

DIGITALISATION OF MARKETING ACTIVITIES AND ITS REGULATORY AND LEGAL SUPPORT IN THE CONTEXT OF ECONOMIC SECURITY OF ENTERPRISES

Vitalii Nianko*, PhD in Economics, Associate Professor
Zinaida Andrushkevych**, PhD in Economics, Associate Professor
Khmelnyskyi National University
Valeriia Nianko***, Student
Leonid Yuzkov Khmelnytskyi University of Management and Law

* ORCID 0000-0001-8674-506X

** ORCID 0000-0002-2294-3785

*** ORCID 0000-0001-8821-4342

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Introduction. The digitalisation of the economy transforms business processes, including marketing activities, creating new business opportunities and challenges. Integrating digital technologies into marketing allows for process optimisation, personalised customer communication, and expansion of sales channels. However, these changes are accompanied by significant risks, including cyber threats, data leaks, dependence on third-party platforms, and ethical challenges. The lack of adequate regulatory support for digital technologies in marketing complicates risk management and weakens the economic security of enterprises. Solving these problems is a key task for both science and marketing management practice.

Analysis of recent research and publications. The relevance of ensuring the economic security of enterprises in the context of digitalisation is attracting considerable attention from scientists. Researchers in the field of implementation of digital technologies in marketing processes, in particular, Andrushkevych Z., Nyanko V. [1], Krymska A., Balyk U., Klimova I. [14] and Chuyko M. [18] focus on personalisation of content, automation of marketing processes and integration of the latest technologies into marketing strategies of companies. Researchers such as Zakryzhevskaya I., Nianko V., and Polishchuk Y. [12] also use blockchain technologies to increase the transparency of marketing activities and fight against greenwashing. At the same time, social networks and online platforms are seen as key tools for strengthening the brand, maintaining customer interaction and increasing customer loyalty, which is an important factor in the long-term competitiveness of enterprises.

The area of research on the economic security of enterprises and digital marketing risks is studied in the works of Dyachkov D., Burik V. [3], Tchaikovsky I., Tkach T., Tchaikovsky M. [16], Stender S., Froter O., Snitko Y. [15] and covers challenges related to data privacy, cyberattack threats and information security of enterprises in the digital space.

In the area of regulatory and legal regulation of the digital economy and marketing activities, the study is based on the analysis of the current legislation of Ukraine on personal data protection, e-commerce and digital communications. In particular, it is about: The Law of Ukraine 'On Personal Data Protection' (No. 2297-VI), the Law of Ukraine 'On Electronic Commerce' (No. 675-VIII), the Law of Ukraine 'On Digital Content and Digital Services' (No. 3321-IX), the Law of Ukraine 'On

Advertising' (No. 270/96-BP), as well as other regulations and laws of Ukraine on advertising, digital content and electronic services [5–11], as well as the requirements of international standards, in particular the 'General Data Protection Regulation (GDPR)' [4].

Objectives of the article. The purpose of the article is to study the impact of digitalisation of marketing activities on the economic security of enterprises, to analyse the existing regulatory framework for the use of digital technologies in marketing, and to identify the key risks and opportunities associated with the integration of modern digital tools into marketing strategies. The study aims to identify cybersecurity threats and legal and ethical aspects of digital marketing and develop recommendations for improving the mechanisms for regulating and managing digital marketing technologies to ensure enterprises' economic sustainability and competitiveness.

The main material of the study. In today's environment, the economic security of an enterprise is a complex and multifaceted concept that covers various aspects of a company's activities. In marketing, economic security aims to create a stable environment for promoting products and services, minimise the risks associated with digital tools, and ensure long-term development. One of the key elements of economic security in marketing is information protection. This includes ensuring customer data's confidentiality, preventing commercial information leakage, and controlling access to marketing databases. In addition, the ethical component of economic security includes compliance with regulations prohibiting deception or manipulation in advertising and creating transparent and fair conditions for consumers. Legal security involves regulating all processes within the framework of the current legislation, including ensuring that contracts, agreements and advertising campaigns comply with legal norms. The reputational component aims to protect the company's image, prevent crises and ensure customer confidence in the brand.

Digitalising marketing processes, a significant marketing innovation, transforms how businesses interact with the market, opening up new opportunities for cost optimisation, improved targeting and personalised communication. For example, introducing CRM systems, big data analytics, or artificial intelligence allows for more efficient marketing management. However, such innovations increase the vulnerability of businesses to cyber threats, fraud, information leaks, and dependence on third-party platforms, including social media. These risks can negatively affect the economic security of an enterprise, so it is necessary to strengthen cybersecurity measures, implement multi-factor authentication, and conduct regular audits of security systems and use data encryption.

Along with the global trend towards digitalisation, an increasing number of business processes are also moving into the virtual realm, into the system of digital relations and communications. The marketing tools of enterprises, organisations and institutions were among the first to enter the digital realm. This is not surprising since the predominant part of marketing policy is occupied by relations concerning the communication of business entities with consumers of their products (goods, works, and services), contractors, competitors, various representatives of certain external environment actors and accordingly, the internal market system [15].

The impact of the digital transformation of marketing on the economic security of an enterprise in terms of aspects of digitalisation and specification is detailed in Table 1.

Digitalising marketing processes opens up new opportunities for enterprises to optimise their operations, personalise communication with consumers and strengthen their competitive advantages. At the same time, however, the risks associated with introducing the latest digital tools, such as marketing automation, big data analytics, social media, and innovative technologies, such as virtual meats and augmented reality, are growing.

Marketing automation, which involves using CRM systems, contextual advertising platforms and other tools, significantly increases the efficiency of marketing processes. However, this comes with the problem of protecting customer data, which can be subject to unauthorised access or leakage. To minimise risks, it is necessary to implement modern encryption technologies, restrict access to data and regularly update security systems.

Big data analytics allows companies to obtain important information about customer behaviour, which is the basis for personalising offers. However, collecting and processing large amounts of data increases the likelihood of a privacy breach, especially in the absence of transparent policies on using personal information. It is important to comply with international standards such as the GDPR, conduct regular data audits, and ensure transparency in customer interactions.

Social media and digital platforms have become key channels for brand promotion and audience engagement. However, dependence on platform policies, unfair advertising, and the possibility of information leaks put brands' reputations at risk. To avoid these risks, companies should regularly monitor social media activity, train staff in the ethical use of platforms and ensure data protection.

Table 1

The impact of digital marketing transformation on the economic security of the enterprise

Aspects of digitalisation	Description	Risks	Risk minimisation measures
Marketing automation	Using automation platforms, such as CRM systems and contextual advertising, allows you to optimise processes and increase efficiency	Unauthorised access to customer data, information leaks	Implementation of multi-level encryption, access control, regular updating of security systems
Big data analytics	Collect and analyse customer data to personalise marketing campaigns and make informed decisions	Breach of confidentiality, use of personal data without consent	GDPR compliance, data auditing, increased transparency regarding the use of customer information
Social media and platforms	Social networks as a key tool for quickly reaching an audience, interacting with customers, and promoting a brand	Social networks as a key tool for quickly reaching an audience, interacting with customers, and promoting a brand	Social media monitoring, staff training on ethical use of platforms, information protection
Cyber threats	Risks of hacker attacks, phishing, and fraud due to increased use of digital tools	Data loss, system compromise, financial losses	Use of multi-factor authentication, antivirus programs, regular cybersecurity audits
Integration of modern digital technologies	Integration of modern digital technologies, such as virtual meta worlds, augmented reality (AR), and artificial intelligence, to create unique customer experiences	Lack of legal framework, risks associated with technology shortcomings, misuse of personal data	Development of regulatory framework, creation of standards for ethical use of new technologies, training of employees

Source: compiled by the authors based on materials [1–18]

Cyber threats are another significant risk to digital marketing activities. Hacker attacks, fraud, and system compromise can cause significant financial and reputational losses. To mitigate risks, it is important to implement multi-factor authentication, use up-to-date anti-virus software, and conduct regular security checks.

Integrating modern digital technologies, such as virtual metaverse, augmented reality and artificial intelligence, creates unique opportunities for marketing campaigns. For example, interactive environments in virtual worlds help to engage consumers and increase their loyalty. However, these innovations are accompanied by a lack of a clear legal and regulatory framework, which makes them difficult to regulate. Developing standards for using such technologies, staff training, and ethical practices can be important steps to minimise risks.

Thus, the digitalisation of the economy and the introduction of marketing innovations, including digital marketing tools, are significantly transforming the marketing activities of enterprises. These changes create new opportunities and challenges for economic and information security. A comprehensive approach to risk management, including implementing technical solutions, compliance with legal regulations and raising employee awareness, allows businesses to operate successfully in the digital economy and remain competitive.

Implementing marketing strategies in the digital economy is impossible without effective legal and regulatory frameworks defining businesses' basic rules and standards. In Ukraine, the use of digital technologies in marketing activities is regulated at the legislative level, in particular:

1. The Law of Ukraine 'On Personal Data Protection' [8] is the basis for regulating personal data processing, storage and use. It sets out clear requirements for companies to obtain consent from data subjects, explain the purposes and methods of processing information, and ensure its security. For example, companies that use CRM systems or automated marketing tools are required to comply with privacy rules. This includes restricting access to personal data, using encryption, and regularly auditing databases. The law also provides for the right of data subjects to access, correct or delete their information, which strengthens the control of citizens over their personal data.

2. The Law of Ukraine 'On Electronic Communications' [6] establishes the legal framework for developing electronic communications services and networks in Ukraine. It defines the rights and obligations of providers and users of such services, establishes requirements for the quality and security of electronic communications, and regulates access to infrastructure. This law is key to ensuring the reliable and uninterrupted functioning of digital platforms used in marketing activities, as it guarantees the stability and security of electronic communication networks, which are the basis for implementing digital marketing strategies.

3. The Law of Ukraine, 'On Digital Content and Digital Services' [11], regulates the relationship between performers and consumers in the provision of digital content and digital services. This law defines the legal basis for concluding contracts for the supply of digital content and services, establishes criteria for their compliance, and provides mechanisms for protecting consumer rights in case of non-compliance of the provided content or services with the terms of the contract. The adoption of this law contributes to the harmonisation of Ukrainian legislation with European standards, particularly with EU Directive 2019/770. In the context of digital marketing, this law ensures transparency and compliance of digital services provided, which is an important aspect of the economic security of enterprises.

4. The Law of Ukraine 'On Advertising' [10] regulates activities in the field of advertising, establishing ethical and legal standards for consumer protection. The law prohibits unfair advertising, including manipulation, deception or misleading consumers. This is particularly important in digital marketing, where advertising is often targeted at specific audiences through social media or contextual systems. The Law also provides for liability for the distribution of advertising that infringes intellectual property rights or restricts competition, which is critical in the fight against unfair practices.

5. The Law of Ukraine 'On Electronic Commerce' [7] creates a legal framework for electronic transactions, payments and regulation of relations between sellers and buyers in the online environment. It provides consumers with clear information about goods or services sold online, including their characteristics, prices, and delivery and return conditions. This promotes transparency in the relationship between businesses and customers. In marketing, this law is important for regulating advertising campaigns in electronic channels, which are often integrated with e-commerce platforms.

6. The Law of Ukraine 'On Copyright and Related Rights' [5] regulates the enforcement of intellectual property rights, particularly in digital marketing. It defines the legal basis for acquiring, exercising, and protecting personal non-property and property copyright and related rights. In the context of digital marketing, this means that the creation and use of advertising content, such as graphics, videos, texts or music, must comply with the requirements of this law. In particular, the unauthorised copying or distribution of such materials is prohibited, which is particularly relevant for social media campaigns or when using content on electronic platforms.

7. The Law of Ukraine 'On Protection of Consumer Rights' [9] provides legal mechanisms for protecting the interests of consumers and sets requirements for the provision of goods and services in the digital environment. It regulates the responsibility of enterprises for the accuracy of marketing information, product quality guarantees, and mechanisms for resolving consumer disputes. In the area of digital marketing, the law sets out rules on the truthfulness of advertising messages and the obligation of businesses to provide consumers with comprehensive information about goods and services. It regulates the mechanisms for returning goods purchased online. For businesses, compliance with this law is critical to preserve their reputation and ensure economic security, as violations of consumer rights can lead to fines, lawsuits and loss of customer confidence. Given the importance of transparent communication with customers, compliance with this law contributes to forming long-term customer loyalty and business sustainability in the digital economy.

8. General Data Protection Regulation (GDPR) [4]. This international document, adopted by the EU, is a model for many countries, including Ukraine. The GDPR sets high standards for processing personal information, including obtaining the consent of data subjects, informing them about how information is used, and ensuring their right to be 'forgotten' - to have their information deleted upon request. In addition, the regulation requires companies to implement modern security technologies to protect personal data. Ukrainian businesses working with EU clients must comply with the GDPR, which helps to increase confidence in their operations in the international market.

Thus, in the context of the digital transformation of the economy and the active implementation of marketing innovations, including digital marketing tools, ensuring the economic security of enterprises requires a comprehensive approach. This approach includes implementing technical solutions, compliance with legal regulations, and raising employee awareness. In Ukraine, the legal and regulatory framework for digital marketing activities includes laws that protect personal data, regulate electronic communications, set standards for digital content and services, establish ethical advertising standards, regulate e-commerce and protect intellectual property rights. Compliance with these legislative acts is key to maintaining the economic security of businesses, as they create a legal framework for the safe and effective use of digital marketing tools.

The existing regulatory framework for the use of digital technologies in the marketing activities of Ukrainian businesses needs to be improved, given that new challenges arise in the digital marketing sphere due to the emergence of innovative marketing technologies, such as virtual meats, augmented reality or artificial intelligence tools. Legislation should consider these trends and create a new regulatory framework to regulate them. This includes adapting existing laws or adopting new acts to balance digital marketing innovations and their legal regulation.

Thus, digitalisation is fundamentally changing marketing activities, but at the same time, it is increasing demands on economic security. This requires harmonising international and national standards, improving information security mechanisms, and developing specialised regulations to govern the latest technologies. Only a comprehensive approach to addressing these challenges will allow businesses to operate effectively in the digital economy, maintaining competitive advantages, customer confidence and economic security.

Conclusions. Digitalisation is transforming the marketing activities of enterprises, opening up new opportunities for optimising processes, personalising communication with customers and expanding sales channels. However, at the same time, risks arise, such as cyber threats, data leaks, and dependence on third-party platforms. The lack of adequate legal and regulatory frameworks to govern the management of digital technologies in marketing complicates the management of these risks and weakens the economic security of enterprises.

Further research should be aimed at developing mechanisms for regulating digital tools in marketing, harmonising national legislation with international standards, and integrating cybersecurity measures into the management of marketing activities. Special attention should be paid to the ethical aspects of digital advertising and the creation of standards for innovative technologies in digital marketing. A comprehensive approach to addressing these challenges will allow businesses to operate effectively in the digital economy while maintaining competitive advantages, customer confidence and economic security.

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Vitalii Nianko, PhD in Economics, Associate Professor. Khmelnytskyi National University. **Zinaida Andrushkevych**, PhD in Economics, Associate Professor. Khmelnytskyi National University. **Valeriia Nianko**, student, Leonid Yuzkov Khmelnytskyi University of Management and Law. **Digitalisation of marketing activities and its regulatory and legal support in the context of economic security of enterprises.**

The article examines the impact of the digitalisation of marketing activities on the economic security of enterprises in the digital economy. The key aspects of implementing marketing innovations, including digital technologies that change traditional approaches to marketing activities, are considered. The use of Big Data and analytics, automation of marketing processes, social media, artificial intelligence, personalised marketing communications and interactive tools such as virtual and augmented reality (VR/AR) are explored. The role of marketing innovations in shaping competitive advantages, increasing the effectiveness of communication with consumers and optimising costs for enterprises is defined. The author highlights the main risks of digital marketing, including cyber threats, personal data leaks, information manipulation, reputational risks, greenwashing, and dependence on digital platform policies, regulatory uncertainties, e-commerce fraud, and violation of ethical advertising standards. The article examines methods of managing these risks, in particular through implementing cybersecurity systems, using blockchain technologies for transparency of marketing operations, compliance with GDPR standards, applying ethical principles in digital advertising, and the improvement of legal literacy of enterprises. The article analyses the legal and regulatory framework for digital marketing activities in Ukraine, in particular, the provisions of the Laws of Ukraine: "On Personal Data Protection (No. 2297-VI); On Electronic Commerce (No. 675-VIII); On Digital Content and Digital Services (No. 3321-IX); On Advertising (No. 270/96-BP); On Consumer Protection (No. 1023-XII); On Electronic Communications (No. 1089-IX); On Copyright and Related Rights (No. 2811-IX). As well as the International General Data Protection Regulation (GDPR). The problems of harmonisation of Ukrainian legislation with international standards and the need to improve the regulatory framework in the field of digital marketing are identified. The importance of an integrated approach to managing the risks of digitalisation of marketing, including measures of information protection, legal regulation and ethical standards of interaction with consumers, is substantiated.

Keywords: digital marketing, marketing innovations, the economic security of an enterprise, digital economy, cybersecurity, regulatory framework, marketing automation, artificial intelligence (AI), personalised communications, e-commerce, virtual and augmented reality (VR/AR).

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Нянько Віталій Миколайович, кандидат економічних наук, доцент, Хмельницький національний університет. **Андрушкевич Зінаїда Миколаївна**, кандидат економічних наук, доцент, Хмельницький національний університет. **Нянько Валерія Віталіївна**, здобувачка, Хмельницький університет управління та права імені Леоніда Юзькова. **Цифровізація маркетингової діяльності та її нормативно-правове забезпечення у контексті економічної безпеки підприємств.**

У статті досліджено вплив цифровізації маркетингової діяльності на економічну безпеку підприємств в умовах цифрової економіки. Розглянуто ключові аспекти впровадження маркетингових інновацій, включаючи цифрові технології, що змінюють традиційні підходи до маркетингової діяльності. Досліджено використання Big Data та аналітики, автоматизацію маркетингових процесів, соціальні медіа, штучний інтелект, персоналізовані маркетингові комунікації та інтерактивні інструменти, такі як віртуальна та доповнена реальність (VR/AR). Визначено роль маркетингових інновацій у формуванні конкурентних переваг, підвищенні ефективності комунікації зі споживачами та оптимізації витрат підприємств. Виокремлено основні ризики цифрового маркетингу, серед яких кіберзагрози, витоки персональних даних, інформаційні маніпуляції, репутаційні ризики, грінвошинг, залежність від політик цифрових платформ, регуляторні невизначеності, шахрайство у сфері електронної комерції, а також порушення етичних стандартів реклами. Досліджено методи управління цими ризиками, зокрема через впровадження систем кібербезпеки, використання технологій блокчейну для прозорості маркетингових операцій, відповідність стандартам GDPR, застосування етичних принципів у цифровій рекламі та підвищення правової грамотності підприємств. Здійснено аналіз нормативно-правового регулювання цифрової маркетингової діяльності в Україні, зокрема положень Законів України: «Про захист персональних даних» (№ 2297-VI); «Про електронну комерцію» (№ 675-VIII); «Про цифровий контент та цифрові послуги» (№ 3321-IX); «Про рекламу» (№ 270/96-BP); «Про захист прав споживачів» (№ 1023-XII); «Про електронні комунікації» (№ 1089-IX); «Про авторське право і суміжні права» (№ 2811-IX). А також міжнародного Загального регламенту про захист даних (GDPR). Визначено проблеми гармонізації українського законодавства з міжнародними стандартами та необхідність

удосконалення нормативної бази у сфері цифрового маркетингу. Обґрунтовано важливість комплексного підходу до управління ризиками цифровізації маркетингу, що включає заходи із захисту інформації, правове регулювання та етичні стандарти взаємодії зі споживачами.

Ключові слова: економічна безпека підприємств, цифровий маркетинг, цифрова економіка, кібербезпека, нормативно-правове регулювання, автоматизація маркетингу, штучний інтелект (AI), персоналізовані комунікації, електронна комерція, віртуальна та доповнена реальність (VR/AR).