



DIGITAL MARKETING AND ITS INFLUENCE ON BUSINESS MANAGEMENT

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Abstract

A documentary review was conducted on the production and publication of research papers on the study of the digital marketing variable and its influence on business administration in Latin America. The purpose of the bibliometric analysis proposed in this document is to know the main characteristics of the volume of publications registered in Scopus database during the period 2016-2021 in Latin American countries, achieving the identification of 58 publications. The information provided by said platform was organized by means of graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics were

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described, a qualitative analysis was used to refer to the position of different authors on the proposed topic. Among the main findings of this research, it is found that Brazil, with 16 publications, is the Latin American country with the highest production. The area of knowledge that made the greatest contribution to the construction of bibliographic material related to the study of digital marketing and its influence on business administration was Business with 29 published documents, and the type of publication that was most used during the period mentioned above was the journal article, which represents 52% of the total scientific production.

Keywords: Managerial Accounting, Decision Making, Digital Marketing

1. Introduction

Digital marketing is a market strategy that seeks to promote products and services through technological channels, allowing people to have access to commerce instantly. This arose thanks to the rise of digital transformation in all aspects of our lives, so of course also in our economy which was implemented through innovations in administrative processes that required the use of technologies and digital resources. Digital marketing helped to break the barrier that existed between the company and its consumers to be in continuous contact with the strategic public, improving the customer service of the organization. So, digital marketing has had great reception in the last decade since the beginning of the digital era, and this variation of digital marketing, a little different from the marketing allows reaching the ideal audience for the product or service that is promoted because sellers can select audience regarding tastes, preferences and searches they do on the Web, thus having the company better results about the promotion of their products.

The most common means for digital marketing are social networks, web pages and mobile applications. This helps to be in constant contact with the public to which this product is directed, allowing to build customer loyalty and gain more customers. Digital marketing is of great use in companies in the last decade as it helps to reduce costs through the creation of digital content through social networks which are currently very recurrent around the world because people can promote their product from the development of customer content.

Digital marketing has helped to innovate the administrative theories that are currently used, since these theories must be based on market information, and marketing strategy are the best way to obtain this information (Enrique Carlos & Jesus Miranda, 2020). This strategy helps the business administration by providing important data for decision making regarding operational and administrative activities to be developed in a company taking into account the needs that have been previously identified in the sector in which the company moves, also helping to improve business competitiveness by standing out from other companies engaged in the same economic activity.

Therefore, administrative decisions must go hand in hand with the data provided by market studies and the data provided by the marketing strategies used by the company in order to identify the most favorable

processes that can be carried out in a company to meet the objectives. Therefore, it is important to know in terms of bibliographic resources, the current state of research on digital marketing as an element of strategic support to organizations, so a bibliometric analysis is proposed about scientific production recorded in Scopus database during the period 2016-2021 to answer the question: How has been the production and publication of research papers related to the study of the digital marketing variable as an element of strategic support to organizations in Latin America during the period 2016-2021?

2. General Objective

To analyze from a bibliometric and bibliographic perspective, the production of high impact research papers on the digital marketing variable as a strategic support element for organizations during the period 2016-2021.

3. Methodology

Quantitative analysis of the information provided by Scopus is performed under a bibliometric approach on the scientific production regarding digital marketing as a strategic support element for organizations. Also, from a qualitative perspective, examples of some research papers published in the area of study mentioned above are analyzed from a bibliographic approach to describe the position of different authors on the proposed topic.

The search is performed through the tool provided by Scopus and the parameters referenced in Table 1 are established.

3.1 Methodological design

Table 1. *Methodological design.*

	PHASE	DESCRIPTION	CLASSIFICATION
PHASE 1	DATA COLLECTION	Data was collected using the Scopus web page search tool, through which a total of 58 publications were identified.	Published papers whose study variables are related to Management Accounting for Decision Making. Research papers published during the period 2016-2021. Limited to Latin American countries. Without distinction of area of knowledge.

			Without distinction of type of publication.
PHASE 2	CONSTRUCTION OF ANALYSIS MATERIAL	The information identified in the previous phase is organized. The classification will be made by means of graphs, figures and tables based on data provided by Scopus.	Word Co-occurrence. Year of publication Country of origin of the publication. Area of knowledge. Type of publication
PHASE 3	DRAFTING OF CONCLUSIONS AND FINAL DOCUMENT	After the analysis carried out in the previous phase, the study proceeds to the drafting of the conclusions and the preparation of the final document.	

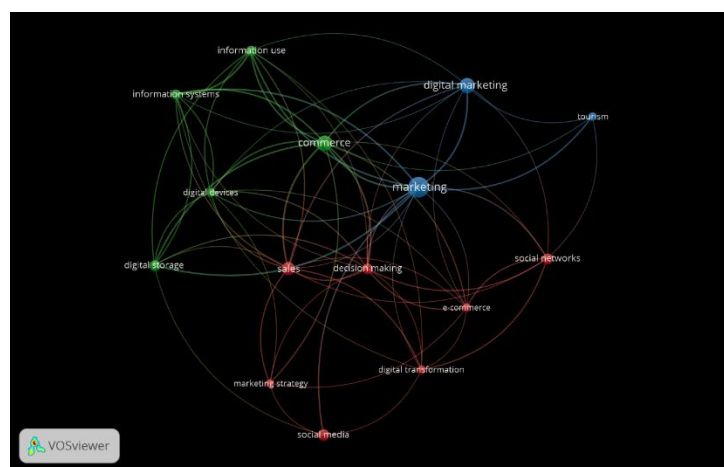
Source: Own elaboration (2022)

4. Results

4.1 Co-occurrence of words

Figure 1 shows the co-occurrence of keywords within the publications identified in the Scopus database.

Figure 1. Co-occurrence of words



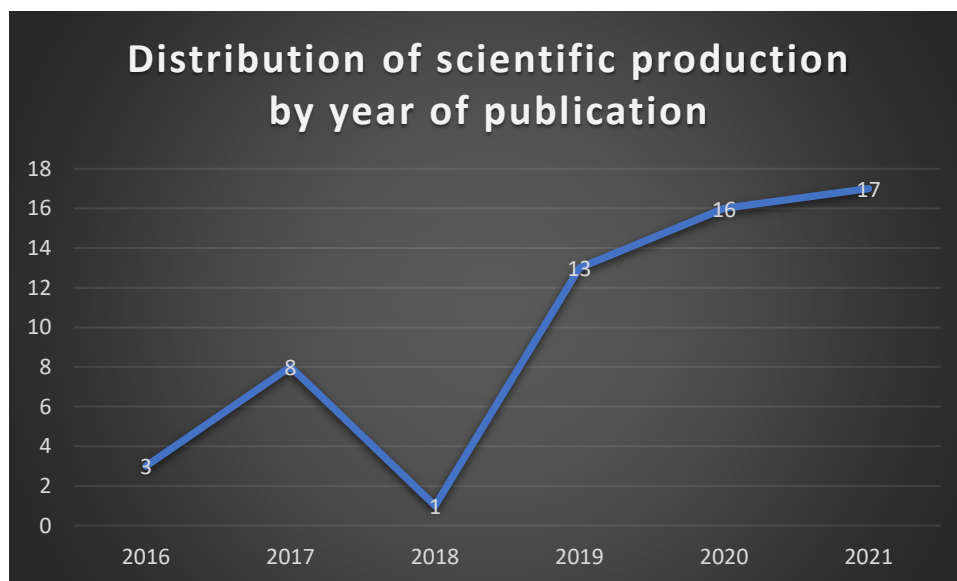
Source: Own elaboration (2022); based on data provided by Scopus.

As shown in Figure 1, the most used keyword is marketing, which is one of the variables under study and represents all the techniques and product marketing strategies that a company uses to make itself known, allowing it to reach a specific population depending on their needs. In this context, digital marketing is the marketing strategy of which this study is about and gives birth to the tools that are used in the marketing of a product, using digital elements in order to reach many more potential consumers. Keywords such as social networks, digital store, e-commerce speak of the new variations that digital marketing brings, allowing the user immediate access to trade, facilitating the buying process. Finally, information systems, data use, digital transformation and commerce are the elements of digital marketing that contribute to the change of administrative processes in the company by depending on what the market requests, forcing organizations to change administrative models to optimize business management, thus helping to be more competitive.

4.2 Distribution of scientific production by year of publication.

Figure 2 shows how the scientific production is distributed according to the year of publication, taking into account that the period from 2016 to 2021 is taken.

Figure 2. *Distribution of scientific production by year of publication.*



Source: Own elaboration (2022); based on data provided by Scopus.

2021 is the year with the highest number of publications related to the variables under study, having 17 documents registered in Scopus within which is the publication entitled “*Inbound marketing as a strategic approach in the context of technological start-ups aimed at businesses*” (Mendoza, Pinillos, & Macarachvili, 2021). This document has as main objective to offer a marketing concept and analyze solution over the years through the season to different contexts identifying three trends Machine Learning artificial intelligence and big data. In this, research marketing is approached from how it

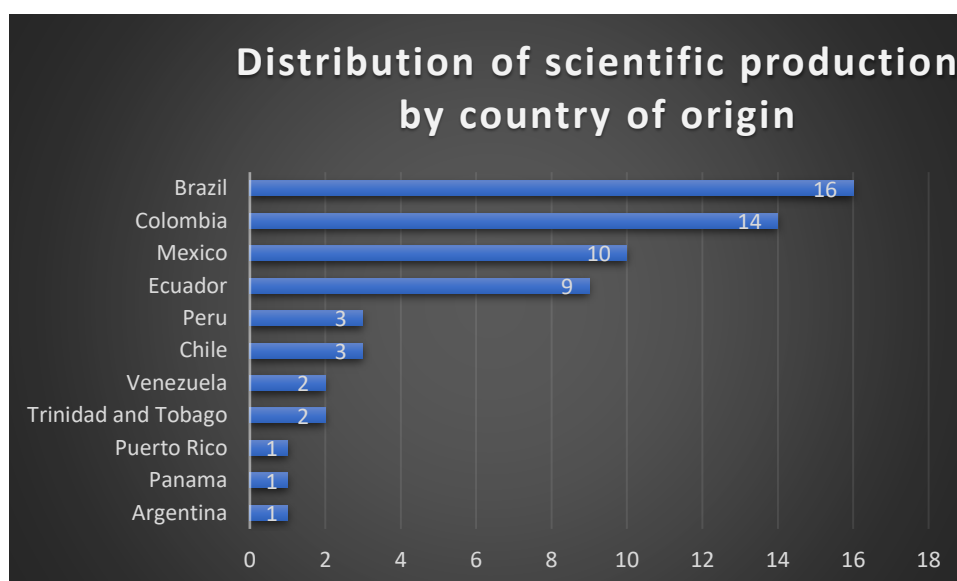
develops its process the advantages and the tools it uses. Therefore, it is concluded that digital marketing represents an opportunity for organizations to grow with respect to the administrative activities that are performed.

In second place is 2020 which presents 16 documents registered in Scopus related to the variables under study, among which is “*Electronic commerce (E-commerce) a strategic ally for companies in Colombia*” (Suarez, 2020). This document analyzes e-commerce in Colombian companies and seeks to identify strengths and weaknesses in order to recommend actions to strengthen the country's companies. E-commerce has been very important in recent years since digital media are used for finding new growth opportunities for companies. From this study, it is concluded that although the business sector has implemented this marketing strategy there are still shortcomings, so it is recommended a boost in its development.

4.3 Distribution of scientific production by country of origin.

Figure 3 shows the distribution of scientific production according to the nationality of the authors.

Figure 3. *Distribution of scientific production by country of origin.*



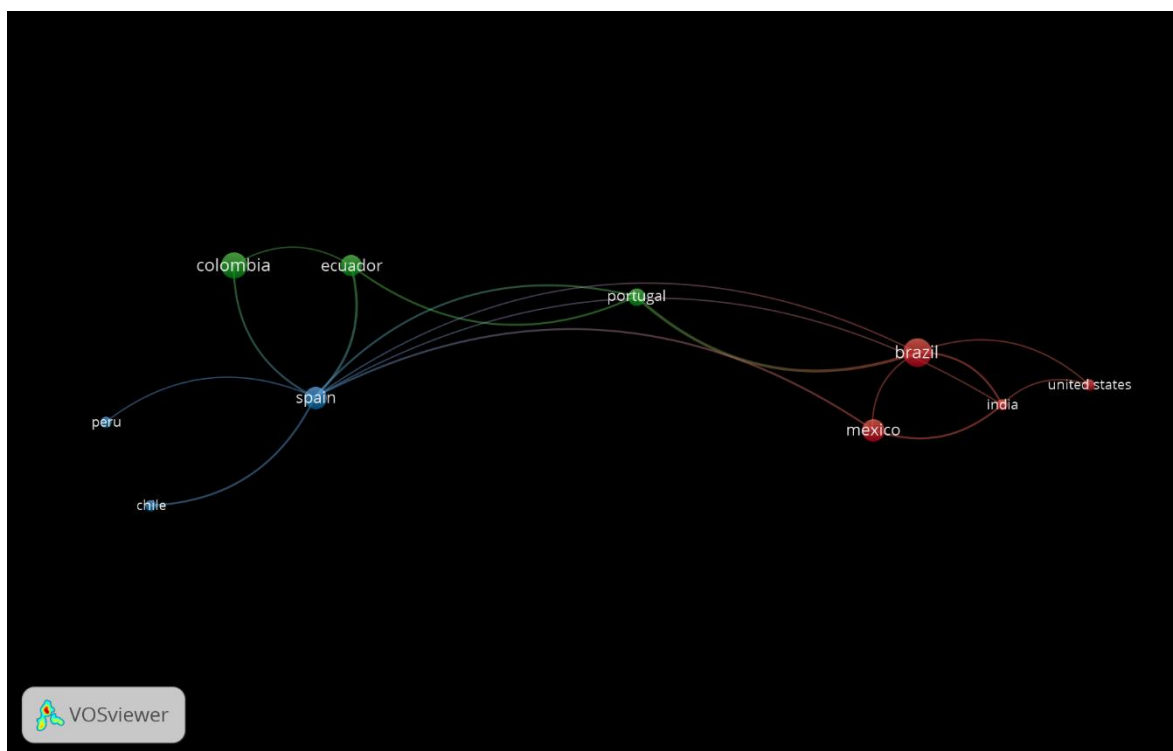
Source: Own elaboration (2022); based on data provided by Scopus.

Brazil is the Latin American country with the highest number of records published in high impact journals indexed in scopus databases during the period 2016-2021, achieving a total of 16 papers within which is “improvement actions in a digital marketing through systems thinking: an action-research” (Bopp & Da Silva, 2017). This document explains the use of systems thinking in the extraction of data from a digital marketing agency in which it is shown that this strategy promotes improvements in the internal process of the company as it helps to have greater efficiency, greater agility and an improvement in the internal processes of the company taking into account the changes made by digital marketing in

order to improve the operational and administrative processes of the company providing valuable information for decision making.

At this point, it should be noted that the production of scientific publications, when classified by country of origin, presents a special characteristic and that is the collaboration between authors with different affiliations to both public and private institutions, and these institutions can be from the same country or from different nationalities, so that the production of an article co-authored by different authors from different countries of origin allows each of the countries to add up as a unit in the overall publications. This is best explained in Figure 4, which shows the flow of collaborative work from different countries.

Figure 4. Co-citations between countries.



Source: Own elaboration (2022); based on data provided by Scopus.

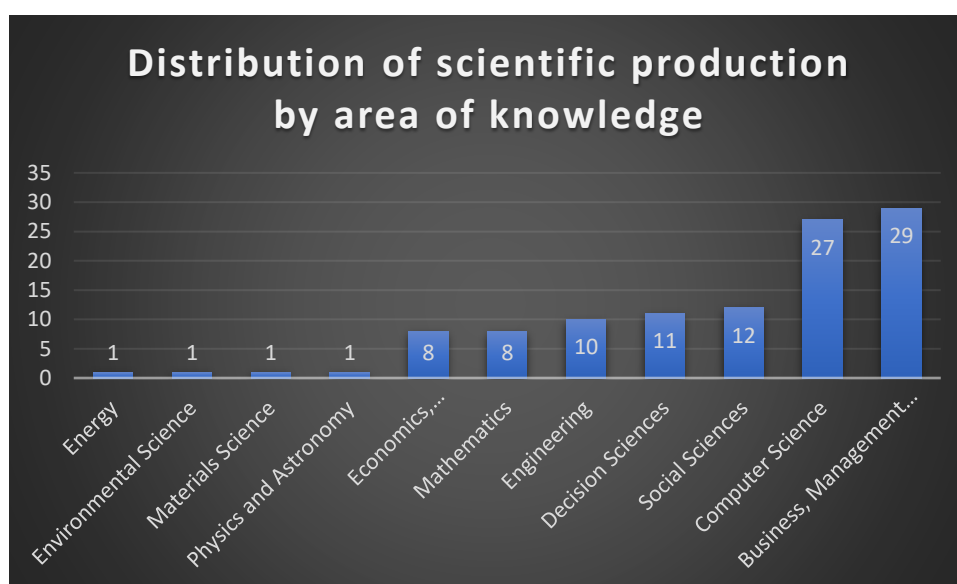
As mentioned above, with the largest number of scientific materials registered in the Scopus database, there is also research in collaboration with authors from countries such as Portugal, India and the United States, which do not belong to Latin America and demonstrate the importance of knowing the influence of digital marketing in the management of a company in Latin America. In second place is Colombia with 14 publications within which there is authorship with Spain, Peru and Chile mainly. Among these documents is the one named “*Model of integration of financial technology and digital marketing supported by knowledge management*” (García, López, & Usaquen, 2020). This research has as main objective To propose a model of financial integration for digital business Through knowledge management considering different indicators variable dimensions interrelationships of management models that make digital marketing are helpful tool for the organization and management of a company.

So, it is concluded with a test strategy that seeks to qualify the application of these models taking into account different factors such as the administrative model of the company and the changes it undergoes in this exercise.

4.4 Distribution of scientific production by area of knowledge

Figure 5 shows how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

Figure 5. Distribution of scientific production by area of knowledge.



Source: Own elaboration (2022); based on data provided by Scopus.

Business is the area of knowledge with the largest number of contribution through the theories that are framed in it, in the search for new knowledge about digital marketing and its influence on business administration presenting 29 papers within which is “*The influence of formal and informal control in the market and financial results*” (Espinosa, Ortiz-Rendón, & Munuera, 2021). This paper has as main objective to examine the relationship between control mechanisms and marketing performance based on a sample of marketing managers, so they conducted a survey of 97 marketing managers in which it was shown that marketing control mechanisms have a significant impact on business results, demonstrating the relationship of formal controls with market results and the relationship of informal controls with financial results. This should take into account the marketing control and surveillance mechanisms and also the managerial implications that arise in these processes.

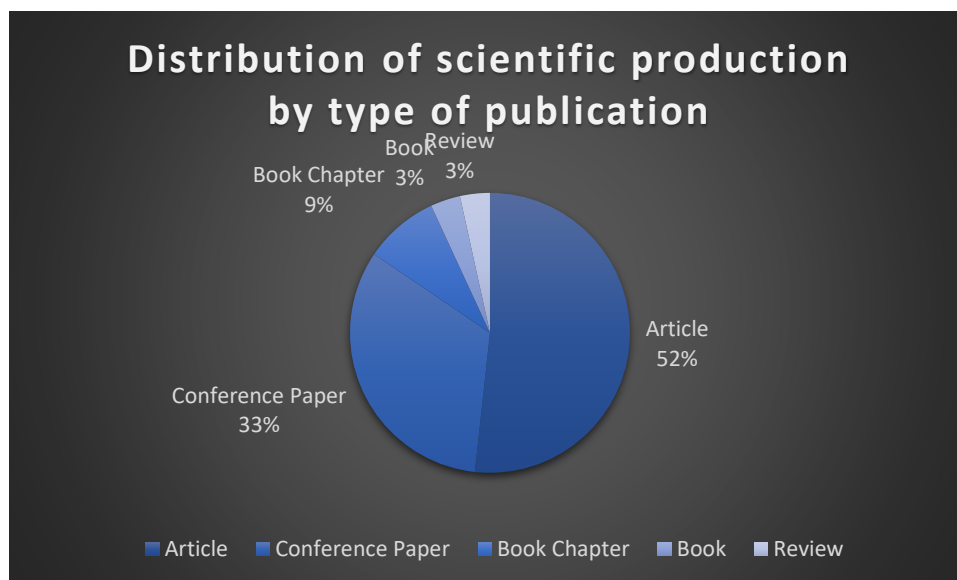
In second place is computer science, where 27 documents were written following the guidelines of the topics related to this area, among which is “*Factors that promote social network marketing in retail companies*” (Arango-Botero, Valencia-Arias, Bermúdez-Hernández, & Duque-Cano, 2021). This document seeks to analyze how retail companies use digital marketing in social networks, since they

seek to promote their products more and more, and what better tool than these platforms, since they are used by a large number of people. A study was conducted with 421 marketing managers of the retail sector in Medellín to whom a questionnaire was applied in order to determine the factors that determine the use or non-use of social networks in marketing strategies. The study found that it does not depend on the perception of how easy or difficult it is to use them as some authors have pointed out.

4.5 Type of publication

Figure 6 shows how the bibliographic production is distributed according to the type of publication chosen by the authors.

Figure 6. Type of publication.



Source: Own elaboration (2022); based on data provided by Scopus.

As shown in Figure 6, within the different types of publications, 79% of the total number of documents identified through Phase 1 of the Methodological Design, correspond to Journal Articles, among which is the one entitled “*Digital Transformation of Marketing in Small and Medium Enterprises through Social Networks: Pyrogenic Decision Making*” (Guaman, Rivera, Vivar, & Lapo, 2021). The document aims to analyze aspects related to the implication that social networks have on marketing in small and medium enterprises in the city of Santo Domingo even in the midst of the pandemic. It was shown that the most affected sector was the tertiary sector and the social network that helped the most to implement digital marketing in companies was Facebook. It is concluded that Companies leverage a combination of cutting-edge technologies to modernize legacy business operations and recognize and implement new opportunities from current models. Companies leverage a combination of cutting-edge technologies to

modernize legacy business operations and recognize and implement new opportunities from current models by improving the management of organizations.

In second place are the conference proceedings which represent 33% of the total number of documents identified in this study, within these publications is “*Digital maturity of the advertiser in Brazil: a multiple case study*” (Premero & Mantovani, 2020). The main objective of this study is to investigate the current state of digital maturity of advertisers in Brazil through a descriptive exploratory qualitative study which is defined by operating sector, audience, sales cycle, business model and age. Several shortcomings were identified such as the lack of technology to fully integrate online and offline audiences and the lack of understanding by senior management of digital metrics and, therefore, the pressure to obtain results that do not reflect the real impact of campaigns on the business, so it is necessary to redefine business models so that digital marketing can be used to its full potential.

5. Conclusions

Thanks to the bibliometric analysis proposed in this research, it can be determined that Brazil is the Latin American country with the largest number of bibliographic records in the Scopus database during the period between 2016 and 2022 with a total of 16 documents. The scientific production related to the study of Digital marketing and its influence on business administration, has presented a significant growth during the period previously indicated, going from 3 publications in 2016 to 17 units in 2021, i.e., it was possible to greatly increase the creation of bibliographic records in a period of 5 years, which indicates the importance that digital marketing currently has as it is the new marketing modality that allows using digital media for the promotion and sale of a product.

Digital marketing is a strategy for marketing goods and services through technological tools, which is mostly used in the last decade with the rise of social networks and websites, so that trade also reinvented itself. This strategy is of great help since it reaches a greater number of people filtered by tastes and recent searches that can identify more precisely the potential buyers of a product. This marketing strategy helps companies to improve their administrative models by providing them with more detailed information about what the market is asking for, helping to make decisions and improving business operations by identifying shortcomings in the product or service that the company sells. This helps to improve business competitiveness.

All of the above allows to conclude the importance of knowing the theory or bibliographic resources that seek to arouse interest in organizations, to manage digital marketing in order to reach a greater number of potential buyers and retain customers who already have, from a constant contact through social networks and websites that allow the buyer immediate access to trade. That is why it highlights the need for studies such as the one presented in this document, which make a tour of those texts that address the aforementioned topic, in order to give the reader a broad view of the current situation of the literature on digital marketing and its influence on business management in Latin America.

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