

A Study on the Impact of Digital Approaches in the Field of Marketing and Advertising

Ms. Avis D'cunha

Assistant Professor, Department of Commerce

Nirmala Memorial Foundation College of Commerce and Science, Mumbai, Maharashtra, India

Abstract: *New business amazing open doors are introduced by the speed and size of digitalization in the worldwide data society of today. Also, they present new advertising difficulties for entrepreneurs and supervisors. Taking into account this reality, the inspiration driving the survey was to present the impact of digitalization on the displaying activity of the undertaking in the field of organizations by promoting the usage of online arrangements through electronic movement channels, relational associations, and mobile applications. As proof of this effect, a relative strategy for assessing the boundaries of the impact of digitalization on the organization's promoting movement was proposed.*

The elements of the digitalization of administrations were extended based on the created "tree of objectives," and the possibilities for the development of this industry were illustrated. For testing the proposed methodology, the rail course voyager transportation association (JSC "Ukrzaliznytsia") was chosen as the object of the assessment. The accompanying exploration techniques were utilized in the review: 1) information assortment; 2) A SWOT investigation 3) systematization, comparable, and fundamental strong assessment; likewise (4) an expert survey. The quantity of suggestions in regards to the improvement of digitalization of electronic ticket deals administrations and their representing organizations managing rail line traveler transportation were proposed subsequent to uncovering the effect of individual digitalization components fair and square of promoting movement.

Keywords: digitalization; marketing efforts; management; digital tickets; "Ukrzaliznytsia," a joint stock company; channels for electronic distribution; introduction to sales activity.

REFERENCES

- [1]. Dictionary of English from Oxford The homepage of the Oxford English Dictionary (OED). Accessible on the web: 6.M.
- [2]. Castells, The Rise of the Network Society, 2nd ed., <http://www.oed.com/> (accessed on February 13, 2020); Wiley-Blackwell: Chichester, UK, 2010. Available online: https://deterritorialinvestigations.files.wordpress.com/2015/03/manuel_castells_the_rise_of_the_network_societybookfi-org.pdf (got to on 13 February 2020).
- [3]. Brennen, S.; Kreiss, D. Digitalization and Digitization. Accessible on the web: <http://culturedigitally.org/2014/09/digitalization-and-digitization> (got to on 13 February 2020).
- [4]. Parida, V.; D. Sjödin; W. Reim, A review of the literature on sustainable industry, business model innovation, and digitalization: Past accomplishments and future commitments. 991 [Sustainability 2019, 11]
- [5]. .Shpak, N.; CrossRef] Z. Dvulit; Maznyk, L.; O. Mykytiuk; W. Sroka, Ecologists' validation in an enterprise management system: a review of the case study. Pol. Manag, J. Stud. 2019,19, 376–390. [CrossRef]
- [6]. .Honore, T. Диджитализация — немода, а способразвитиябизнеса [Digitalization Isn't a Design, but a Method of Business Development]. 2017. Accessible on the web: <http://blog.columbusglobal.com/ru/didzhitalizaciya-sposob-razvitiya-biznesa>. (accessed on February 13, 2020).
- [7]. .A. Chudaeva; V. Mantulenko; P. Zhelev; R. Vanickova. The effects of digitalization on the activities of industrial businesses. Web Conf. of SHS 2019,62, 03003. [CrossRef]

- [8]. D. Trască; G. Stefan; D. Sahlian; Digitalization and business activity, by R. Hoinaru and G-L. Sparan-Oprescu. the attempt to catch up in CEE nations. Sustainability, 2019, 11, and 2204. CrossRef]
- [9]. .C. Lorch; M. Gotsch, Digital product-service systems in manufacturing companies: a review of the case study. Res. Technol. Manag. 2015,58, 45–52. [CrossRef]
- [10]. Brennen, S.J.; Digitalization and digitization, D. Kreiss In The Worldwide Reference book of CommunicationTheory and Reasoning; Jensen