



**ЦИФРОВАЯ ТРАНСФОРМАЦИЯ ГЛОБАЛЬНОГО МАРКЕТИНГА:
КАК ТЕХНОЛОГИИ И ИННОВАЦИИ МЕНЯЮТ СТРАТЕГИИ
МЕЖДУНАРОДНЫХ КОРПОРАЦИЙ**

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Магистрант по направлению “Внешнеэкономическая деятельность” в
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Аннотация: В настоящем исследовании изучается влияние основных цифровых технологий и инновационных методов. На разработку маркетинговых стратегий транснациональных корпораций (ТНК). На основе примеров ведущих компаний мы анализируем основные тенденции, такие как использование искусственного интеллекта, больших данных, социальных сетей и устойчивых практик. Особое внимание уделяется адаптации глобальных стратегий к особенностям местных рынков.

Ключевые слова: транснациональные корпорации (ТНК), цифровая трансформация маркетинговые стратегии, искусственный интеллект (ИИ), аналитика больших данных, маркетинг в социальных сетях, устойчивые методы ведения бизнеса, адаптация к рынку, глокализация, технологические инновации

**DIGITAL TRANSFORMATION OF GLOBAL MARKETING: HOW
TECHNOLOGY AND INNOVATION ARE CHANGING THE
STRATEGIES OF INTERNATIONAL CORPORATIONS**

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Annotation: This study examines the impact of basic digital technologies and innovative methods on the development of marketing strategies of multinational corporations (TNCs). Based on the examples of leading companies, we will analyze the main trends, such as the use of artificial intelligence, big data, social networks and sustainable practices.. Special attention is paid to adapting global strategies to the specifics of local markets.

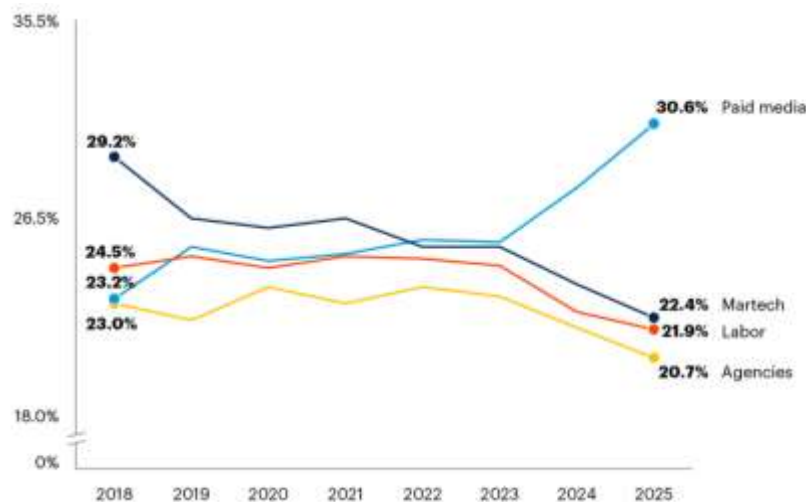
Key words: multinational corporations (MNCs), digital transformation ,marketing strategies , artificial intelligence (AI), big data analytics , social media marketing, sustainable business practices, market adaptation, glocalization, technological innovation

INTRODUCTION

The modern business landscape, especially for transnational corporations (TNCs), is undergoing drastic changes due to the hyperconcurrent wave and the violent flow of digital transformation. 2025 is recent and he is drawing a picture in which omnicanality, personalization and active adoption of artificial intelligence (AI) are the main factors of success. Omnicanality, which ranges from a website and a mobile app to physical stores and social media, is a common practice. Through all available channels, it is very important to ensure the customer's continuous contact with the company. HubSpot research clearly shows that 73% of consumers expect just such a reckless transition between the online and offline worlds. Companies that have managed to create omnicanal strategies are already recording a significant increase in the increase of the average check by 20% is. The figure from Accenture-85% of large companies are already using artificial intelligence for personalization-speaks for itself. Accenture estimates that 30% savings are impressive and allow resources to be invested in other promising areas. Introduction The modern business landscape, especially for transnational corporations (TNCs), is undergoing drastic changes due to the hyperconcurrent wave and the violent flow of



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resources to be invested in other promising areas.¹

Figure 1. Marketing budgets will be 7,7% in 2025 Resource: Gartner CMO Survey

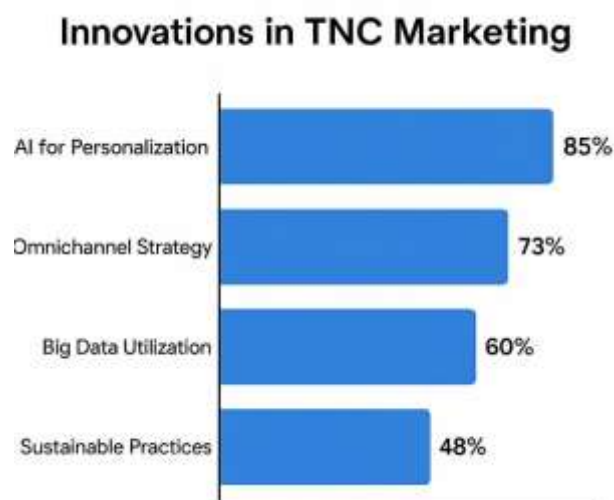
¹ Marketing trendsetters for 2025: 8 main areas // business secrets. - Electronic resource. - Address: <https://secrets.tbank.ru/blogi-kompanij/marketing-2025/>, free access. - The title was taken from the screen. - Date of application: 03.06.2025.



Transnational corporations will redistribute their marketing budgets from 2018 to 2025. According to Gartner, paid media spending grew from 23.2% to 30.6%, confirming the trend towards digital advertising and personalization. At the same time, investments in marketing technology (Martech) decreased by up to 22.4%, and labor and agency costs also decreased. Big Data is becoming an integral part of modern marketing strategy. According to Statista, 60% of Tmks are actively using this data to predict consumer behavior. Analytical platforms that process terabyte data allow you to increase the target accuracy of advertising by 40%, which means more effective advertising campaigns and minimizing the cost of ineffective impressions. According to Statista, already 48% of consumers prefer brands that show a commitment to sustainability. Companies that actively implement green strategies claim that customer loyalty has increased significantly – by 25%.

Figure 2. Innovations in TNC Marketing resource: compiled by the author

In conclusion, it can be said that innovation in marketing is no longer just a trend – they have become very important for the survival and development of TNCs in conditions of tight competition. Only able to quickly adapt to new realities, actively



use AI, big data and omnichannel approach. Only companies that can integrate sustainability principles into their strategy can take a leading position in the market and achieve long-term success.

LITERATURE REVIEW

International marketing is undergoing profound changes under the influence of digital technologies. Classical models based on the principles of globalization or



complete localization give way to more flexible and flexible strategies. This evolution is reflected in many studies, from seminal work on market globalization by Theodore Levitt (1983) to modern research considering the effects of artificial intelligence and sustainable development principles. Research by McKinsey Digital (2022) suggests that the introduction of Ai and big data Analytics will reduce the cost of product localization by 25-30% and at the same time increase their importance to the target audience. This is achieved through clearly targeted, personalized advertising campaigns and predictive analytics that optimize price and resource allocation. Lehmann and Beam (2021) work deepens this aspect by showing how machine learning algorithms take cultural nuances into account and help create more effective cross-cultural marketing messages. For example, analyzing the tonality and style of communication in social networks allows you to adapt advertising messages to different cultures, which reduces the risk of cultural misunderstandings.

METHODOLOGY

The methodological basis for studying marketing strategies of transnational corporations in the context of digital transformation is based on a systematic approach that considers marketing strategies as interconnected elements that work in a dynamic environment. The study uses theoretical and methodological analysis, empirical verification and comparative research. Qualitative and quantitative methods are used for data collection and processing. Among the qualitative methods, the work stages of 15 leading corporations in various fields, expert interviews with the heads of marketing departments, structural analysis of corporate reporting and strategic documents, as well as focus groups with consumers from seven countries play an important role. Statistical analysis of data from Statista, Eurostat, OECD 2018-2023 for quantitative method. To assess the effectiveness of strategies, a system of indicators such as the index of digital marketing maturity, the coefficient of content localization, the dynamics of the lifetime value of customers, the speed of adaptation to market changes and the ROI of innovative investments has been developed. An integrated approach to methodology allows you to combine academic



rigor with the practical application of results, providing the depth of analysis of the transformation of marketing strategies of transnational corporations.

DISCUSSION AND RESULTS

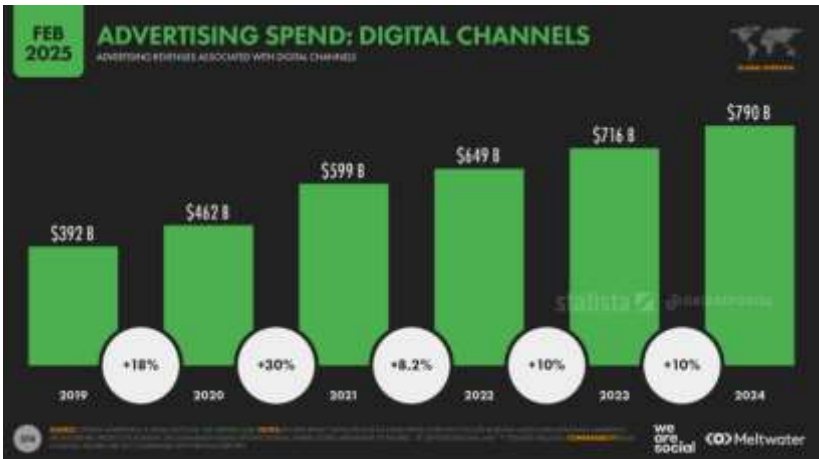


Figure 3 Advertising costs: digital channels 2025 resource: Meltwater

Analysis of the economic effect of digital transformation: facts and trends the introduction of digital technologies into global marketing is confirmed by an increase in investments and an increase in income from them. According to a Statista study (2024), global digital marketing costs will be \$786 billion by 2025, driven by an average annual growth rate of 790% (Figure 3). World Bank data (2023) shows the relationship between the level of digitization and the volume of exports: companies that have introduced artificial intelligence international trade 18-27%

Technology	conversion rate increase	cost reduction
AI	35%	-25%
Big Data & Analytics	28%	-20%
	+22%	-30%

Table 1. The impact of digital technology on marketing performance
(McKinsey, 2023)

At the same time, the OECD (2024) states that 64% of companies view digital transformation as the most important factor in maintaining their position in the world market. Main trends (graphs): figure 4: global cost dynamics for digital marketing



Big Data (Statista, 2024). Dependence of export income on the use of AI (World Bank, 2023). The share of companies that use Big data in marketing (Eurostat, 2024) is 59% in the European Union and 72% in the US. 72%.

Problems and contradictions: according to ITU (2023), 47% of small businesses are unable to use AI tools due to their high cost. Gartner (2024) estimates that 40% of marketing budgets will be redirected to Metaverse and web3 platforms by 2026.

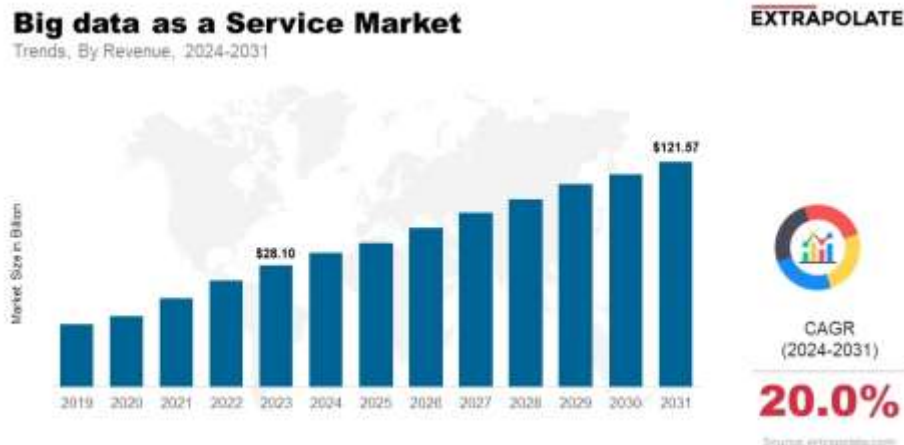


Figure 4 Resource :extrapolate.com, as a service market Big Data 2024-2031

Conclusion: digital transformation forms a new economic environment in which competitiveness is determined by data and technology. However, the growing digital inequality requires regulatory measures to maintain balance in the market.

CONCLUSION

Modern marketing has undergone fundamental changes globally, and innovative technologies have moved from the category of useful additives to the category of invariable conditions for companies that want to maintain a competitive advantage. Research by McKinsey, Statista, and the World Bank shows that the introduction of tools such as artificial intelligence, big data, and software advertising significantly increases the effectiveness of marketing campaigns by 20-35%, while reducing costs. Digitization will undoubtedly open up wide prospects, but at the same time cause serious problems. The main thing is the strengthening of digital inequality. Large companies with data and algorithms create a market oligopoly that puts small businesses at a disadvantage due to high access barriers. The organization for Economic Cooperation and Development (OECD) emphasizes the need to develop regulatory mechanisms to mitigate this imbalance. Increased cyber threats



and increased regulation pose new challenges: new data protection standards such as the gdpr and Digital Markets Act force you to rethink the usual methods of dealing with personal data. At the same time, the changing competitive environment revises the criteria for success, where not only the volume of production, but also the ability to respond quickly to innovations are the main factors. According to Gartner's forecasts, the ability of companies to rapidly integrate digital technologies determines their market position. J. P. Further development is expected in areas such as Web3, Metaverse, and hyperpersonalization, which may become major growth drivers by 2030, according to Morgan. However, for Sustainable Development, attention should be paid to inclusivity in order to avoid an increase in global imbalances. As a result, digital transformation is no longer limited to the introduction of new tools, but rather a radical restructuring of the marketing economy in which data, speed and flexibility become key factors in success. Companies that have managed to combine technological capabilities with the principles of social responsibility will have long-term advantages in the new digital age.

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