

Digital Taxation and the Rise of the Creator Economy: Implications for Policy and Marketing Strategy in India

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Abstract: *The digital economy has witnessed rapid expansion over the past decade, driven by advancements in technology and the proliferation of internet access worldwide. Digital taxation has emerged as a critical issue as governments strive to adapt traditional tax frameworks to new digital business models (Zucman, 2015). Simultaneously, the creator economy—comprising individuals who monetize content across platforms such as YouTube, Instagram, TikTok, and Patreon—has grown exponentially, contributing significantly to employment and economic activity (Duffy, 2017)*

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