

APPLICATION OF MARKETING IN INTEREST AS A FACTOR OF DEVELOPMENT OF ENTERPRISES IN DIGITAL ECONOMY

Prof. Dr. Nerimane BAJRAKTARI

Universiteti i Prizrenit "UKSHIN HOTI"

nerimane.bajraktari@hotmail.com

MSc. Ali AHMETI

ali.ahmeti@mcfood-ks.com

ABSTRACT

Online transactions have been characterized by steady growth in recent years. This trend has not left aside developments in organizations in Kosovo. People who buy online are faced with technological equipment that often does not perform the right way as the customer requests or expects. The intranet connects the computer systems of an enterprise or organization based on the Internet technique especially in the TCP / IP protocol. Digital Marketing is a term for the marketing of targeted, measurable and interactive products and services using digital technology to reach and convert "leads" to customers. The main objective is to promote brands, build preference, and increase sales through various digital techniques. It is embodied by a wide selection of service, product and brand marketing tactics, which, as a core promotion medium, largely use the Internet.

Digital marketing activities are: search engine optimization (SEO), search engine marketing (SEM), content marketing, influencing marketing and e-commerce, social media marketing, e-mail marketing, display advertising, books electronics, video games and any other form of digital media. According to the Digital Marketing Institute, the Digital Marketing Institute, digital marketing is the use of digital channels to promote or sell products or services to consumers or businesses. The Digital Economy is the highest level of use of computers in a national economy. The higher the rate of use of computers in a more digitized economy and closer to the overall economic progress is that country.

Key Words: Marketing, Digital, Internet, Economics, Development, Online.

1. Digital Marketing Channels

Digital marketing is done through multiple channels. The main objective is to find channels that result in better brand communication and better return on investment (ROI)

1. Marketing through facilitators
2. Advertising through the show
3. Marketing via email
4. Demand Marketing
5. Social media
6. Social networking.

2. The Importance of the Study

From 2014 we have seen an increase of 15.57% from the value of 1.471 trillion to 1.701 trillion in 2015 in terms of online shopping. This growth is expected to continue reaching 2,143 trillion in 2017 globally (Stat. 2016b). Naturally, this increase in the online channel raises interest in the business spectrum, stimulating young entrepreneurs to enter and offer their products or services through this channel. Also, researchers or academics have shown interest in this channel by trying to understand the structure of functioning, trends, opportunities for improvement, etc. It is noteworthy that this growth has also come as a result of what many consumers have gone through from purchases to online physical stores (Verma, Sharma, and Sheth 2015). Referring to the case of Amazon, which owns 67% of the book sales market, we can see that development in online purchases has reached the threat of closing down many libraries that offer their services only to physical stores (Abbruzzese 2014). This situation is due to the benefits offered in online purchases, such as: ease of purchase [from home, tablet, phone or other equipment] (Rose, Hair, and Clark 2011), the wide range of products which are hardly found in physical stores or as the [the long tale] (Anderson 2006), the opportunity to buy from other people and not just companies (Bobalca 2015).¹

3. An Overview of Internet Marketing

Over the last few years, the letter "E" has been of great importance not only in the world of information and communication technologies (ICT), virtual businesses, internet research, but also in the economic sector. It has become an important component for a large number of search areas. Thus, we can mention as electronic marketing, e-business, electronic finance, e-commerce, electronic and distance learning, electronic and other markets. The revolution in information and communication technology (ICT) has changed not only our lives but also the way people do business. In recent years there is an increase in the number of operators using the Internet and other electronic media to realize their marketing efforts by giving priority to electronic marketing as a new philosophy and phenomenon. There are around 1.97 billion Internet users in the world

¹ ART SHALA, NDIKIMI I CILËSISË SË SHËRBIMIT NË KRIJIM TË BESNIKËRISË NDAJ MARKAVE: RASTE STUDIMORE NGA KOSOVA Universiteti I Tiranës 2016 faq:8

who account for 28.7% of the world's population. In general, the number of internet users is growing rapidly. This trend is also associated with increasing people's confidence in doing business online. Internet retail sales levels in Europe in 2010 marked an increase of 19.6% compared to 2009, which in total accounts for about 5.5% of all retail sales. This increase in sales levels may be an attribute of increasing consumer confidence and improvements in the security aspect of online markets.

Customers who make online purchases are more confident about the suggestions and ratings of friends and other internet users (consumer forums and discussion groups) than the advertisements of companies in other media. There is no doubt that the internet today represents one of the major challenges for the tourism sector, trade, banks and all sectors, and world wide web content is a very important element for millions of its users. Website evaluation has been the focus of many empirical studies. Despite the fact that research results vary according to different studies and scholars, most of them emphasize the presence of over one billion pages on the Internet. The web connection nature has become part of the market space and provides great communication opportunities as a result of size and rapid technological development. However, organizations today have a balanced view of the opportunities and constraints that the Internet offers.² Internet marketing, otherwise E-marketing or online marketing is the marketing of products or services via the internet. The Internet brings multiple and unique marketing benefits, including low cost and information distribution, and thus plays the role of a medium to the global audience. This kind of marketing brings together creative and technical aspects of the web, including design, development, advertising and sales. Electronic marketing methods include:

- Marketing of shows
- Marketing through e-mail
- Diversified Marketing
- Advertising
- Blog-marketing.³

Electronic marketing is the process of growth and promotion of an organization using online media. This does not mean that this form involves just building a web site or promoting it, often behind this site is hiding a really-intended organization. Strategies for this form of marketing include all aspects of online product advertising, e-mail marketing, direct sales etc. The Internet offers advertisers two ways of advertising. In addition to simple banner advertising, online advertising is also popular in key words, which allows advertisers to display the ad only when the seeker requires a definite notion. Advertisement by keyword is paid per click (PPC model), which means that the advertiser pays the location of the account only when the user clicks on that part. When a user seeks for a notion (one or several words), the seeker at a moment finds internet connections that correspond to the required notions. Online marketing offers us quick communication with the buyer, who can immediately order the required product. The potential

² Marketingu në internet dhe vlerësimi i shërbimeve elektronike O. Theodhori

³ Marketingu në internet dhe vlerësimi i shërbimeve elektronike O. Theodhori

buyer can at any time return to the advertisement and certify once again the services they provide or in relation to company information. Advertising on the internet is an advertisement that can be weighed on how much it has been productive because we can know exactly how many times advertisements are viewed, and whenever visitors visit the site through online advertising.

4. Computer Networks

- ⊙ Computer networks mean connecting two or more computers to each other.
- ⊙ The computer network enables communication between system users / IT systems.
- ⊙ Computers connected to the computer network function uniquely according to established communication standards, meaning "speak the same language"
- ⊙ A computer network is a group of autonomous computers connected with the help of a particular technology. Two computers are called interconnected if they are able to exchange information between them. The connection can be accomplished by means of electric cables, fiber optics, microwaves, infrared rays or satellites. Networks have different shapes and sizes.⁴



⁴ https://sq.wikipedia.org/wiki/Rrjeti_kompjuterik

⁵ <https://www.bing.com/images/search>

5. Categories of Computer Networks

By size

- Personal Area Network (PAN)
- Wireless PAN
- Local Area Network (LAN)
- Wireless LAN
- Home PNA
- Powerline communication (Home Plug)
- Metropolitan Area Network (MAN)
- Wireless MAN
- Wide Area Network (WAN)⁶

According to the relationship

- Client-server
- Multitier architecture

According to topology

- Bus network
- Star network
- Ring network
- Grid network
- Toroidal networks and hypercubes
- Tree and hypertree networks

According to the functions

- Storage area networks
- Server farms
- Process control networks
- Value-added network
- SOHO network
- Wireless community network⁷

6. E - Commerce

According to Bakos (1998), electronic and traditional markets are summarized in two main functions: to link buyers to sellers and to facilitate their frameworks in goods or services transactions. Srinivasan, Anderson, and Ponnnavolu (2002), point out that the advantages of

⁶ https://sq.wikipedia.org/wiki/Rrjeti_kompjuterik

⁷ https://sq.wikipedia.org/wiki/Rrjeti_kompjuterik

online sales compared to physical store sales include broad product lines, lower system costs, the ability to offer customers products on demand, and a great opportunity to enter the general public. E-commerce is defined as an information exchange between the organization and its external actors electronically mediated "(Chaffey 2007).⁸ An approximate indicator of the importance of e-commerce can be obtained from the rapid expansion that e-commerce has experienced over the last decade. Based on quarterly comScore report on Internet consumption, we can perceive the radical increase in online spending.⁹ According to Bakos (1998), the reasons for the success of e-commerce are in the successful dissemination of information technologies to provide a platform where there is increased efficiency and decline in transaction costs, which consequently leads to an increase in efficiency. Tassabehji and Ebrary (2003) claim that the benefits of the consumer using e-commerce are: 24 hours a day, ease in comparing bids from one supplier to another by means of a direct comparison of bid prices and a wide variety of products offered. For the latter, Anderson (2006) emphasizes the power that online retailers have in comparison to physical stores associated with the ability of consumers to access all products and the ability to purchase fewer products or services from a wide range.¹⁰

This feature is because the online platform can be easily used as a framework through which people from all over the world can sell rare or difficult products to find in physical stores. Scientific research by Rust and P.K (2003) on online services [e-services], which they set as supply of electronics in the electronic market, have made some major changes in the traditional e-commerce world; for former benefits-related issues are shifted from product-to-consumer benefits; from standardization to bid adjustment; from focus on focusing efficiency to pleasure. From the above changes, it is noted that the customer is positioned on the basis of these developments, as all thinking of having a client as a business point of business, such as in business or business-to-business markets, has proven to be a good strategy for further development. Customer Relationships are often considered as an important part of e-commerce, as by establishing a strong relationship with online consumers, companies show a deep understanding of their values, which will lead to a stronger bond in between brand and customer and will be as personal as and hard to reach from competitors (Ramsey 2008). Given the central importance and the growth that this channel has had, I think it is worth to measure the quality of the services offered on an e-commerce platform. Understanding the patterns of consumer behavior, according to the growth and expansion rate the internet channel is going through, is of crucial importance for creating a company and keeping a loyal customer base long-term, thus positively impacting the benefits.¹¹

⁸ Chaffey 2007).

⁹ ART SHALA, NDIKIMI I CILËSISË SË SHËRBIMIT NË KRIJIM TË BESNIKËRISË NDAJ MARKAVE: RASTE STUDIMORE NGA KOSOVA Universiteti I Tiranës 2016 faq:19

¹⁰ ART SHALA, NDIKIMI I CILËSISË SË SHËRBIMIT NË KRIJIM TË BESNIKËRISË NDAJ MARKAVE: RASTE STUDIMORE NGA KOSOVA Universiteti I Tiranës 2016 faq:19

¹¹ ART SHALA, NDIKIMI I CILËSISË SË SHËRBIMIT NË KRIJIM TË BESNIKËRISË NDAJ MARKAVE: RASTE STUDIMORE NGA KOSOVA Universiteti I Tiranës 2016 faq, 20

What are the industries that are benefiting from digital marketing?



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Every company needs a digital plan, but some sectors are more appropriate than others for this type of marketing.¹³ In our world of computers and mobile phones, relationships are built through digital marketing. The days of marketing plans have been made up of personal events and traditional media. Instead, crossing borders through e-mails and social networks is now critical for every attempt by companies.¹⁴ It's a fitness situation, and so far, most companies are gearing up for these new marketing channels. According to a study by Study Insights, 82 percent of businesses have a defined digital marketing plan, either in their marketing plan or in a split digital plan.¹⁵

As consumers, we have always been the target of these digital marketing efforts. Our inboxes are packed daily by businesses, and social media packed with photos and videos encouraging us to try the products and services of companies we follow or, based on advertising algorithms, the companies we would like to have, we followed. The message is clear.¹⁶

¹² <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

¹³ Ky studim i vitit 2014 nga Digital Training Academy

¹⁴ <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

¹⁵ Ky studim i vitit 2014 nga Digital Training Academy

¹⁶ Ky studim i vitit 2014 nga Digital Training Academy

But in the midst of this digital marketing bombardment, a big question arises, is it worth it? Are companies receiving full benefits in their digital marketing efforts? Are the followers looking, are consumers buying, and are their personal brands growing on the world market? Numbers say yes because most companies are having at least \$ 5 in revenue for every \$ 1 spent on digital marketing. Openly, the benefits of digital marketing are greater in some sectors than in some others. Here are five industries that are benefiting greatly from their digital marketing efforts.¹⁷

The Law

It may seem a surprise, but the law industry is having a lot of success in digital marketing. While it may not be a wholly strategic move, according to Green target's 2013 State of the Digital & Content Marketing Survey, only one of the four law firms had specific marketing strategies. But law firms are out of blogs. Legal representatives are intelligent individuals who are specialized in communication. Specifically, they are good at explaining how the law works and how to use the skills in the argument. In their fringe blog, LinkedIn, and prominent websites such as Medium and Huffington Post, these legal representatives are writing useful blog posts on specific legal topics. People find and read them, and these firms win clients as a result. It is a strategy that provides powerful benefits because, for these legal firms, they do not invest much financially, but still benefit greatly.¹⁸

Health

When you have questions about your health, what is the first thing you do? If you're like three-quarters of the internet users, 77 percent, you check online for more information, according to the Pew Research Center's Health Online 2013 survey. While doctors obviously are an important part of it, the truth is that they are not the first-place people go to have access to health information. For this reason, a good digital marketing for healthcare organizations and individual doctors is important.¹⁹ A good website, a solid presence in social media, easy reading graphics, and health information leave a good impression and bring patients.²⁰

Autos

Marketing has always been a major part of the automotive industry. Television, magazine and newspaper advertisements promising the best deals on the newest models have been standard for a long time. But recently, digital marketing has become one of the most important automotive industry channels to reach potential consumers. According to e-Marketer, advertising spending on traditional media from all major automotive companies is declining, while spending on digital ads is increasing every year. In fact, from 2014 to 2015, it rose almost 22 percent. An important

¹⁷ Ky studim i vitit 2014 nga Digital Training Academy

¹⁸ Ky studim i vitit 2014 nga Digital Training Academy

¹⁹ <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

²⁰ Ky studim i vitit 2014 nga Digital Training Academy

reason for this growth is that digital marketing allows these companies to regulate marketing experience for different demographics, thanks to personal information available through social media, an older person, for example, is engaged differently than a person new.²¹ Rather than waiting for viewers or readers of advertising, companies are bringing direct advertising to consumers.

Entertainment Industry

Social media has become the venue for entertaining companies to share all sorts of information, photos, short content, appearances behind the scenes, and even direct videos.²² More than that, though, is a place where these companies put ideas into the heads of followers, go see this movie, do not forget to shoot this show, tell your friends how much you liked this direct experience. With personal information available on social media, along with analytics to promote specific entertainment products for different demographics, the digital marketing benefit of these companies is greater than with the less-targeted traditional media. According to a recent explanation at Track Maven, this is all thanks to improved engagement with admirers, better market sharing, and marketing data to target specific demographics.²³

Food

People have a real emotional connection with the food they like, and they are loyal to their favorite products. Aware of this, food companies have responded effectively to social media campaigns, with many sensory traits and a high degree of customer engagement. "The food industry is no longer dependent on boring prescription cards or words in a book," said Mat Silitala, director of Avalaunch Media.²⁴ "Customers are now online, checking their social networks, and watching exciting videos that only show you in just a few seconds how to prepare almost anything you can imagine."²⁵ These efforts attract the user. They should feel that these companies are really interested in their food preferences, and the results are impressive.²⁶ (This 2014 study by Digital Training Academy looks at five digital marketing campaigns and shows how sales and movements have grown from each)

7. Digital-electronic money

- The concept of digital money is seen in that the value of a place instead of placed on a piece of paper or metal is remembered as a bare digit of digital media.

²¹ <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

²² <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

²³ Ky studim i vitit 2014 nga Digital Training Academy

²⁴ <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

²⁵ Ky studim i vitit 2014 nga Digital Training Academy

²⁶ <http://mesazhi.com/cilat-jane-industrite-qe-po-perfitojne-nga-marketingu-digjital>

- Digital money represents an entire system that enables a particular person to pay the merchandise or service by transferring or transferring certain numbers from one computer to another electronically.
- Digital money can be used for online purchases in which the consumer chooses the product for purchase through the computer, inserts his bank account number into the computer and orders the bank to electronically make payment for the particular product.
- In addition to the purchase of goods, services may also be paid for in digital-electronic money.²⁷



8. Supply Chain Management Technologies

- When extranets are configured to coordinate and manage the supply chain, EDI (Electronic Data Interchange) is often used. EDI is a generic term that refers to the structured exchange of data and documents between organizations using IT.
- E-Procurement - enables the electronic purchase of products respectively of services from any company through digital networks, thus resulting in the integration of innovative communication and information technologies in support of respectively the development of operational and strategic tasks in the field of supply.
- E-Shop - enables the electronic sale of products respectively services from any company through digital networks, thus resulting in the integration of innovative communication

²⁷ Doc.Dr. Fisnik Dalipi

and information technologies, in support of respectively the development of operational and strategic tasks in the sales sphere.

- E-Marketplace - enables electronic commerce with products or services through digital networks, thus resulting in the integration of innovative communication and information technologies, in support of respectively Bid and Demand development and interconnection.
- There are two other platforms that can describe the broader E-business circle, which does not equally emphasize the above mentioned three components, but specifically focus on Information and Communication.
- E-Community - enables electronic contact between persons respectively institutions through electronic networks, thus resulting in the integration of innovative communication and information technologies as well as support for exchange of data respectively of knowledge, as well as support for the preparation of relevant decisions that have to do with financial transactions.
- E-Company - enables electronic collaboration between enterprises through digital networks, thus resulting in the integration of innovative communicative and informational technologies for interconnecting the outputs/effects of particular enterprises towards the creation of a Virtual enterprise with a unified transaction offer differently.
- DO NOT FORGET - ERP (Enterprise Resource Planning) or enterprise resource planning systems. These systems represent complex software tools that serve to integrate standard functions (eg Production, Accounting, Human Resources) and all organization records.

9. Business Concepts for Creating Value for the Customer

The answer to the question "How can I generate Earnings / Profit in E-business?" Can be gained directly from an analysis of a business or business concept. The business to business concept describes the change or exchange of an effect, respectively the result (product or service) between the particular business partners from the point of view of content and also the appropriate compensation.

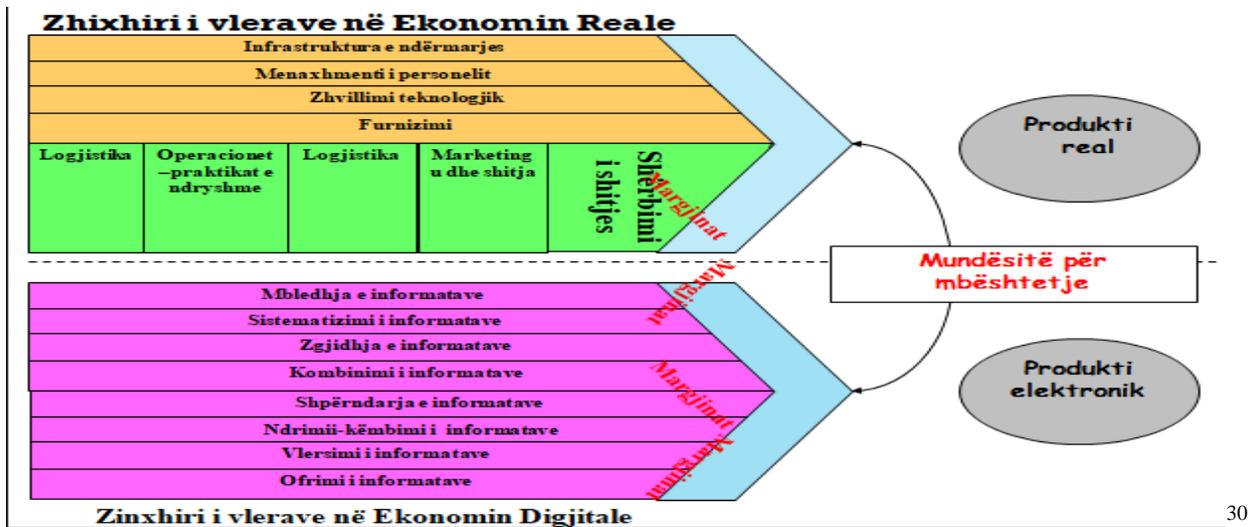
We distinguish four typical business concepts for E-business:

- Content - contains collection, selection, systematization, compilation and preparation of content on a platform within a network.

- Commerce - includes or involves the initiation and treatment of business transactions, respectively, through digital networks, which means that the traditional phases of transactions are electronically supported, supplemented or replaced.
- Context is to classify, systematize, and co-govern the information and results/effects present (found) on the nets. Thus, the aim is to achieve the goal of improving market transparency (complexity reduction), and Orientation (navigation) for users.
- Connection - this concept enables, respectively, the interaction of actors (participants) in the network. This merger can be accomplished at the communication level, the commercial level as well as the technological level.²⁸

10. Electronic Value Creation Chain (Value Chain)

- The value chain represents the total value that consists of individual electronic activities and the profit generated from these activities.
- Within the chain value chain -Value chain, activities that have a high relevance for value creation are identified.²⁹



²⁸ Doc.Dr. Fisnik Dalipi

²⁹ Doc.Dr. Fisnik Dalipi

11. Use of the Internet in Albania and Kosovo

Albania and Kosovo are considered as developed countries in terms of the use of information and computer equipment on the basis of several indicators. One of the most important is the Penetration Report on the Internet. This represents an equation where the number of users is calculated in relation to the population number. Although a country considered to be in the development phase, from the Internet World Stats report (2016),³¹ Albania appears to have 1.81 million users by November 30, 2015. Consequently, this number symbolizes an online penetration of 62.7%. Kosovo is in this report appear to have relatively higher penetration than Albania, with a total of 1.52 million users and with a penetration of 84.4%. As comparative values, countries in the region have the following values in terms of Internet penetration: Macedonia - 68.1%, Montenegro - 61.0%, Serbia - 66.2% and Greece - 63.2%. Whether Albania or Kosovo appear to have a relatively high level of penetration compared to the world average of 46.4%. Regarding the relationship with the developed economies of the world, the European Union has a penetration of 79.3%, while the United States has a penetration of 87.9%.

Based on the study published by the Association for Information and Communication Technology of Kosovo, there are various profiles of companies that provide information technology services. Organizations that deal with maintenance and repair of technological equipment represent 28% of the market; organizations that deal with software design and development represent 27%; organizations focusing on Internet service delivery represent 13.2% of the market; organizations dealing with training/certification and consultancy represent 15% of the market; organizations that deal with network management & systems 12%; while organizations dealing with production and assembly represent 5% of the market (Berisha and Ilazi 2013). The value of this entire segment amounts to 70 million euros billing per year. Analyzing this study, we see that the market of companies focused on information technology is considered to be relatively high. Organizations that are focused on selling online products or services represent 13.2% of the market, which respectively represents a market of around 9.3m euros annual billing. I consider that for a market segment of such size, it is worth analyzing in detail the possibility of offering quality services because it is one of the most important components for a long-term development of online business (Blut et al., 2015).³²

In 2013, a report published by STIKK (Association for Information and Communication Technology of Kosovo STIKK) regarding Internet penetration and use in Kosovo has resulted in some interesting data. The data we will present below is based on the report mentioned above.³³ In Kosovo, there are about 1.1 million Internet users. This figure is among the highest in the region and can also be compared with developed countries like Switzerland, Germany, Great Britain, etc.

³⁰ Doc.Dr. Fisnik Dalipi

³¹ InternetWorld Stats (2016)

³² ART SHALA, NDIKIMI I CILËSISË SË SHËRBIMIT NË KRIJIM TË BESNIKËRISË NDAJ MARKAVE: RASTE STUDIMORE NGA KOSOVA Universiteti I Tiranës 2016 faq- 21

³³ STIKK (Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës STIKK)

12. More Internet Users in Rural Areas

Another interesting fact is that in rural areas the use of the Internet is higher compared to urban areas. In rural areas, the use of the Internet is 77.7 per cent and in urban areas 75 per cent.

• One of the reasons for the high use of internet in rural areas is the need to communicate with family members who are in the diaspora. The following facts further support the above-mentioned argument:

- 80 percent of users use the Internet to communicate with Diaspora and friends.
- 65 percent of users use the Skype application.

Compared to fixed-line communication, the internet has made communication much cheaper and more convenient. Besides voice communication, other benefits from the internet are also the exchange of pictures, videos etc. In terms of web services, the most used by employees are email, LinkedIn, new web pages, search and survey web pages, etc. On the other hand, preferred services from the unemployed are Facebook, Instagram, Twitter, movies and online music, etc. 55% percent of mobile device users access the internet from their smart phones. In Kosovo there are over 600 thousand smartphone users where 48% percent of them are unemployed.

An interesting statistic: Based on the report mentioned above, in the online community, women in Kosovo are studying more and are more curious about their personality: When it comes to study and research, 60% of women use the Internet for this purpose. And 55 percent of women browse the internet from curiosity with 45 percent of males.³⁴

13. Conclusion and Recommendations

The marketing role is present in all types of enterprises by size, as well as by type of enterprise and type of activities it carries out. It is natural that the developed market economy has a primary position, while in other environments it becomes imperative for impractical implementation. The Internet is the largest market in the world and at a very small cost and with the maximum speed that for all business creates an opportunity to develop. From all that was said above during this paper we conclude that the interest in advertising our activities through the internet should be increased. With this kind of marketing we make the right choice.

The Internet enables us to advertise quickly worldwide, to anyone who is interested in our products or services. Online advertising is the best way to make our activity known, a new and extensive information tool that has been successfully applied for many years in all other countries of the world. Already this long-awaited reality found his confrontation in the eyes and minds of all forms. To advertise our online activity means to identify faster and more, meaning to be more successful than others, meaning to rank higher than others in the main search engines, meaning to we have a bigger traffic of visitors, summing it all in one single sentence; meaning that we have found the gateway that enables us to gain massive publicity. Stop foolishly

³⁴ STIKK (Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës STIKK)

expensive advertising on TV and Radio, now we have the opportunity to pay cheaper and achieve a faster success.

The Internet is increasingly becoming the main street of any activity and business in the world, Kosovan companies should definitely become part of this broader community, to be included in the new era of virtualization and contemporary technology. Now it is no longer difficult to open a business and advertise it with as little expense and as profitable as possible. Through it, we can buy, sell, trade and compete with other firms. The newest and most honest form for a safer and more successful business is undoubtedly today Electronic-Digital Marketing

Informatization of enterprises has become imperative of time with the aim of achieving positive results in economic activity. In this regard, serious projects need to be initiated for the construction of the computerization network of state, central and local administration bodies as well as corporations representing the public interest. This would also initiate the state-building process, which is in essence the goal of all developed and developing countries. Internet connection also constitutes a qualitative indicator for the degree of computerization of enterprises.

According to the latest statistics and data in Kosovo, Kosovar businesses have a good degree of access to the Internet and computerization of enterprises, and the use of digital marketing has very positive trends and their effects are producing results in businesses of the Republic of Kosovo.

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