

**DEVELOPMENT OF MARKETING STANDARDS  
IN THE CONTEXT OF DIGITALIZATION:  
THE EUROPEAN DIMENSION**

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It is difficult to define a sphere of modern society that would not undergo dramatic changes as a result of the influence of digitization processes. The complexity and comprehensiveness of transformational processes, which affect and actually rebuild all social systems, make it possible to assert the global nature of such changes. In particular, scientists note the transition to a fundamentally new technological, economic and social reality, which can be labeled as a new society model [1, p. 4]. At the same time, it is noted that the main problem is the ultra-fast pace of such a transition, which creates unique challenges, the successful overcoming of which should lead to the path of sustainable development of society. It is important to emphasize that one of the consequences of digitalization processes is the occurrence of a global space, in particular a global digital economy, in which interaction takes place according to fundamentally new rules. Therefore, the issue of appropriate integration of the country's economic system into the new global economic space becomes urgent. It is worth noting that currently an effective tool for overcoming possible gaps in digital development is the development of joint development strategies and standardization processes in the digital space.

In recent years, there has been an active implementation of standardization processes in marketing activities regarding various elements of the marketing complex. However, as a result of a significant change in the market environment in the direction of the digital space formation, there is a query to regulate specific rules of interaction both between the seller and the buyer, and between partners.

The purpose of the paper is to determine the current directions regarding the coordinating rules for the implementation of marketing activities under the transformational processes of digitalization of society.

In the field of marketing, standardization processes originate from the formation in 1948 of the European Society of Marketing Research Professionals (ESOMAR), which today has more than 5,000 members from more than 120 countries of the world. ESOMAR brings together companies and organizations that conduct marketing research and research in the field of public opinion. ESOMAR, in cooperation with the International Chamber of Commerce, created the International Code of Research Ethics

(ICC / ESOMAR), which defines the standards for conducting marketing and social research [2]. Its last revision took place in 2007. In terms of conducting marketing research, it is also worth noting the “IPRA Code of Conduct” that is an affirmation of professional and ethical conduct by members of the International Public Relations Association and recommended to public relations practitioners worldwide [3].

Recognizing the extreme importance of coordinated development of various countries, the European Union is developing “Europe’s Digital Decade: digital targets for 2030”, aimed to empower businesses and people in a human-centered, sustainable and more prosperous digital future [4]. The Digital Decade policy program concerns four areas: skills (in terms of basic digital skills, and ICT Specialists), Digital transformation of businesses (Tech up-take, Innovators, and Late adopters), Secure and sustainable digital infrastructures (Connectivity, Cutting edge Semiconductors, Data – Edge & Cloud, and Computing), and Digitalisation of public services (Key Public Services, e-Health, and Digital Identity).

The European Commission declares that Europe must now strengthen its digital sovereignty and set standards, rather than following those of others – with a clear focus on data, technology, and infrastructure. The relevant items for achieving stated objectives are defined by European Commission as the following [5]:

1. Digital Services Act – ensuring a safe and accountable online environment.
2. Digital Markets Act – ensuring fair and open digital markets.
3. European Chips Act – strengthening Europe’s competitiveness and resilience in semiconductor technologies.
4. European Digital Identity – giving you full control on how much information you share with third parties.
5. Artificial Intelligence – achieving better healthcare, safer and cleaner transport, more efficient manufacturing, and cheaper and more sustainable energy through AI.
6. European data strategy – making the EU a role model for a society empowered by data.
7. European industrial strategy – ensuring European industry leads the transition towards climate neutrality and digital leadership.
8. Contributing to European Defence – working together to tackle security threats and challenges more robustly.
9. Space – EU initiatives for a satellite-based connectivity system and management of space traffic.
10. EU-US Trade and Technology Council – coordinating approaches to key global trade, economic, and technology issues.

The proposed measures represent a comprehensive approach to the transformation of the common digital space in Europe. Regarding to our

research it is worth paying more attention to Digital Services Act, and Digital Markets Act.

The Digital Services Act. The main purpose of the Act is to set up fair market rules for providers of intermediary services in a digital space. It will allow one not only to open up new opportunities to provide digital services across borders, but also ensure a high level of protection to all users, no matter where they live in the EU. The rules provide better protection of consumers and their fundamental rights online, establishing a powerful transparency and a clear accountability framework for online platforms, and fostering innovation, growth and competitiveness within the single market [6]. There are four beneficiaries of the Act: citizens, providers of digital services, business users of digital services, and society at large.

The Digital Markets Act (DMA) establishes a set of narrowly defined objective criteria for qualifying a large online platform as a so-called “gatekeeper” [7]. A gatekeeper is kind of a digital market bottleneck: EU businesses and consumers find it hard to avoid gatekeepers. According to the Commission’s DMA proposal, a gatekeeper must operate a ‘core platform service’ (CPS). The CPS list includes: online intermediation services, online search engines, online social networking services, video-sharing platform services, number-independent interpersonal communication services, operating systems, cloud computing services, advertising services provided by a provider of any of the services listed before.

A CPS provider may qualify as a gatekeeper if it meets some qualitative and quantitative criteria. The new rules set up obligations (“do’s” and “don’ts”) that gatekeepers have to comply. For instance, Gatekeeper platforms will have to allow third parties to inter-operate with the gatekeeper’s own services in certain specific situations, allow their business users to access the data that they generate in their use of the gatekeeper’s platform, provide companies advertising on their platform with the tools and information necessary for advertisers and publishers to carry out their own independent verification of their advertisements hosted by the gatekeeper, etc. Gatekeeper platforms may no longer treat services and products offered by the gatekeeper itself more favourably in ranking than similar services or products offered by third parties on the gatekeeper’s platform, prevent consumers from linking up to businesses outside their platforms, prevent users from un-installing any pre-installed software or app if they wish so, etc. There are four beneficiaries of the Act: business users, innovators and technology start-ups, consumers, and gatekeepers.

The turbulence of social processes, caused by the challenges of digitalization, facilitates the acceleration of the search for effective measures to stabilize socio-economic systems at various levels and bring them to the path of sustainable social development. Among other things, an important factor is the development and implementation of joint strategies for the

development and standardization of processes and phenomena that have not yet been settled. Such processes include the creation of the single market in the EU. The adoption of The Digital Services Act and The Digital Markets Act are among the latest important EU initiatives that contribute to the establishment of fair market rules in the digital market. At the same time, these legislative initiatives represent the development of standardization processes in marketing activities that can facilitate overcoming the digitalization gaps between countries within the single European space.

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