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DIGITAL TRANSFORMATION IN BUSINESS AND SOCIAL SPHERE**A. Dorosh***Senior Lecturer of Digital Economy Department of the Faculty of Economics
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Innovation marketing works in the front end of the innovation process to explore market potentials and customer needs, gets feedback from the customer in the development process and markets the product at the back end of the process. Innovation marketing thus ensures that the new products and services are geared to the market and customers.

Key words: Digital economy; transformation marketing activities; big data.

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ В БИЗНЕСЕ И СОЦИАЛЬНОЙ СФЕРЕ**А. Д. Дорош***Старший преподаватель кафедры цифровой экономики экономического факультета
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Инновационный маркетинг работает на переднем крае инновационного процесса, чтобы исследовать рыночные возможности и потребности клиентов, получает обратную связь от клиента в процессе разработки и продает продукт в конце процесса. Таким образом, инновационный маркетинг гарантирует, что новые продукты и услуги ориентированы на рынок и клиентов.

Ключевые слова: цифровая экономика; трансформационная маркетинговая деятельность; большие данные.

Marketing innovations are a set of processes directly related to the introduction or unity of knowledge of a given activity, the introduction of the latest products and services. Through marketing innovations, the competitiveness of the enterprise is enhanced. The interweaving of marketing and innovation involves the concept of innovation marketing, the purpose of which is to identify poorly satisfied or latent customer requests, develop and market new products that satisfy these requests more fully and efficiently than competitors' products [1].

Customer centricity will drive constant transformation [2]. Customer expectations are at an all-time high. Driven by the changing dynamics and buying behaviors with customers and markets alike, marketing professionals are going through a transformation in how they connect, interact and personalize with their audiences. No longer are marketing professionals just focused on the traditional funnel, which is designed to attract new customers and markets with a single transaction. Marketing organizations are now discovering a longer and deeper customer cycle that centers around the customer experience (CX) and lifetime value by strengthening and retaining existing relationships [3].

A recent IDC FutureScape study predicts that by 2022, 35 percent of CX-focused organizations will adopt commerce everywhere business models and generate 50 percent of their revenue through contextual discovery experiences.

To develop a powerful customer experience, marketing transformation must include AI-powered marketing platforms to: digest their own customer data silos with other data sets, carefully pull the proper insights and apply them to their decisions; understand and deep-dive into their customer base to learn which historical and real-time behaviors are relevant; test, pilot and iterate across various marketing platforms, content and programs to differentiate their brand in the market with purpose [2, 3].

Today's marketers are shifting from the attention economy to the emotion economy. It isn't simply enough to catch the eyes of customers; it's also important to deliver happiness and

win their hearts. Buying is often an emotional decision, and customer experiences have to trigger the right emotions to get them to buy – and keep buying. When customers are engaged emotionally, they are much more compelled to take the actions that drive business. If a brand wants to sustain that growth, it must pull these emotional triggers again and again. One of the most telling markers of the emotion economy is the purpose-driven brand [3].

In the current climate, content is everything. You already know that you need to entice your audience: inspire them, provoke their thoughts, excite them or appeal to their emotions. The goal is not to simply put content in front of people and hope they respond to it, but rather to encourage them to share and engage with it. Content -- whether it's an article on an outlet or a video on social media -- opens the door for two-way communication, which is crucial for building trust and letting customers know that you appreciate their business [4, 5, 6].

Today, all digital marketing is focused on mobile phones and applications, as well as the Internet. In the future, this trend will continue, but a huge emphasis will be placed on using artificial intelligence. This involves analyzing requests, core interests and even an emotional relationship to a particular product. Digital marketing is one of the fastest-growing segments of today's market. It has the greatest consumer focus. This is what contributes to high dynamism and new trends [5].

Virginia America Innovative Marketing Example [6]: Virgin America operates in a competitive industry where brand commitment and customer service are top priorities. Accordingly, feedback plays a key role in improving passenger service. They not only do research with focus groups. They have a group of 30 of the most frequently flying passengers and entrepreneurs who generate ideas for the airline in exchange for flyers. As a direct result of their feedback, Virgin America allowed its passengers to go out on a long flight to social media. The airline produced a six-hour video detailing all of the flight experience at the fictional Boring Airlines. Detailed content was maintained by the website and accounts on social media channels, including Twitter and Instagram. Creating a marketing operation around a fictitious company may have been an unorthodox decision, but it allowed the brand to reach heights in a very competitive market. The ad campaign made a mark in the digital environment, becoming one of the longest ever created [7].

ObjectStyle Example [8]: Apache Cayenne is an open source persistence framework licensed under the Apache License, providing object-relational mapping (ORM) and remoting services. Among high-tech companies an open source persistence framework is one of the most progressive areas. With Cayenne's Remote Object Persistence, those Java objects can even be persisted out to clients via Web Services.

Every company should ensure that its security is thorough. Even if customers do not notice it, they deserve the utmost respect when it comes to their privacy, data and financial details. Not every company promises this, though -- and customers are starting to notice. With the General Data Protection Regulation (GDPR) taking effect in Europe this year, consumers are beginning to pay more attention to how businesses handle their information [2].

Innovation marketing works in the front end of the innovation process to explore market potentials and customer needs, gets feedback from the customer in the development process and markets the product at the back end of the process. Innovation marketing thus ensures that the new products and services are geared to the market and customers. That is why those responsible for innovation have to deal intensively with the topic of innovation marketing and work closely with marketing and sales [9, 10, 11].

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ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ ТРАНСПОРТНО-ЛОГИСТИЧЕСКОГО КОМПЛЕКСА РЕСПУБЛИКИ ИРАК

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Обобщены приоритетные направления развития транспортно-логистического комплекса Ирака исходя из дифференциации услуг. Рассмотрены предпосылки развития инновационных процессов в сфере транспорта, логистики и информационных систем, применение инновационных технологий и направления повышения эффективности сотрудничества между партнерами в международных транспортных коридорах и глобальных логистических сетях.

Ключевые слова: транспорт; логистика; инновации; транспортная отрасль Ирака; процессные и организационные инновации.

PRIORITY DIRECTIONS OF DEVELOPMENT OF THE TRANSPORT AND LOGISTICS COMPLEX OF THE REPUBLIC OF IRAQ

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The priority directions of development of the transport and logistics complex of Iraq based on the differentiation of services are summarized. Prerequisites for the development of innovative processes in the field of transport, logistics and information systems, the use of innovative technologies and ways to improve the efficiency of cooperation between partners in international transport corridors and global logistics networks are considered.

Key words: transport; logistics; innovations; transport industry of Iraq; process and organizational innovations.

Республика Ирак обладает значительным транспортным потенциалом, так как также как и Беларусь, находится на пересечении основных транспортных путей. Для повышения конкурентоспособности страны важны инновации в сфере транспорта и логистики, так как потребительские ожидания в отношении качества обслуживания и более безопасной, экологически чистой и быстрой транспортировки постоянно возрастают.

Развитие инновационных процессов в сфере транспорта, логистики и информационных систем определяется такими факторами как: растущие потоки пассажирских и грузовых перевозок и объемы обработки грузов; увеличение концентрации людей в городах, что приводит к неравномерной загрузке дорожной инфраструктуры и усложне-