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# Comparative Analysis of Television and Email as Digital Marketing Channels Through a Case Study

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**Abstract.** This paper presents the research of findings regarding the traditional and digital forms of marketing today. The principal goal of the research is to demonstrate the advantages of digital marketing through a case study related to a dominant player in the field of email marketing as a digital marketing channel. In this paper are analyzed various parameters for the success of a marketing campaign such as: percentage of opened emails, percentage of responded emails and percentage of interested potential customers. Although it is difficult to draw a conclusion through generalization for an entire segment of marketing analyzed through one subtype of marketing promotion, however, the study provides conclusions about the effectiveness of digital marketing. Additionally, the paper presents the declining influence of the traditional forms of marketing which, although still relevant, are increasingly not the first choice of marketers. The motivation for making this analysis comes from fast-growing technologies that can be very easily used in any company to reach consumers more easily. This research aims to provide basic information about the use of email marketing as a digital tool for promoting businesses and maintaining contact with consumers.

**Keywords:** percentage of opened emails, percentage of responded emails and percentage of interested potential customers.

## 1. Introduction

Digital marketing is the marketing of the new age. It includes online advertising, search engine optimization, social media advertising, content marketing, email advertising, video advertising, etc [1], [2]. Digital marketing enables full audience targeting that shows interest towards a particular product or service. Through digital marketing, the results can be monitored in real time and it is known which segments of the brand's target audience buy products or services. At the same time, it is monitored which segments of the target group are interested, but not ready to buy the service. This provides an opportunity for proper structuring of marketing campaigns [3], [4].

The paper provides an overview of the main advantages and disadvantages of both types of marketing – the traditional and the digital. In this paper is analyzed the email marketing as a representative of the digital marketing and through these two media, the position of the traditional and the digital marketing has been compared [5], [6].

## 2. Literature Review

The television as a representative of the traditional marketing is a declining medium in the world that is forced to adapt towards the nowadays changes. The huge trend of streaming platforms like Netflix is reducing the number of viewers to the traditional forms of television. However, in R. N. Macedonia, the media is a sufficiently

relevant marketing tool that still has access to large capital, both from advertisers and from political parties [1], [7].

The differences between the traditional and digital marketing are segmented in their ability to target audience, monitor the results in real time, and understand the interests and buying habits of the target group. Digital marketing enables a different approach to the customers and better management of the marketing campaigns which makes it more effective and professional in today's digital age [8], [9]. On the other hand, the traditional forms of marketing focus predominantly on mass audience tactics. They are less productive and more expensive methods of geographically restricted advertising. Campaigns based on traditional marketing are one-way and enable communication with an audience that is delayed. Such campaigns do not adjust in real time, because any change in traditional marketing is extremely expensive. It is certain that the traditional marketing is less flexible than the digital one [4], [10].

On the other hand, the email marketing is representative of the digital marketing and it is an extremely cost-effective form of marketing with a high return on investment. As a tool, the email marketing is an extremely focused means of use that puts the business in contact with a highly defined audience and enables potential sales [3], [8].

The main purpose of the research in this paper is to demonstrate the advantages of digital marketing through a case study related to a dominant player in the field of email marketing as a digital marketing channel [11], [12].

### **3. Data and Methodology**

In this paper are analyzed various parameters for the success of a marketing campaign, including the percentage of opened emails, the percentage of responded emails and the percentage of interested potential customers. Through the research, it was concluded that the campaigns are successful in certain industries and that these services are highly demanded by the global customers, which indicates on a great confidence in this type of services. These metrics reflect the success of a campaign at an internal, company level. But for each customer, the most important metric is the return on the invested capital, i.e., how many of these generated emails that indicate interest will turn into meetings with their sales team and then into paying customers.

It is important to indicate that in the paper is analyzed the success metrics provided by the companies themselves such as Sopro and their competitor Flowd [11], [12]. The return on capital from the customers themselves is not offered in these documented case studies. But the shown case studies contain a number of sent emails, which if it is high, it indicates mutual trust between the two companies.

### **4. Analysis of the results**

Sopro is a company headquartered in Brighton, United Kingdom [11]. The company has an operational headquarters in Skopje, R.N. Macedonia as well as an office in Miami, USA. The company also has representatives in London, Dubai and Belgrade. The company has 300 employees in all these locations, but most of them are deployed in the office in Skopje. The company was founded in 2015 with the idea

of two co-founders from Brighton. In 2016, the co-founders employ the first employee in Macedonia, thus, the company begins its rise.

Sopro started as a company for sending emails from one business to another. Sopro implements an email marketing campaign, i.e., a social selling service to a defined target group. At its core, this is still the central service that the customer receives. The basic package that customers can pay amounts to 3,000 GBP per month [11]. In return, the customer receives 1000 sent emails per month.

The service offered by the company to the customer is structured as follows. The customer receives two managers on his/her account, one representative from the **Operations** Department and another representative from the **Customer Success** Department.

The company offers several types of social selling campaigns:

- Selling the company's product;
- Selling the company's service;
- Selling the tickets for an event organized by the company;
- Directing the target audience towards registration for some type of company's paid service, product or event.

From the aspect of success of an email marketing campaign, different metrics are measured:

- Percentage of opened emails;
- Percentage of responded emails;
- Percentage of interested parties;
- Emails;
- Percentage of clicks on a link in an email;
- Cost per interested potential customer.

These metrics reflect the success of a campaign at an internal, company level. However, for each customer, the most important metric is the **return on invested capital**, i.e., how many of these generated emails that show interest will turn into meetings with their sales team and then into paying customers.

Below are presented the analyzes of the success metrics provided by Sopro itself. In these documented case studies is not offered the return on capital from the customers themselves. But the shown case studies contain a number of sent emails, which if it is high, indicates mutual trust between two companies. Furthermore, considering that an email sent through these companies amounts to 3,00 GBP, the volume itself further indicates the weight of the amount in cooperation with those companies [11].

In addition, the company CoFace, which uses the services of Sopro, will be analyzed.

**The company CoFace** offers credit insurance to the businesses to protect them against trade risks. It supports companies globally to make credit decisions that will improve their ability for sale on the domestic and global market. The company CoFace aims to become the most agile, global trading partner for credit insurance in the industry overall and to achieve this goal, it has requested Sopro's help in order to develop its own business. Some basic data about the company CoFace are shown in Table 1.

Table 1. Basic data and customer target group for the company CoFace, Sopro's customer

	<b>Company</b>	<b>Coface</b>
Basic data about the company	Customer location	United Kingdom, Ireland
	Product/Service offered	Credit insurance
	Sales cycle time*	1 - 2 years
Customer target group data	Target locations	Globally (focus on England and Ireland where the customer has a presence)
	Number of employees in the companies targeted by the customer	4000+
	Work roles of the persons who are the target group of the customer	Finance Director, Finance Manager, Credit Control Manager, etc.
	Industries that the customer is targeting	Information Technology, Software, Finance, Food and Beverage etc.**

\* How long does the process take from the generation of an interested contact to the moment when it becomes a customer of the company

\*\*The industries are not indicated, but they are estimated to be the most popular for such offers, thus their inclusion and participation in the success of the campaign is logical.

Source: [11]

The company CoFace wanted to increase the activities around the generation of interested potential customers, as well as to increase the return on invested capital in digital marketing channels. The company wanted to perform all this without exhausting its limited financial resources, thus, the desire to cooperate with Sopro was born. The company Sopro responded to this challenge with providing quality data for their potential market. Specifically, what CoFace needed was expertise in generating interest through this type of marketing. The Table 1 provides an overview of the data about the target group that the customer has chosen for advertising its services.

The Sopro company delivered exactly what the customer was looking for: data of high quality exactly from the industries with which the customer cooperates, targeting exactly towards that market. In addition, the Sopro team implemented a high level of personalization in the emails that were sent on behalf of the customer CoFace. When CoFace's commercial director was asked about the results of the campaign, he stated that Sopro allowed the sales teams to focus only on selling, which positively affected the growth of the business. Furthermore, their statements are that the return on invested capital from the campaign was very positive. Table 2 shows the results of the email campaign implemented by the company Sopro for the customer CoFace.

Table 2. Results of the email campaign implemented by the company Sopro for the customer CoFace

<b>Email campaign results</b>	
Sent emails	40,000
Percentage of opened emails	37%
Percentage of responded emails	13%
Cost per interested potential customer	92,00 GBP
Percentage of interested potential customers	3%

Source: [11].

If the average email marketing campaign that takes place in such a digital channel counts 1000 emails per month, thus, it is perceived that the results indicate more than three years of cooperation between these two companies. At the same time, it can be indicated that the percentage of opened emails is above the average that you would expect for such channels, which is at least 30%. Furthermore, it can be concluded that the percentage of responded emails is in line with the average in such campaigns, which ranges from 10% to 1%. Finally, this campaign can be concluded to be successful due to the high percentage of generated interest and the average cost per interested potential customer which is generated. For an average, 3% can be taken as an indicator of the success of such an email marketing campaign.

Furthermore, a comparison will be made of a campaign implemented by the company Sopro in the Human Resources Sector, more specifically, a campaign for the customer Green Cross Training which offers a corporate training. A similar campaign of a close competitor of Sopro, the company Flowd, which also advertises services to a corporate training customer, will also be analyzed.

Green Cross Training is the largest independent provider of health and safety, first aid and e-learning training. The company has 50 locations across the UK, which means that it can offer training with a physical presence in the company or training that would be carried out at the customer's place of work on a national level.

Only Red Cross and the hospital "Sveti Jovan" could offer the same training coverage, but Green Cross Training is 40% cheaper than them in terms of these services and their flexible approach and wide range of services make them the only choice for many customers. The company cooperates with several extremely well-known brands. Customers that count in their portfolio are Tesco, BT, Asda, Sainsbury's and Debenhams.

When the company approached Sopro, it was needed to get in touch with the employees in the Human Resources and Health and Safety Departments, in order to offer training courses in Mental Health and Pediatrics. The following Table 3 provides an overview of the basic data for the company Green Cross Training.

Table 3: Basic data and customer target group for the company Green Cross Training, Sopro's customer

	<b>Company</b>	<b>Green Cross Training</b>
Basic data about the company	Customer location	United Kingdom
	Product/Service offered	First aid courses and pediatrics courses
	Sales cycle time*	3 Months
Customer target group data	Target locations	United Kingdom
	Number of employees in the companies targeted by the customer	All (1-10,000+)
	Work roles of the persons who are the target group of the customer	Human Resources roles and Health and Safety roles
	Industries that the customer is targeting	Health Industries, State Administration, Financial Services, Construction, NGOs, Information Industries, etc.

Source: [11].

The company had set ambitious growth targets over the next few quarters which would be difficult to achieve by the current sales team. Therefore, instead of adding human resources, the company entered into a working relationship with the company Sopro in order to transfer all sales activity through an email. Thus, the sales team of Green Cross Training has significantly increased their efficiency by using this digital channel. The Table 3 provides an overview of the target group to which the company Green Cross Training was aiming.

The Director of Business Development of the company Green Cross Training declare that Sopro actively monitor and suggest improvements in the campaigns in order to target the right audience through the digital channel. The company has used Sopro's services for many years and through this cooperation it has concluded many national key contracts. The return on invested capital in this digital channel has been outstanding. The following Table 4 shows key details of the results produced by this campaign.

Table 4: Results of the email campaign implemented by the company Sopro for the customer Green Cross Training

<b>Email campaign results</b>	
Sent emails	21,000
Percentage of opened emails	23%
Percentage of responded emails	22%
Cost per interested potential customer	29,00 GBP
Percentage of interested potential customers	7%

Source: [11].



If the average email marketing campaign that takes place in such a digital channel counts 1000 emails per month, then it can be concluded that the results indicate almost two years of cooperation between these two companies. At the same time, it can be indicated that the percentage of opened emails is below the average that you would expect for such channels, which is at least 30%. This percentage has increased significantly in recent years due to the fake opening of emails by Apple that automatically open emails that have a pixel to measure the rate of opened emails. Furthermore, it can be concluded that in such campaigns the percentage of responded emails is significantly above the average, which ranges from 10% to 14%. Finally, this campaign can be concluded to be successful due to the high percentage of generated interest and the average cost per interested potential customer which is generated. For an average, 3% can be taken as an indicator of the success of such an email marketing campaign.

Analysis of success metrics provided by Flowd itself are presented below.

Flowd is a marketing agency that was founded in Manchester in 2019 [12]. The company is also known in the market under the name "A&M Media" (Crunchbase, 2024). This second name derives from the first letters of the names of the two founders of this agency - Mitch and Ashley, a young couple of entrepreneurs who founded the agency.

The company offers two types of services:

- Email marketing (selling products/services via email);
- Consulting for the growth of companies.

The second type of service is a type of marketing through content marketing. Namely, a team of marketers develops a strategy for publishing content on the social network LinkedIn, where they develop the personal brand of a specific customer and through this publicity, they help the customer to sell more products/services. Thus, we can qualify the growth consulting service as a kind of branding [12].

If a little comparative analysis is performed between Sopro and Flowd, it will be noticed that Sopro has been on the market much longer than Flowd. However, Flowd achieves greater success much faster. If it took six years for Sopro to expand in the US, Flowd achieved it for a year less [12]. It can be also indicated that the company Sopro invested significantly in developing local talent in the Macedonian labor market, while Flowd expanded in Macedonia when the labor market was already trained to perform this type of marketing. Flowd directly benefited from Sopro's investment in talent which is evidenced by the fact that a certain percentage of Flowd's workforce derives from Sopro, including the current manager of the company's Macedonian branch. In addition, the company Mavericks, which uses the services of Flowd, will be analyzed.

Mavericks offers leadership development services and corporate training to executive teams in emerging, high-growth and creative companies. Among the company's customers portfolio are impressive, growing brands such as Depop and Publicis. The following Table 5 shows the basic data for the company Mavericks.

Table 5. Basic data and target group data for the company Mavericks

	<b>Company</b>	<b>Mavericks</b>
Basic data about the company	Customer location	United Kingdom
	Product/Service offered	Corporate and leadership trainings
	Sales cycle time*	3-12 Months
Customer target group data	Target locations	England and Ireland where the customer has a presence
	Number of employees in the companies targeted by the customer	100-500
	Work roles of the persons who are the target group of the customer	HR Director, HR Manager, Learning and Development Manager/Director etc.
	Industries that the customer is targeting	Retail, Marketing and Advertising, Healthcare, Pharmaceuticals, etc.

\* How long does the process take from the generation of an interested contact to the moment when it becomes a customer of the company

Source: [12]

The challenge for the company Mavericks is in finding opportunities for cooperation with Human Resources Departments in companies that have between 100 and 500 employees. Thus, the company aimed to secure a partner that would be able to support their growth plans. As a solution to the problem of Mavericks, the Flowd directed its activities precisely to the upper echelons of the companies and also to the main managers in the Human Resources Departments. Flowd has focused on companies which have firstly received finances from investors. In the following (Table 6) follows data on the target group of the company Mavericks, Flowd's customer.

The collaboration between these two companies has lasted 11 months and the results generated by the Flowd team have been impressive as Mavericks has converted many interested people from the campaign into paying customers for their services. Table 6 provides data on the results that were generated through the campaign of the company Flowd [12].

Table 6. Results of an email campaign conducted by Flowd for the customer Mavericks

<b>Results of an email campaign</b>	
Sent emails	15,000
Percentage of opened emails	58%
Percentage of responded emails	12%
Interested potential customers	289
Interest rate	1.93%
Cost per interested potential customer	104,00 GBP*

Source: [12].

Flowd has been successful in generating interest from companies that have themselves generated an average of 20 millions GBP in revenue and have over 100 employees mainly based in the UK. If we analyze the campaign, it will be concluded that the number of sent emails indicates at least 15 months of cooperation between these two companies based on an estimate that about 1000 emails were sent per month for the company Mavericks. Thus, moving on to the percentage of opened emails, it can be concluded that it is significantly above the average of such campaigns, which is 30%. The high percentage of open emails indicates a well-defined target group in the campaign, with more than one in two have opened the email which was sent. When analyzing the percentage of opened emails, it can be indicated that it falls within the limits of a normal which is expected in such campaigns. Taking into consideration the location of the campaign (to where the emails are sent), the same percentage can vary from 10% to 14% and it can be considered as average, i.e. expected. When analyzing the number of interested employees and the percentage of interest of the campaign, it can be indicated that it is slightly below the average for an email marketing campaign. Although this percentage varies significantly and depends on the target group, in general, it is considered a success factor if this percentage is above 3%.

However, it must be indicated that the email marketing market itself has become significantly saturated in the past decade, and thus, this has affected the percentage of interested employees generated in an email marketing campaign. It has been in continuous decline for the past 3 years.

## **5. Discussion of the results**

If the percentages of opened emails are compared as separate metrics, it can be determined that Flowd generated a higher percentage of opened emails for its customer Mavericks. However, such a parameter has no importance if we look at it on a separate level. If we move on to the percentage of responded emails, we can conclude that the company Sopro has generated 22% for its customer, compared to 12% by Flowd. Again, these statistics will not be analyzed separately and the conclusion will not be made that Sopro is the absolute winner in this field. If Flowd achieved a significantly higher open rate than Sopro (58% vs. 23%) and received 12% of responded from opened emails, this is much better than the rate of 22% of responded emails from the rate of 23% of opened emails.

Here arises the question of how the formula for the percentage of responded emails was calculated, whether on the basis of the opened emails or on the basis of all sent emails. Although these two companies' business models are close, it can be concluded that the percentages of opened emails are based on the same methodology. Since there is no insight into the background operations of the two companies, we put the emphasis on the last and most important factor for a campaign, which is the lead rate of interest that is generated. We concluded that Sopro has generated interest of 7% versus the less than 2% generated by Flowd for its customer. Objectively, the two companies are very close in terms of business models, so we will combine this parameter with the parameter cost per interested potential customer and we will notice that the company Sopro had more success for its customer than Flowd. It is important to note that both companies did not detail in

their case studies exactly how much new business was generated from the interested potential customers found through their digital marketing style. Therefore, we cannot compare them completely.

It is difficult to make direct and specific comparisons between the television and the email marketing as representatives of the traditional and digital marketing, respectively. However, the examples are adequate to capture some general trends in both types of marketing separately.

In the email marketing segment, although companies from the same industry have been compared, it cannot be claimed that the results are directly comparable. The email marketing market is dependent on many factors, such as the reputation of the advertising company, the season in which a certain product/service is advertised, the time in which the emails were sent, etc. Table 7 shows the analysis of campaigns from the corporate training sector.

Table 7. Analysis of campaigns from the corporate training sector

<b>Mavericks - Flowd</b>	<b>Green Cross Training - Sopro</b>
Sent emails – 15,000	Sent emails – 21,000
Percentage of opened emails – 58%	Percentage of opened emails – 23%
Percentage of responded emails - 12%	Percentage of responded emails – 22%
Percentage of interest – 1.93%	Percentage of interest – 8%
Cost per interested potential customer – 104,00 GBP	Cost per interested potential customer– 29,00 GBP

## 6. Conclusion

The paper analyzed various parameters for the success of a campaign, including the percentage of opened emails, the percentage of responded emails and the percentage of interested potential customers. In this paper was concluded that the companies are successful in certain industries and that these services are in high demand by the global customers, indicating a high level of confidence in this type of service.

The paper provides a comparison of the percentage of opened emails as separate metrics, whereby we determined that Flowd generated 58% for its customer Mavericks versus Sopro's generated 23% for its customer Green Cross Training. Sopro's email response rate is 22% compared to Flowd's rate of 12%. However, if we did not analyze them separately, we can not make a conclusion that Sopro is better than Flowd because of Flowd's higher percentage of opened emails (58% vs. 23% of opened emails) and received 12% of responded emails, which we come to the conclusion that it is better than Sopro's 23% opened and 22% responded emails.

According to the analysis conducted in the email marketing segment for the companies Sopro and Flowd, i.e. their customers Green Cross Training and Mavericks Unlimited, it can be concluded that the email marketing market is dependent on many factors such as the geographical position, i.e., in which country or continent a specific product/service is advertised, the size or reputation of the company being advertised, the period/season in which certain products/services are advertised, the specific time of sending emails, etc. are just a few of the many factors that play a big role in the whole process. In order to get a clear picture and a complete analysis of which company is more successful, internal data from the customer is needed about how

much money the customer invested and returned, i.e. how many potential customers are acquired from that campaign.

In general, although no direct conclusion can be drawn for a comparison between television and email marketing, it can be determined that email marketing is a highly popular form of advertising. In this industry, we do not have a downward trend of investment, as can be seen in the national marketing budgets in Macedonia and globally. Thus, digital marketing is emerging as superior nowadays, ready to meet the complex needs of businesses today.

The purpose of this analysis is to show us a picture of how much technology can help any company today. This paper discusses email marketing as a digital tool compared to television, how they reach consumers and what their results are. Through research, we can see the results of real campaigns of companies that have extensive professional experience in the field of digital marketing.

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## Aims and Objectives

Published online by Institute of Cited Scientists, Cyprus, two times a year, Journal of Digital Science (JDS) is an international peer-reviewed journal which aims at the latest ideas, innovations, trends, experiences and concerns in the field of digital science covering all areas of the scholarly literature of the sciences, social sciences and arts & humanities. The main topics currently covered include: Digital Economics, Education, Engineering, Finance, Health Care.

**The main goal** of this journal is the effective dissemination of original incites/results generated by the human brain and presented/reflected in articles using modern information/digital technology.

This current Issue divided on two equal parts: 1. Scientific view on digital technology implementations (the first three articles) and 2. Economics scientific view (the last two articles) with multidisciplinary approach on adoption of Digital technology/knowledge in modern reality.

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