

Chapter 3

Enterprise Information Systems and Digital Marketing: Advanced Issues and Implications

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ABSTRACT

With the support of modern technologies, enterprise information systems (EISs) and digital marketing are the significant approaches in modern business and can lead to the establishment of a consolidated business system toward improving the business performance. EISs and digital marketing are related to enterprise resource planning (ERP), electronic commerce (e-commerce), cloud computing, and social media platforms. EISs and digital marketing help modern businesses gain the rapid access to the mass market at an affordable price, increase business profit, and attract new customers in a timely and effective manner. EISs and digital marketing allow managers and executives to establish their profitable strategies and to find various business opportunities in the competitive business environments.

INTRODUCTION

With global operations in place, there is a requirement for suitable enterprise information systems (EISs), such as enterprise resource planning (ERP) and electronic commerce (e-commerce) for the integration of extended enterprises along the supply chain in order to gain the flexibility and responsiveness (Tavana, 2012). ERP includes the advanced software system that can organize the resource requirements

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of an enterprise (Kasemsap, 2015a). Concerning EISs, e-commerce involves the procedure of purchasing and selling products and services through computerized systems (Kasemsap, 2016a). Business managers are a powerful source of influence toward shaping the post-adoption attitudes and behaviors of users and the success of EISs (Rezvani, Dong, & Khosravi, 2017).

The continual development of EISs is essential for organizational advancement (Cruz-Cunha & Varajao, 2011). As information technology (IT) is applied in the modern enterprise management (e.g., financing, marketing, and ERP), the high availability of EISs is more important (Fan, Tiejun, & Liuyi, 2012). EISs change the way organizations execute their business information (Sun & Mouakket, 2015) and improve the automated information exchange in networked enterprise scenarios (Agostinho et al., 2016). The application of EISs offers a high level of customization of delivered services and data (El Kadiri et al., 2016). The key to successful implementation of EISs lies in achieving an alignment among strategy, technology, organization, and people, and also in achieving commitment to the new technologies (Kidd, 2011).

Digital marketing is a proliferating field that has opened new challenges for marketers (Jain, Ahuja, & Medury, 2015) since they can be performed through the Internet (Şengül & Eren, 2017). The platforms of digital marketing are focused on being highly interactive toward providing many unique ways to create and distribute the marketing contents (Rathore & Panwar, 2016). The development of web technologies has enhanced the availability of online business opportunities for entrepreneurs (Capatina & Rancati, 2017). From a customer perspective, the Internet has given power to get up-to-date information, to compare products and services more easily, and to get in touch with marketers (Merisavo, 2009).

To achieve effective digital marketing, integrating information and communication technology (ICT) in marketing functions requires marketers to take an active managerial role far beyond their traditional areas of marketing competence (Millman & El-Gohary, 2013). As ICT rapidly develops, a new enterprise model must be created to face the digital enterprise requirement (Weichhart, Molina, Chen, Whitman, & Vernadat, 2016). To survive in today's competitive business environment, marketing professionals must look to develop the innovative methods of reaching their customers and stakeholders (Hajli, 2015). Thus, it is imperative that organizations have a presence in the Internet spaces that their customers and potential customers are exploring on a daily basis (Dickey & Lewis, 2012).

This chapter is based on a literature review of EISs and digital marketing. The extensive literature of EISs and digital marketing provides a contribution to practitioners and researchers by explaining their advanced issues and implications in global business.

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