts, and negotiations.Relationship Focus, focus on long-term partnerships and maintaining trust over time.

Performance Metrics, conversion rate, lead quality, customer lifetime value (CLV), and retention rate.This transformation not only optimizes sales systems but also enhances the efficiency of international trade processes and strengthens the competitiveness of business entities. One of the key features that distinguishes digital marketing from traditional marketing is its ability to create online communities for customers with similar interests. For instance, Amazon.com has achieved great success in organizing chat rooms on various topics, while wine enthusiasts have formed virtual communities through platforms like Virtual Vineyards.

Numerous scholarly works have been published on e-commerce by both local and international scholars. In particular, in the textbook "Blockchain Technologies in the Digital Economy" by the Uzbek economist, Academician S. G'ulomov and his co-authors, the concept of the digital economy (also referred to as the electronic economy) is defined as an economic model aimed at maximizing the satisfaction of participants' needs through the effective use of information, especially personal data. The emergence and development of this economy are directly linked to advancements in information and communication technologies as well as financial technologies. Furthermore, a key factor in the digital economy is the presence of an open and integrated infrastructure that enables full cooperation among economic entities in the processes of production, distribution, exchange, and consumption of goods and services [S. G'ulomov et al., 2019].

Unlike traditional mass media, virtual communities are aimed at building interactive networks that incorporate both personal and professional communications, as well as transactions. In their article "The Digital Marketing Symphony: Emerging Issues in Management", Jerry Wind and Aditya Mahajan emphasize the need for clear and well-structured plans to create and manage virtual communities that support a "one-to-one" segmentation strategy for customer

personalization. These plans should also involve suppliers and other stakeholders, not just customers [Wind & Mahajan, 2002].

Marketing is a continuously evolving field, and modern professionals must make strategic decisions based on customer needs while taking into account technological advances, particularly internet tools. This process requires the systematic collection of accurate and up-to-date information about consumers, products, markets, and the business environment.

Researchers Mohamed Bala and Devendra Verma, in their article "A Critical Review of Digital Marketing", define internet marketing as the promotion and sale of goods and services through online platforms. This process is often implemented via e-commerce, which encompasses all online trading platforms. Internet sales, they argue, represent a key component of e-commerce by enabling the digital transaction of products and services [Bala & Verma, 2018].

Avi Goldfarb and Catherine Tucker have noted that digital technologies significantly reduce the cost of storing and analyzing information by encoding data in binary form. As a result, digital marketing—unlike traditional physical marketing—allows for substantial reductions in five key types of costs: search, replication, transportation, tracking, and verification [Goldfarb & Tucker, 2019]. Literature Review

In today's global business environment, digital marketing has become an integral component of foreign trade activities. The rapid development of information and communication technologies is gradually replacing traditional trade formats with digital trade models. This transformation not only optimizes sales systems but also enhances the efficiency of international trade processes and strengthens the competitiveness of business entities. One of the key features that distinguishes digital marketing from traditional marketing is its ability to create online communities for customers with similar interests. For instance, Amazon.com has achieved great success in organizing chat rooms on various topics, while wine enthusiasts have formed virtual communities through platforms like Virtual Vineyards.

Numerous scholarly works have been published on e-commerce by both local and international scholars. In particular, in the textbook "Blockchain Technologies in the Digital Economy" by the Uzbek economist, Academician S. G'ulomov and his co-authors, the concept of the digital economy (also referred to as the electronic economy) is defined as an economic model aimed at maximizing the satisfaction of participants' needs through the effective use of information, especially personal data. The emergence and development of this economy are directly linked to advancements in information and communication technologies as well as financial technologies. Furthermore, a key factor in the digital economy is the presence of an open and integrated infrastructure that enables full cooperation among economic entities in the processes of production, distribution, exchange, and consumption of goods and services [S. G'ulomov et al., 2019].

Unlike traditional mass media, virtual communities are aimed at building interactive networks that incorporate both personal and professional communications, as well as transactions. In their article "The Digital Marketing Symphony: Emerging Issues in Management", Jerry Wind and Aditya Mahajan emphasize the need for clear and well-structured plans to create and manage virtual communities that support a "one-to-one" segmentation strategy for customer personalization. These plans should also involve suppliers and other stakeholders, not just customers [Wind & Mahajan, 2002].

Marketing is a continuously evolving field, and modern professionals must make strategic decisions based on customer needs while taking into account technological advances, particularly internet tools. This process requires the systematic collection of accurate and up-to-date information about consumers, products, markets, and the business environment.

Researchers Mohamed Bala and Devendra Verma, in their article "A Critical Review of Digital Marketing", define internet marketing as the promotion and sale of goods and services through online platforms. This process is often implemented via e-commerce, which encompasses all online trading platforms. Internet sales, they argue, represent a key component of e-commerce by enabling the digital transaction of products and services [Bala & Verma, 2018].

Avi Goldfarb and Catherine Tucker have noted that digital technologies significantly reduce the cost of storing and analyzing information by encoding data in binary form. As a result, digital marketing—unlike traditional physical marketing—allows for substantial reductions in five key types of costs: search, replication, transportation, tracking, and verification [Goldfarb & Tucker, 2019].Avi Goldfarb va Catherine Tuckerlar, Raqamli texnologiyalar ma'lumotlarni ikkilik kodlash (binary) orqali saqlash va tahlil qilish xarajatlarini sezilarli darajada kamaytiradi. Shu sababli, raqamli marketing an'anaviy fizik marketingdan farq qilib, beshta turdagi xarajatlarni - izlash, ko'paytirish, tashish, kuzatish va tekshirish xarajatlarini qisqartirish imkonini berishini ta'kidlab o'tgan [Goldfarb va Tucker, 2019].

Although there is a wealth of research in the field of business-to-business (B2B) marketing in the academic literature, it is insufficient in the context of digital marketing [N. Pandey et al., 2020]. They analyzed the existing research on the use of digital marketing in the B2B sector and noted the need for new research from both a scientific and practical perspective. [J. Saura et al., 2021] studied the main methodologies and applications of artificial intelligence-based customer relationship management (CRM) systems in B2B digital marketing. Their study classified the types of CRM systems and analyzed the role and application of AI-based systems in B2B marketing.

[R. Behera et al., 2021] examined ethical issues in B2B digital marketing by adapting the ethical principles of cognitive computing to commercial purposes. This study proposed a comprehensive theoretical model based on an interdisciplinary approach. [N. Scholars such as Hien and T. Nhu, 2022] have identified the mediating role of brand awareness in the relationship between attitudes towards digital marketing and consumer purchase intention. [Dudakov et al., 2023] have studied the impact of digital marketing channels on the B2B e-commerce industry. [Mikalef et al., 2023] have developed a theoretical model aimed at studying the impact of artificial intelligence skills on B2B marketing capabilities and, consequently, organizational effectiveness.

Turkish researcher Sevgi Aydin, in her article "The Importance of Digital Marketing and Technologies in B2B Marketing", analyzed the development trends of digital marketing and modern digital technologies in the B2B marketing sector, and studied the economic importance of B2B marketing, digital marketing tactics and strategies, market share of search engines, marketing automation technologies, and advanced digital tools such as metaverse, artificial intelligence, virtual and augmented reality. It also identified the place of digital transformation in B2B marketing, evaluated the strategies used by companies, and identified existing shortcomings. [S. Aydin, 2024]

RESEARCH METHODOLOGY

The main features of digital marketing were analyzed in the research process, and the main objective of the study was to study the processes of digital marketing and B2B marketing, as well as digital marketing strategies and technologies. During the literature review, it was found that there is a lack of research in the field of using digital technologies in B2B marketing. Therefore, this study aims to conduct research using the SWOT analysis method in the field of B2B marketing and highlight the importance of digital marketing.

As a limitation of the study, the small number of scientific works in the field was indicated, in particular, the lack of research on the use of digital technologies in B2B marketing. This situation limits the possibility of a comprehensive analysis of the existing literature and collecting the necessary information. The main purpose of this article is to consider existing problems based on SWOT analysis. SWOT analysis is one of the important tools often used in strategic planning. In the corporate sphere, it plays an important role in assessing the current situation and determining development prospects. According to many experts, SWOT analysis is an integral part of the scenario assessment process.

The following areas were studied in this study: business-to-business (B2B) marketing, digital marketing strategies and their development, search engine market share, marketing automation technologies, and digital technologies used in digital marketing and B2B marketing. In the context of B2B marketing, the functions of modern digital tools such as metaverse, artificial intelligence, virtual and augmented reality were analyzed. A comprehensive SWOT model was used to deeply study B2B marketing strategies in the process of digital transformation. It is also explained by the use of official foreign and national statistical sources used in the article.

ANALYSIS AND RESULTS

The main goal of social media marketing is to promote your brand to the general public, increase website traffic, and attract potential customers for your business. Search engine optimization (SEO) helps improve your site's visibility and ranking in search results. This process helps increase organic traffic—that is, natural, unpaid visits. SEO is especially effective for websites, blogs, and infographics.

Companies use email marketing to effectively communicate with their target audiences. Email marketing is a way to spread the word about news, special offers, and events, and it also helps drive traffic to your business's website.

Affiliate marketing allows you to earn money by promoting other companies' products or services on your own site. Such marketing networks are implemented, for example, through video ads on YouTube or links on social networks.

Content marketing is the process of creating and promoting a variety of content to build brand awareness, drive traffic, and grow your leads and customer base. Content marketing strategies include blog posts, e-books, white papers, infographics, online brochures, and product catalogs.

It is common practice to place search engine and social media ads in strategic locations — at the top of search results or in the sidebar. These ads are displayed in response to keywords or phrases entered by the user into the search engine.

Data-driven personalization, on the other hand, refers to segmenting audiences and making marketing decisions based on individual customer data rather than general habits. Marketers use

a variety of applications and technologies. These technologies play a key role in automating or streamlining marketing processes, collecting and analyzing data, and effectively reaching and communicating with target audiences.

Social media advertising refers to paid promotion of your content on platforms such as Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat [Olson et al., 2021]

The e-marketing industry began to develop rapidly after the Covid-19 pandemic that began in 2019. This led to new approaches to business activities. If we pay attention to world trade statistics, we can observe the growth of e-commerce in the world.

The global e-commerce market continued to grow steadily in 2023. However, this growth was not evenly distributed across regions. The analysis of the data in Figure 1 highlights the share of each region in global e-commerce and the development factors.
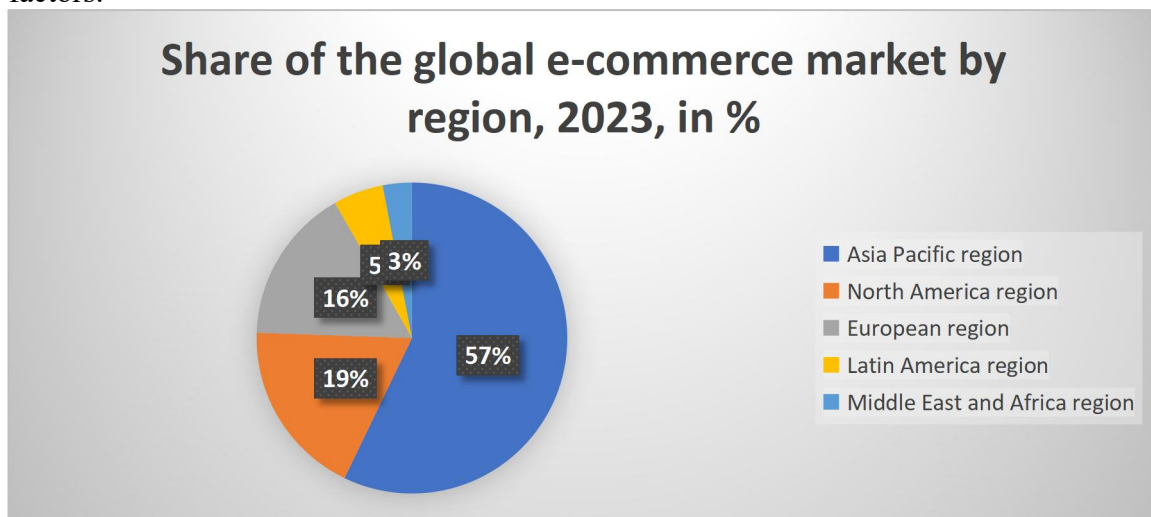

Figure 1. Share of the global e-commerce market by region, in percent [www.globenewswire.com, 2024]

The Asia-Pacific region is the leader in the global e-commerce market, accounting for more than half of the total share (57%). This high figure is formed due to technologically advanced countries such as China, India, South Korea and Japan. The large population, the widespread use of the Internet and electronic payment services, as well as the formation of an online shopping culture are the main factors. Giant companies such as Alibaba, JD.com and Shopee in the region have a significant impact on the growth of the market.

North America is in second place with a share of 19%. In countries such as the USA and Canada, the development of digital infrastructure, the perfection of the customer service system and the presence of platforms such as Amazon and eBay have a high share in e-commerce. Despite this, the rapid growth in the Asia-Pacific region is gradually overtaking North America.

Europe's share in e-commerce is 16%. Countries such as Germany, the UK and France are leading in this region. Digital services and payment systems are highly automated, as well as legislation that protects customer rights, increasing consumer confidence. However,

demographic composition and conservative purchasing habits in some countries are slowing down growth.

Latin America currently accounts for only 5% of the global market. However, this region has significant growth prospects, led by Brazil and Mexico. The expansion of mobile internet, recent digital changes from the pandemic have increased online shopping. At the same time, logistical problems and low levels of digital literacy are hindering the expansion of the market.

The Middle East and Africa region, with a share of 3%, remains on the fringes of the global market with the smallest share. Limited digital infrastructure, internet capabilities and financial services are the main obstacles. However, countries such as the United Arab Emirates, Saudi Arabia and Nigeria have been paying serious attention to this direction in recent years, which may lead to positive developments in the future.

In summary, the 2023 data shows a sharp regional imbalance in the e-commerce market. The Asia-Pacific region is clearly leading the competition, accounting for more than half of the global market. Other regions are seeking to expand their share through technological innovation, digital infrastructure and strategic transformation. In regions with a lower share, there is still a lot of untapped potential, and with the right policies and investments, e-commerce can be developed.

Over the past decade, e-commerce has developed rapidly worldwide, intensifying competition between consumer product segments. In this process, some segments are striving for leadership, while others are becoming promising areas. Based on the data in Table 1, if we analyze the forecasted revenue growth rates by key segments, the volume of e-commerce grocery sales, which was $230 billion in 2019, is expected to reach $1.23 trillion by 2029 - an increase of 434%. According to forecasts, this segment may surpass the fashion industry to become the largest e-commerce sector by 2027. This indicates a growing trust and demand for online grocery shopping.

1-table

"Global E-commerce Segments: Revenue Analysis and Outlook" 2019-2029 (in T-trillion and M-billion USD)

Years	Food	Dress code	Media	Consumer electronics	Toys	Construction equipment and supplies
2019	230 M	520 M	280 M	190 M	70 M	220 M
2020	340 M	640 M	370 M	240 M	90 M	320 M
2021	480 M	770 M	430 M	290 M	100 M	410 M
2022	510 M	720 M	430 M	260 M	100 M	420 M
2023	550 M	690 M	400 M	240 M	100 M	440 M
2024	680 M	770 M	440 M	270 M	120 M	490 M
2025	830 M	880 M	510 M	310 M	130 M	560 M

| 2026	960 M	970 M	550 M	340 M	140 M	610 M
2027	1.07 T	1.06 T	580 M	370 M	150 M	660 M
2028	1.16 T	1.13 T	610 M	390 M	160 M	690 M
2029	1.23 T	1.18 T	640 M	400 M	170 M	720 M

Source: [Statista, 2025]

The fashion industry is also playing a significant role in e-commerce. The volume of $520 billion in 2019 is expected to reach $1.18 trillion by 2029 - a growth of 127%. The global online demand for clothing, footwear and accessories is a key factor in this. The digital media segment will reach $640 billion in 2029 from $280 billion in 2019 (a growth of 129%). The popularity of streaming services and online content platforms is playing an important role in the growth of this segment. The consumer electronics market is also stable, but its growth rate will not be high, mainly due to the fact that customers are accustomed to buying these goods in traditional ways. The consumer electronics market is expected to grow from $190 billion in 2019 to $400 billion by 2029, a 105% growth. Online demand for smartphones, TVs and other electronic devices is driving the segment's continued growth. The toys and hobby market is expected to double, with revenues of $70 billion in 2019 expected to reach $170 billion by 2029, a 142% growth. This reflects a sharp increase in online purchases of toys and hobby products. The DIY and building materials segment is expected to grow from $220 billion in 2019 to $720 billion in 2029, a 227% growth. This segment is closely linked to the post-pandemic interest in home decoration and personal projects.

Almost all e-commerce segments are expected to grow by double digits or more between 2019 and 2029. While the food and fashion segments are competing for market leadership, the building materials and personal goods, media and toys segments stand out as promising areas. E-commerce is increasingly dominating consumer goods categories and becoming a decisive force in global retail.

The footwear market also accounts for a significant share of the global e-commerce volume, with the importance of digital sales channels in the footwear industry increasing significantly in recent years. As of 2023, 31.2 percent of the global footwear market was sold through online sales platforms, indicating a significant digital transformation in this sector. At the same time, traditional sales still dominate, remaining the main segment in the market with a share of 68.8 percent. In financial terms, this represents a traditional trade volume of $249.27 billion. (Figure

2)

Share of Global Footwear Sales: Traditional and E-commerce (in billion US dollars)
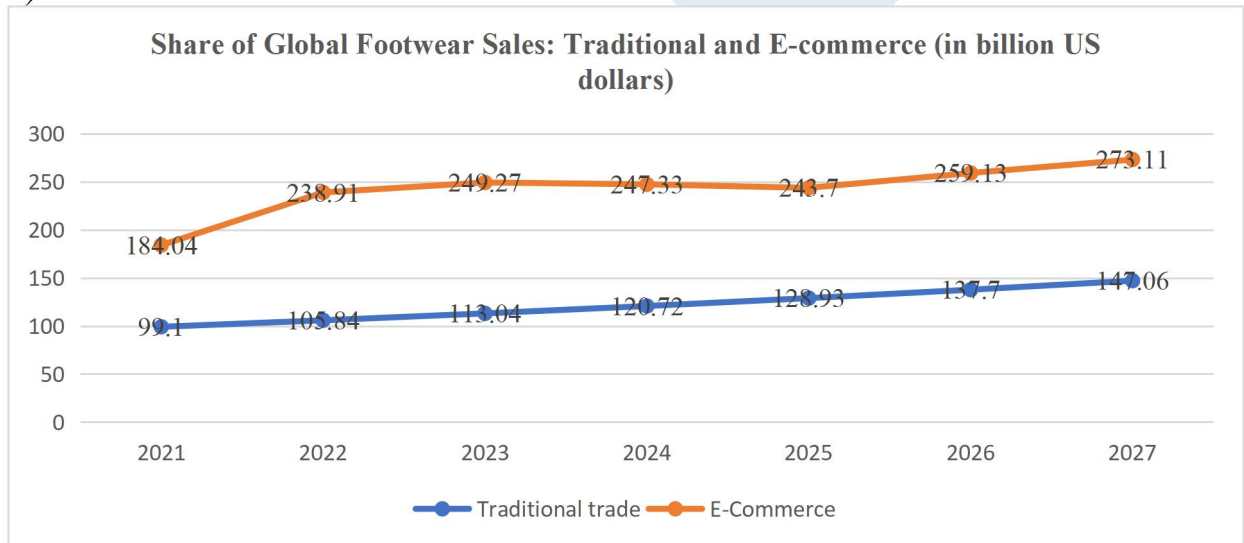
2-rasm. Global dynamics of online and traditional footwear sales (2021–2027)

[RunRepeat, 2025]

According to forecasts, by 2027, the share of the online sales segment will reach 35 percent. This represents an increase of 3.8 percent compared to 2023, confirming the growing popularity of the digital sales model. It is important to note that although the share of online sales in 2021 was also 35 percent, it decreased slightly in the intervening years and then began to recover.

In 2021, the total volume of global footwear sales amounted to $ 283.14 billion, of which $ 184.04 billion was accounted for by traditional retail. This indicates that physical retail outlets still have a strong position. At the same time, technological advances in the industry and changes in consumer shopping habits are making online platforms a promising direction.

Although the balance between online and traditional sales in the footwear industry is changing, both will continue to play an important role in the long term. The fact that online sales are gradually expanding their market share is due to digital transformation, the development of logistics systems and the desire for convenience of customers. Therefore, it is advisable for companies that want to be competitive to focus on strategies that combine both sales models.

Analyzing the above information using SWOT analysis, the strengths and weaknesses of the organization are identified, as well as the opportunities and threats that may arise. In particular, analyzing the strengths and weaknesses in the internal environment helps to understand how the company manages its resources. This is important when making strategic decisions.

This analysis process is sometimes referred to as a "SWOT statement". SWOT analysis is one of the main tools for improving the efficiency of an organization, adapting to market conditions and strengthening its competitiveness. Using SWOT analysis, especially in the field of B2B marketing, allows you to identify the competitive advantages of the company and formulate a future development strategy. Having up-to-date information on recent interactions with followers or customers allows your team to compare its activities with other competing

organizations. This, in turn, gives consumers the opportunity to freely choose the companies with which they want to interact the most. The SWOT model is used as a key analysis tool when analyzing the effectiveness of using B2B marketing strategies in the context of digital transformation (Table 2).

Table 2

SWOT analysis

(Strengths)	(Weaknesses)
a) Expanding the potential customer base and the possibility of a personalized approach; b) Optimizing costs by increasing marketing efficiency; c) Accurate analysis based on customer online behavior; d) Creating opportunities to receive feedback from customers allows businesses to make more effective decisions; e) The ability to adapt easily.	a) The complexity of content creation and technical communication in the B2B sector; b) Insufficient technological infrastructure for digital transformation; c) The lack of sufficient scientific research limits strategic decision-making; d) It requires a lot of effort to stand out from competitors and provide high value to customers; e) It may be necessary to make significant investments in the recruitment and training process.
(Opportunities)	(Threats)
a) Delivering a unique experience to B2B customers using innovative technologies such as AI, VR/AR, and metaverse; b) Rapid access to global markets; c) Post-pandemic digital habits are maintained; d) The company has the ability to expand its service offering beyond data analytics;e) Dasturiy ta'minot yechimlarini taqdim etish orqali kompaniya xizmatlarini ma'lumotlarni has the potential to expand into areas beyond analysis.	a) Cybersecurity and privacy concerns; b) Rapid technological innovation by competitors; c) Overreliance on digital platforms; d) The entry of new companies and large digital platforms into the market has increased the level of competition.e) Iqtisodiy qiyinchiliklar davrida korxonalar xarajatlarini qisqartirishi mumkinligi.

Source: Analyzed by the author.

Today, the scope of use of this model in strategic planning activities is steadily expanding - both domestic and international companies, as well as by government organizations. The experience of implementing the model in practice is also growing. This is the main reason for the relevance and widespread use of the SWOT model.

Digital marketing is emerging as a key strategic tool for increasing efficiency in the B2B sector. The results of the SWOT analysis show that if strengths and opportunities are properly targeted, weaknesses and threats can be avoided. In particular, tools such as artificial intelligence, metaverse, marketing automation are expected to become the main drivers of B2B marketing in the future.

Based on the results of the study, the following recommendations were developed:

- Increase the number of local studies and develop academically based strategies;

- Create a system of training and consultations on specialized digital marketing in the B2B segment;

- Attracting public and private sector investments in the development of digital infrastructure.

CONCLUSION

The use of digital marketing strategies in the B2B (business-to-business) sector plays an important role in optimizing modern business practices, increasing their efficiency, and establishing stable relationships with customers. The results of the study show that the effective use of advanced tools such as SEO, e-mail marketing, content marketing, metaverse in B2B marketing allows companies to reach a wider audience, deeply analyze customer needs, and increase competitiveness.

As revealed by the SWOT analysis, the strengths of digital marketing are the ability to quickly identify the target audience, optimize costs, and achieve tangible results. At the same time, there are weaknesses such as dependence on technological resources and a shortage of specialists. As opportunities, the use of technological innovations such as artificial intelligence, metaverse, and capturing new market segments in the process of globalization play an important role. Among the threats, cybersecurity, excessive dependence on technology, and rapidly changing algorithms require special attention.

Therefore, it is important for B2B companies to introduce digital technologies based on a comprehensive analysis in the formation of their marketing strategies, and to develop approaches aimed at minimizing existing risks. The theoretical and practical analyses presented in this article, while revealing the importance of digital marketing in the B2B sector, can serve as a necessary scientific basis for future scientific research and strategic decisions.

LIST OF REFERENCES:

1. Gulyamov, S.S. et al., Blockchain technologies in the digital economy. -T.: Economics-Finance, 2019, p. 396.

2. Statista: E-commerce revenue worldwide 2019-2029, by segmentPublished by Statista Research Department, Apr 1, 2025

3. Wind, J., and Mahajan, V. (2002). Digital marketing. Symphony. Emerging Issues in Management, (1), 43-54.

4. Bala, M., and Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT and Engineering, 8(10), 321-339.

5. Pandey, N., Nayal, P., and Rathore, A. S. (2020). Digital marketing for B2B organizations: structured literature review and future research directions. Journal of Business and Industrial Marketing, 35(7), 1191-1204.

6. Saura, J. R., Ribeiro-Soriano, D., and Palacios-Marques, D. (2021). Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research. Industrial Marketing Management, 98, 161-178.

7. Behera, R. K., Bala, P. K., Rana, N. P., and Kizgin, H. (2022). Cognitive computing based ethical principles for improving organizational reputation: A B2B digital marketing perspective. Journal of business research, 141, 685-701.

8. Hien, N. N., and Nhu, T. N. H. (2022). The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. Cogent Business & Management, 9(1), 2105285.

9. Dudakov, G., Zolkin, A. L., Mozharova, T. N., Mironchuk, V. A., and Dorzhdeeva, V. A. (2023, March). Contribution of digital marketing channels on B2B electronic commerce market. In AIP Conference Proceedings (Vol. 2700, No. 1). AIP Publishing.

10. Micallef, P., Islam, N., Parida, V., Singh, H., and Altwaijry, N. (2023). Artificial intelligence (AI) competencies for organizational performance: A B2B marketing capabilities perspective. Journal of Business Research, 164, 113998.

11. Sevgi Aydin., Importance of digital marketing and technologies in B2B Marketing. Trakya University Journal of Social Sciences. June 2024 Volume 26 Number 1 (119-136)