Chapter 1

Building a Sustainable Digital Brand Ecosystem

Wisdom Leaf Press
Pages number, 1–6

https://journals.icapsr.com/index.php/wlp
DOI: 10.55938/wlp.v1i4.138

Devendra Singh and Jasvinder Kaur

Abstract

Digital media, expanding customer choices, and greater awareness of audience segments have all had a substantial impact on advertising planning and buying processes during the past 40 years. Targeting, evaluation, automation, and data-driven decision-making have all experienced technological advancements. According to the studies, media strategy must evolve from simply obtaining exposure to promoting engagement through meaningful interactions with customers. The research intends to strengthen the brand's ecological operation system, adapt to economic growth, fulfill the needs of consumers, achieve new demand, and establish an approach that balances people's decent living requirements with comprehensive growth. This article analyzes the new entrepreneurial model and digital brand positioning techniques for virtual firms, with a focus on Google, YouTube, Instagram, and Facebook. The objective is to clarify the theoretical approach while offering solutions for future field investigations, guaranteeing that internet entrepreneurs successfully navigate prospects. The intention of this research effort is to assess the current state of e-Commerce and customer attitudes toward Extended Reality (XR) Commerce, with an emphasis on consumer requirements when adopting digital ecosystems. It becomes essential for brand makers and merchants to understand if e-Commerce has attained its full potential and how customers respond to XR in this type of environment. This article outlines an in-depth overview of an enterprise's digital ecosystem, encompassing its components as well as internal and external surroundings. It highlights the significance of taking risks into account at all levels of the ecosystem, proposing a digital ecosystem risk matrix for safeguarding and maintaining economic potential.

Keywords

Digital Ecosystems, Digital Business Ecosystems (Dbes), Business Ecosystem, Digital Media, Ecommerce, Internet Entrepreneurship

[1]Uttaranchal Institute of technology, Uttaranchal University, Dehradun, Uttarakhand, India. devendrasingh0503@gmail.com
[2]JBIT institute of technology, Dehradun, India, Jasvinddn@gmail.com

Corresponding Author:
Email-id: Jasvinddn@gmail.com

1. Introduction

In the 21st century, the rapid transmission of information and the expanding relevance of information technology have revolutionized business processes, resulting in the development of virtual organizations. Internet entrepreneurship empowers entrepreneurs with inexpensive initial capital requirements, operational expenditures, and extensive market access. As a result, businesses must diversify their brand positioning strategies in order to respond to the evolving marketplace [1]. Digital globalization has attracted consideration, but its social implications have been underestimated. This gap between digitalization and corporate social responsibility research provides an opportunity to investigate organizational variations between multinational firms and multinational platforms, as well as how the social responsibility of digital platforms is distinct [2]. The retail business is confronting challenges from e-commerce, digital platforms, and digital transformation, forcing retailers to digitalize and reframe their value proposition in a digitalized world wherein quality is delivered by multiple entities [3]. Global market trends are impacted by increased competition, technological improvements, and consumer behavior. Research into digitally integrated channels of delivery and complex global systems is critical. Recognizing significant advantages and supply chain growth patterns is crucial for maintaining balance and creating value, with the notion of a digital ecosystem now incorporated into scientific thinking [4]. Digital ecosystems are novel ways of working and delivering products and services to clients, supporting market transitions from progressively controlled to non-hierarchically managed interactions. They are made possible by transparency, versatility, and quality, as they demonstrate the key stages and activities for enterprises' digital transformation operations [5]. In today's digital age, startups have to establish a corporate brand strategy that differs from conventional approaches. Entrepreneurs and managers need to possess an in-depth understanding of how to effectively transition from digital startups to corporate brands[6]. The majority of ecosystem research concentrates on large firms, with minimal research on Small and Medium-sized Enterprises (SMEs). Understanding SMEs' learning processes is essential for promoting creativity, predicting consumer preferences, and introducing product innovation. However, excessive dependence on external partners may have unexpected repercussions [7]. The emergence of the Internet and platform economics has resulted in the ecological evolution of brand formation. The analysis explores the elements and influencing aspects of the ecological operation system, with an emphasis on the meaning of the Internet brand ecological system, as well as the deductive path and model of brand ecosystem creativity [8]. The digital ecosystem plays an essential part in engagement practice because action and technology co-constitute and evolve in recursive cycles. Consumers engage through physical devices, digital haptics, and platforms, resulting in new engagement practices that include discovering, appropriating, and developing through digital relevance [9].

2. Sustainable Digital Brand Ecosystem

E-commerce growth reached ten years in 2020, but Covid-19 disrupted customer habits, resulting in store closures within five years. Consumers have increasing expectations for online purchasing and customization. Generation Z members are even enjoying virtual life with their peers, accelerating the development of innovative virtual experiences [10]. E-commerce has impacted traditional retail enterprises, resulting in an evolution to digital platforms. However, experts are still investigating the impact of digitalization on external relationships, demonstrating that digitization does not render physical experiences and human bonds obsolete. While scholars are researching the implications of digitalization on business model features, this is an important field of exploration [11].

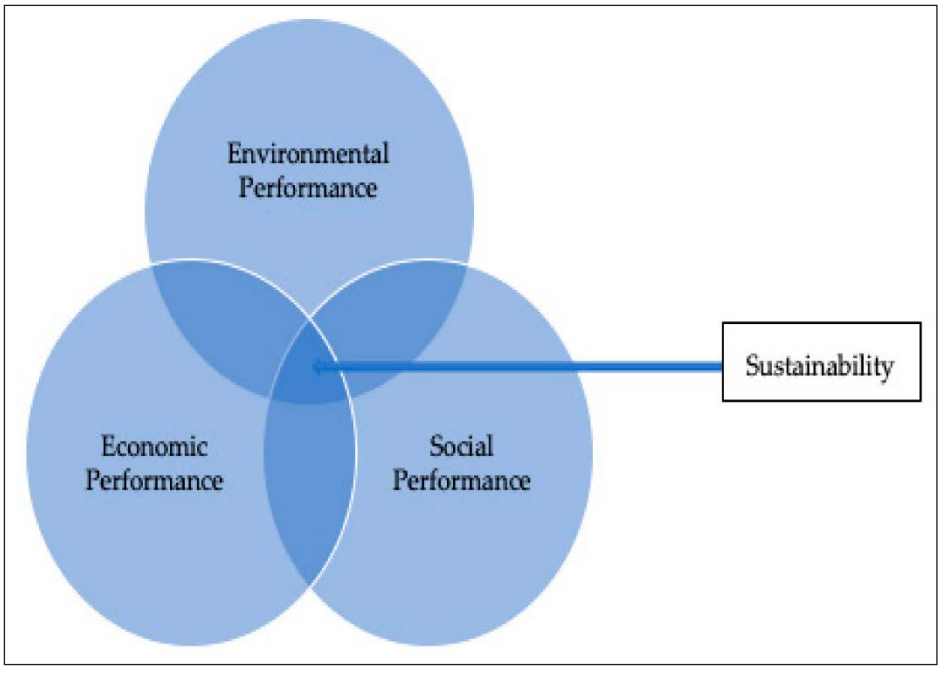

Figure 1: Digital ecosystem

Technological advancement has influenced organizational collaboration and competition, resulting in the emergence of digital business ecosystems (DBEs). These networks are made up of individuals, groups, and technologies that work together to generate value. However, there has been little critical assessment and synthesis of the knowledge offered since DBE's inception more than a decade ago [12]. In figure 1 it shows that Digitalization has influenced how companies collaborate and compete, which has resulted in the development of new value-creation networks like the DBE. Researchers are investigating into DBEs in manufacturing from an array of perspectives, which offers an opportunity as well as challenges depending on the commercial environment [13]. The changing business landscapes urge organizations to collaborate and combine their expertise to stay competitive. Organizations establish partnerships and collaborate via the The internet's dynamic nature frequently results in the establishment of flexible and fast-paced DBEs that require current data for optimal management. Modeling assists improved visual analysis, understanding, and management of DBEs by providing multiple perspectives and exploring possibilities during development and management [14]. DBE is a technology-driven paradigm for developing and evaluating innovative business models for an extensive spectrum of organizations and customers. It encourages variability, cooperation, coevolution, and self-organization, facilitating activities in an array of economic sectors and interests. However, its complexity owing to connected interactions makes it challenging to conceptualize and supervise [15]. The term Business Ecosystem (BE) is frequently employed interchangeably with innovation and digital ecosystems, making it difficult to distinguish, consolidate, and expand knowledge in business and academia. Keywords Network analysis indicates areas that share information with ideas that include Smart City, DBE, and Helix communication [16]. Digitalization has contributed in an entirely novel revolution in technology, attracting digital entrepreneurs who employ technologies including the Internet, mobile devices, digital

media, cloud computing, big data, and robotics. These entrepreneurs are critical to economic development and innovation, typically ranking the highest in several nations, demonstrating the potential of digitalization for stimulating economic advancement [17]. The expanding digital data era empowers organizations to analyze consumer patterns and market dynamics, allowing novel business management approaches. Firms leverage this to assess evolving customer requirements and internal business operations, resulting in a straight path from Industry 4.0 to the greater digital ecosystem as an economic organization framework [18]. Digital media has created an enormous influence on consumer purchasing decisions and advertising campaigns, resulting in a better knowledge of target populations. Technology has transformed marketing and measurement, automating operations through programmatic advertising, and establishing a computational approach based on algorithmic, data-driven choices [19]. The establishment of global digital ecosystems that include Google, Apple, Amazon, Facebook, and Uber has been having a tremendous influence on the economy, employment and utilization, challenging established concepts and leading towards novel understandings of digital ecosystems [20]. Marketing experts are conscious of the transformations in the marketing environment triggered by digital intermediation (dis), digital transaction disintermediation, and the emergence of ecommerce direct-to-consumer approaches. Collaboration drives digital marketing intermediation and direct-to-consumer brand-building models, however digital marketing disintermediation is strongly associated with C2C platforms [21].

3. Methodology

It takes a technique that integrates technology, transparency, and long-term value creation to build a sustainable digital brand ecosystem. Start by integrating sustainability objectives and brand values into the digital strategy. Monitor client preferences, supply chain effectiveness, and environmental impact using AI and big data. Create a consistent user experience and messaging by building a unified online presence across platforms. For transparency in procedures like sourcing and product lifecycle monitoring, make use of blockchain and the Internet of Things. Assure digital growth and long-lasting influence by consistently including stakeholders through interactive platforms, getting their input, and adjusting strategy based on AI-driven insights.

4. Recommendations

Based on our thorough review of the literature available on digital brand ecosystem being globally followed, we propose following recommendations for strengthening future sustainable digital branding ecosystem.

- Brand experiences should be customized and virtually enhanced, with suitable methods addressed to ensure that the right consumers receive optimal digital experiences.
- As the internet and technological advances transform consumer communication, businesses need to update their strategies and management, embracing virtual organizations as a form of market cooperation to ensure sustainability.
- Collaboration between a central corporation and members of the industry community may strengthen acceptance of a new digital platform, encouraging manufacturing technology leaders to adapt to digital business ecosystems.
- Businesses must prioritize capability-level competition above product-level competition for long-term success. Experimentation, trial & error, and self-directed learning are all necessary for developing ability and investing in specific objectives.

- The digital ecosystem is critical for analyzing and forecasting customer preferences, which promotes product innovation and learning for managers.
- By leveraging reviews and reputations for gathering customer data, digital platforms minimize transaction risk and desirability while also limiting expenditures. These benefits, however, are only available to trustworthy brands that have significant network externalities.
- E-commerce has enabled merchants to incorporate digital solutions into their business models, allowing for greater customer service, market penetration, and expansion into new markets, all of which benefit their entire business operations.

Conclusion

The Internet has triggered social and organizational transformation, modifying outdated procedures and encouraging enterprises to be online in order to maintain market share. This movement has both pros and cons. Internet entrepreneurs operate differently than traditional businesses, cooperating with others to build virtual organizations. They can't reach customers in a single method, therefore they collaborate to deliver satisfaction through virtual interactions. Digital business ecosystems (DBEs) are innovative value creation networks that extend traditional business ecosystems, with digital platforms playing a critical role. The article provides a detailed assessment of the prerequisites, challenges, and advantages of DBEs for the manufacturing industry, highlighting their potential for significant impact. Marketing researchers are aware of developments in the marketing environment as a result of digital intermediation. This article examines studies on digital intermediation and its influence on both incumbent and new corporate branding. Digital transaction intermediation, intimately linked to ecommerce merchants including Amazon, Alibaba, and Just Dial.com, has significant implications for brand formation and has resulted in powerful brands. The study emphasizes the significance of public interactions in digital business model innovation, advising managers towards totally virtualizing relationships with conventional partners and consumers. Physical contacts and human ties are more important, however. Building trust with digital agencies, as well as interacting with representatives on a regular basis, could be helpful in digital service management. The study explores at how SMEs learn in the digital business ecosystem, with an emphasis on the development of three essential innovation capabilities: attentive variation alert detection, external resource exploitation, and market adaptation through recursive feedback.

ORCID iDs

Devendra Singh https://orcid.org/0000-0002-4062-0576
Jasvinder Kaur https://orcid.org/0000-0002-4214-5972

References

1. Bahcecik Y. S., Akay S. S., Akdemir A. (2019). A review of digital brand positioning strategies of Internet entrepreneurship in the context of virtual organizations: Facebook, Instagram and YouTube samples. *Procedia Computer Science*, *158*, 513–522.
2. Yi J., Li J., Chen L. (2023). Ecosystem social responsibility in international digital commerce. *Journal of International Business Studies*, *54*(1), 24.
3. Böttcher T. P., Rickling L., Gmelch K., Weking J., Krcmar H. (2021). Towards the digital self-renewal of retail: The generic ecosystem of the retail industry. In *Innovation Through Information Systems: Volume I: A Collection of Latest Research on Domain Issues* (pp. 140–146). Springer International Publishing.

4. Krasyuk I., Krimov S., Kolgan M., Medvedeva Y., Khukhlaev D. (2020, September). Conceptual framework for creating a digital business ecosystem based on marketing. In *IOP Conference Series: Materials Science and Engineering* (*Vol. 940*, No. 1,. 012055). IOP Publishing. p
5. Yordanova S., Toshkov K., Stefanova K. (2020). Digital Ecosystem Design Approaches. *ICAICTSEE–2020*, *313*.
6. Mingione M., Abratt R. (2020). Building a corporate brand in the digital age: imperatives for transforming born-digital startups into successful corporate brands. *Journal of Marketing Management*, *36*(11-12), 981–1008.
7. Priyono A., Hidayat A. (2024). Fostering innovation through learning from digital business ecosystem: A dynamic capability perspective. *Journal of Open Innovation: Technology, Market, and Complexity*, *10*(1), 100196.
8. Li C. (2020, May). Construction and perfection of Internet Brand ecosystem. In *Proceedings of the 2020 the 4th International Conference on Information System and Data Mining* (pp. 123–127)
9. Morgan-Thomas A., Dessart L., Veloutsou C. (2020). Digital ecosystem and consumer engagement: A socio-technical perspective. *Journal of Business Research*, *121*, 713–723.
10. Harrisson-Boudreau J. P., Bellemare J. (2022). Going above and beyond ecommerce in the future highly virtualized world and increasingly digital ecosystem. In *Towards Sustainable Customization: Bridging Smart Products and Manufacturing Systems: Proceedings of the 8th Changeable, Agile, Reconfigurable and Virtual Production Conference (CARV2021) and the 10th World Mass Customization & Personalization Conference (MCPC2021), Aalborg*, Denmark, October/November 2021 8 (pp. 789–797). Springer International Publishing.
11. Palmié M., Miehé L., Oghazi P., Parida V., Wincent J. (2022). The evolution of the digital service ecosystem and digital business model innovation in retail: The emergence of meta-ecosystems and the value of physical interactions. *Technological Forecasting and Social Change*, *177*, 121496.
12. Senyo P. K., Liu K., Effah J. (2019). Digital business ecosystem: Literature review and a framework for future research. *International journal of information management*, *47*, 52–64.
13. Suuronen S., Ukko J., Eskola R., Semken R. S., Rantanen H. (2022). A systematic literature review for digital business ecosystems in the manufacturing industry: Prerequisites, challenges, and benefits. *CIRP Journal of Manufacturing Science and Technology*, *37*, 414–426.
14. Tsai C. H., Zdravkovic J., Stirna J. (2022). Modeling digital business ecosystems: a systematic literature review. *Complex Systems Informatics and Modeling Quarterly*,, 1–30. (30)
15. Tsai C. H., Zdravkovic J., Söder F. (2023). A method for digital business ecosystem design: situational method engineering in an action research project. *Software and Systems Modeling*, *22*(2), 573–598.
16. Gupta R., Mejia C., Kajikawa Y. (2019). Business, innovation and digital ecosystems landscape survey and knowledge cross sharing. *Technological Forecasting and Social Change*, *147*, 100–109.
17. Purbasari R., Munajat E., Fauzan F. (2023). Digital innovation ecosystem on digital entrepreneur: Social network analysis approach. *International Journal of E-Entrepreneurship and Innovation (IJEEI)*, *13*(1), 1–21.
18. Osiyevskyy O., Umantsiv Y., Biliavska Y. (2023). Digital Ecosystem: A Mechanism of Economic Organization of Enterprises of the Future. *Rutgers Business Review*, *8*(2), 175–194.
19. Araujo T., Copulsky J. R., Hayes J. L., Kim S. J., Srivastava J. (2020). From purchasing exposure to fostering engagement: Brand–consumer experiences in the emerging computational advertising landscape. *Journal of Advertising*, *49*(4), 428–445.
20. Dulsrud A., Bygstad B. (2022). Digital ecosystems as social institutions: Exploring the role of consumption through four research streams of digital ecosystems. *Consumption and Society*, *1*(1), 99–119.
21. Gielens K., Steenkamp J. B. E. (2019). Branding in the era of digital (dis) intermediation. *International Journal of Research in Marketing*, *36*(3), 367–384.