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THE IMPACT OF THE DIGITAL ECONOMY ON ENTERPRISE INNOVATION: THE CASE OF AZERBAIJAN

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***Summary.** This article aims to examine the effects of the digital economy on business innovation in Azerbaijan. Azerbaijan has taken important steps in the digital transformation process, but the effects of this process on innovation in the business world have not yet been adequately researched. In this context, the article presents a theoretical framework for understanding the effects of the digital economy on business innovation and analyzes the current situation in Azerbaijan. Based on the structure outlined in the table of contents, the article provides a comprehensive analysis, supported by theoretical framework, case studies and data, while examining the effects of the digital economy on business innovation in Azerbaijan. While the results reveal the challenges and innovation potentials that businesses face in the digital transformation process, suggestions for future research are also offered. This article will be an important resource for understanding Azerbaijan's potential in the field of digital economy and innovation and contributing to relevant policy making.*

***Keywords:** Azerbaijan, digital economy, innovation, business, digital transformation.*

Introduction. The rapid development and spread of digital technologies around the world is radically changing the form of economic activities and challenging traditional business models. This change requires businesses to turn to continuous innovation to increase their competitiveness. Especially developing countries have created different policies and strategies to support economic growth and development by using the opportunities brought by the digital economy. In addition to being an important economic actor of the Caucasus region, Azerbaijan has also made remarkable moves with the rise of the digital economy in recent years. The country is trying to benefit from the positive aspects of the digital economy by creating infrastructure and policies in the digital transformation process. However, the effects of this transformation on businesses are still not fully understood. (Freitas Junior, C., Cabral, F. M. & Brinkhues, A. R. 2020).

The aim of the project is to create a basis for understanding the impact of the digital economy on business innovation in Azerbaijan. First of all, we will analyze the current situation of the digital economy in Azerbaijan. We will then discuss the definition and different types of innovation and highlight their importance to business. We then present a theoretical framework for understanding the impact of the digital economy on business innovation. We will analyze the innovation environment, support policies and problems in Azerbaijan. Finally, we will look at the impact of digital business transformation on innovation capabilities. The project aims to make a significant contribution to the understanding of Azerbaijan's potential in the field of digital economy and innovation, as well as to contribute to the development of appropriate policies.

Digital Economy in Azerbaijan: An Overview. Azerbaijan, with its strategic location in the Caucasus region, has been rapidly progressing towards becoming an important player of the digital economy in recent years. The country's steps towards the digital economy make significant contributions to regional development strategies and efforts to keep up with global competition. In this context, Azerbaijan's digital economy is developing rapidly in parallel with the country's goals of modernizing its economic structures and increasing its competitiveness. One of the factors underlying the digital economy in Azerbaijan is the government's strong commitment to digital transformation

strategies. The country is making significant investments to strengthen infrastructure, increase access to technology and disseminate digital services during the transition to the digital economy. Infrastructure developments in areas such as broadband internet access, provision of e-services and digitalized infrastructures increase Azerbaijan's potential in the digital economy (Demirkan, H., Spohrer, J. C. & Welsch, J. J. 2016).

In addition, another factor that plays an important role in the development of Azerbaijan's digital economy is the country's young and dynamic population. Interest and talent in technology supports the growth of Azerbaijan's digital economy and encourages the emergence of innovative solutions. Entrepreneurial spirit and technology-focused education programs increase the country's competitiveness in the digital economy. Another important component in Azerbaijan's digital economy is the policies and strategies adopted by the government to promote digitalization. The country develops various incentives and regulations to support the growth of the digital economy, provides support to technology-focused companies and encourages the development of digital skills. These policies and strategies help Azerbaijan achieve sustainable growth and development in the digital economy (Aydoğan, S. ve Kutlu Gündoğdu, F. 2021).

Azerbaijan is becoming a regional leader with its solid infrastructure, young population and supportive policies for the digital economy. The country's progress in the digital economy contributes to achieving its goals of economic growth and increasing competitiveness, creating an important model for regional development and global competition (Eryesil, K. 2021).

Historical Development of Digital Transformation. The historical development of digital transformation in Azerbaijan is important for understanding the country's advances in technology and communications. The country's transition to a digital economy is historically based on specific milestones and is a result of both internal factors and international interactions.

While Azerbaijan was an independent republic during the Soviet Union period, it made significant advances in technology and communications. However, due to the limited accessibility of technology and controlled communication channels during the Soviet period, the digital transformation process remained limited. After gaining independence, Azerbaijan started to progress rapidly in the field of information and communication technologies and the digital transformation process gained momentum. Since the early 2000s, the government in Azerbaijan began to develop various policies and strategies to promote digital transformation. During this period, important steps were taken in areas such as development of information technology infrastructure, expansion of internet access and provision of e-services. In addition, cooperation was made with international organizations and technology transfer was provided to support Azerbaijan's progress in the digital transformation process (Ahmad, M. U. & Murray, J. 2019).

Since the early 2010s, Azerbaijan's digital transformation process has gained further momentum. The country has implemented various policies and incentives to support the growth of the digital economy by determining national digital strategies. Steps such as encouraging entrepreneurship in the information and communication technologies sector, supporting the development of digital skills and providing incentives to technology-focused companies have accelerated Azerbaijan's progress in the digital transformation process. Today, Azerbaijan has made a significant progress in the digital transformation process and has a strong infrastructure that supports the growth of the digital economy. The historical development of the country's digital transformation is an important reference point for understanding Azerbaijan's progress in technology and communications and shaping its future strategies.

Digital Economy Infrastructure in Azerbaijan. The digital economy infrastructure in Azerbaijan has a rapidly developing structure to support the country's advances in information and communication technologies. This infrastructure includes various elements such as broadband internet access, digital infrastructures, e-services and digital payment systems (Promsri, C. 2019).

The country's broadband internet access infrastructure has made significant progress in recent years. Azerbaijan has made significant investments to strengthen and expand its internet infrastructure,

thus creating an infrastructure that can provide fast and reliable internet access. This enables businesses to leverage digital services and online platforms more effectively. In terms of digital infrastructures, Azerbaijan has various opportunities such as data centers, cloud computing services and digital platforms. The country is developing and renewing these infrastructures to support the growth of technology-focused companies and facilitate the delivery of digital services. This facilitates the transition of businesses to the digital economy and helps them gain a competitive advantage (Lubis, F. M., Rony, Z. T. & Santoso, B. 2020).

E-services in Azerbaijan also form an important part of the digital economy. The government makes public services more accessible by providing a variety of electronic services to citizens and businesses. Many processes such as tax payments, official document applications and transaction permits can now be carried out via digital platforms. This not only enables businesses to save time and resources, but also makes business processes more efficient. Another important element that supports the infrastructure of the digital economy in Azerbaijan is digital payment systems. The country offers various digital payment solutions for the proliferation of online shopping, e-commerce and digital financial services. This enables businesses to gain easier access to customers and conduct business transactions more quickly and securely (Soon, C. C. & Salamzadeh, Y. 2020).

In general, the digital economy infrastructure in Azerbaijan is constantly being developed in order to support the country's advances in the field of information and communication technologies and facilitate the digital transformation process of businesses. This infrastructure remains an important tool to increase the country's economic growth and competitiveness.

Relationship between Digital Economy and Innovation. The relationship between the digital economy and innovation plays a critical role in businesses gaining competitive advantage and in the process of economic growth today. While digital economy refers to an economic structure shaped by the use of information and communication technologies and includes business processes on digital platforms, innovation refers to the process of creating and implementing new ideas, products, services and business models. With the development of the digital economy, businesses are expected to focus more on innovation and produce innovative solutions using digital Technologies (Iskamto, D., 2020). Innovation is the fundamental dynamic of the digital economy and keeps businesses competitive. The continuous development and proliferation of digital technologies allows businesses to optimize their processes, offer new products and services, and reshape their marketing strategies. For example, innovative technologies such as artificial intelligence, big data analytics and blockchain increase the efficiency of businesses while offering the opportunity to improve customer experience and personalize marketing strategies. This enables businesses to gain competitive advantage by increasing customer satisfaction. The digital economy also provides an environment that fosters innovation. Digital platforms and open data sources offer businesses new opportunities and business model creation potential. Additionally, the digital economy supports business-to-business collaboration and open innovation, enabling ideas and talent from different sectors to come together. This allows businesses to develop innovative solutions by drawing on various sources (Aydoğan, S. ve Kutlu Gündoğdu, F. 2021).

However, the impact of the digital economy on innovation is not only positive. The rapid change and complexity of innovative technologies can present obstacles for some businesses and make the adaptation process difficult. Additionally, the competitive environment brought by the digital economy may cause some businesses to lose market share. Therefore, it is important for businesses to determine appropriate strategies and constantly focus on innovation during the transition to the digital economy. The relationship between the digital economy and innovation is critical for businesses to gain competitive advantage and support economic growth. With the use of digital technologies, it is an important requirement for businesses to focus more on innovation and take an active role in the digital transformation process for their success in the future (Wilson III, E. J. 2004).

Definition and Types of Innovation. Innovation Concept and Its Importance. Innovation is the process by which businesses or organizations develop new ideas, products, services or business

models to achieve and maintain competitive advantage. This concept includes not only technological innovations, but also all kinds of innovations related to the field of activity of the enterprise. Innovation enables businesses to adapt to market demands, increase their efficiency, reduce costs and support sustainable growth. Additionally, innovation plays a critical role in enabling businesses to maintain their long-term success by enabling them to gain a competitive advantage. Innovation allows businesses not only to improve the current situation, but also to adapt to future needs and respond to the changing demands of the market. Innovation is a necessity for businesses to exist and grow in a dynamic competitive environment. Especially considering today's rapidly changing technology and consumer behavior, it is important for businesses to constantly innovate and produce innovative solutions. Therefore, innovation is an important strategic tool that enables businesses not only to survive but also to achieve success by enabling them to gain competitive advantage (Eryesil, K. 2021).

Types: Product, Process, Market and Organizational Innovation. Various types of innovation support businesses to gain competitive advantage by enabling them to be innovative in different areas. Product Innovation is the process of improving businesses' existing products or developing completely new products. This type of innovation involves increasing the features of products, improving quality, or adding new functions to meet customer needs. Process Innovation refers to improvements or innovations in the operational processes of businesses. This type of innovation is carried out with the aim of increasing efficiency, reducing costs or improving service quality. Market Innovation is the process of businesses finding new markets or reaching new customer segments in existing markets. This type of innovation is achieved through methods such as changing marketing strategies, adapting the product to different markets, or using new distribution channels. Organization Innovation refers to innovations in the organizational structure or management processes of the business. This type of innovation is carried out with the aim of increasing the flexibility of the business, creating an innovative culture or encouraging collaboration (Lubis, F. M., Rony, Z. T. & Santoso, B. 2020).

Relationship between Digital Economy and Innovation: Theoretical Framework. The relationship between the digital economy and innovation can be seen as a complex dynamic that enables businesses to develop innovative solutions using digital technologies and gain competitive advantage by using these solutions. Theoretically, a variety of approaches and frameworks can be used to understand this relationship.

Schumpeter's theory of innovative entrepreneurship provides an important basis for explaining the relationship between the digital economy and innovation. According to Schumpeter, innovation and innovative entrepreneurship are the keys to economic development. The digital economy provides an environment that supports this theory because the rapid change and proliferation of digital technologies encourages businesses to constantly develop new products, services and business models. Behavioral approaches, such as Ajzen's Theory of Planned Behavior, can be used to understand businesses' decisions to innovate and the impact of these decisions on the digital economy. According to this theory, businesses' propensity to innovate is influenced by factors such as attitudes, subjective norms, and perceived behavioral control. To understand the effects of the digital economy on businesses, it is important to analyze businesses' intentions and behavior to innovate (Demirkan, H., Spohrer, J. C. & Welsch, J. J. 2016).

System dynamics and complex systems theory can be used to understand the interplay between the digital economy and innovation. This approach emphasizes the complexity of the dynamics and interactions that businesses face during the digital transformation process. To understand the effects of the digital economy on businesses, it is important to analyze the interactions between internal and external factors of businesses and how these interactions shape innovation. Resource dependency theory can be used to understand businesses' competitive advantages and innovation strategies within the digital economy. According to this theory, the competitive advantage of businesses depends on the resources they have and how these resources are used. Within the digital economy, how businesses access and use digital resources determines their innovation capacity and competitive advantage.

These theoretical frameworks provide an important basis for understanding the relationship between the digital economy and innovation. However, they can be used together to fully explain complex dynamics in the real world. These frameworks provide analysis to understand the challenges and opportunities businesses face in the digital transformation process and provide an important roadmap for future research (Freitas Junior, C., Cabral, F. M. & Brinkhues, A. R. 2020).

Links Between Digital Economy and Innovation. The connections between the digital economy and innovation constitute one of the fundamental dynamics of today's business world. While digital economy refers to an economic structure in which technology and communication tools are widely used, innovation is the process of businesses developing new ideas, products, services or business models using these technologies. These connections enable businesses to gain competitive advantage and support economic growth (Wahab, S., Rahmat, A., Yusof, M. S. & Mohamed, B. 2015). The digital economy provides an environment that fosters innovation. The continuous development and proliferation of digital technologies creates a basis for businesses to constantly develop new and innovative solutions. New technologies, especially artificial intelligence, big data analytics, and blockchain technology, increase the efficiency of businesses while providing opportunities such as improving customer experience and personalizing marketing strategies. This enables businesses to gain a competitive advantage and stand out in the market. On the other hand, innovation also supports the development of the digital economy. Innovation enables businesses to create new business opportunities using digital technologies. Innovative products, services or business models enable businesses to be more competitive in markets and provide value to customers. Additionally, innovation increases efficiency and reduces costs by improving businesses' internal processes and ways of doing business. This helps businesses increase profit margins and increase growth potential (Ahmad, M. U. & Murray, J. 2019).

Links between the digital economy and innovation enable businesses to not only improve the current situation, but also adapt to future market needs and keep up with changing technology trends. In this context, it is important for businesses to constantly innovate and use digital technologies effectively in order to be successful in the digital economy and sustain long-term growth. In this context, for businesses to be successful in the digital transformation process, it is important for them to understand these connections between the digital economy and innovation and determine the right strategies.

The Impact of Digital Technologies on the Innovation Process. The impact of digital technologies on the innovation process is a determining factor in today's business world. Digital technologies increase the innovation capacity of businesses and support them in gaining competitive advantage by enabling the development of new ideas, products, services and business models (Promsri, C. 2019). First of all, the impact of digital technologies on the innovation process plays an important role in the discovery and development of innovative ideas. Digital technologies such as big data analytics, artificial intelligence, internet of things, blockchain and robotics provide businesses with access to large amounts of data and enable them to obtain valuable information by analyzing this data. This information helps businesses understand market trends, predict customer behavior and discover new opportunities. This makes it easier for innovative ideas to emerge. Digital technologies accelerate the innovation process and reduce its costs. Traditionally, developing new products or services can take a long time and require high costs. However, with the use of digital technologies, businesses can create prototypes faster, receive feedback more quickly, and make the product/service development process more efficient. In addition, digital infrastructures such as cloud computing enable businesses to more easily access the resources they need while reducing their costs (Iskamto, D., 2020).

Digital technologies enable businesses to design and personalize their products/services in a customer-oriented manner. Digital tools such as mobile applications, social media platforms and online marketing tools can be used to improve customer experience. This allows businesses to better understand customer feedback and shape their products/services according to customer demands. As a result, customer satisfaction increases and it becomes easier to gain a competitive advantage. In

general, the impact of digital technologies on the innovation process supports economic growth by enabling businesses to become more competitive. However, in order to fully evaluate this impact, businesses must adopt the right strategies and use digital technologies effectively. In this context, in order for businesses to be successful in the digital transformation process, it is important for businesses to fully understand the integration of digital technologies into the innovation process and the potential of these technologies.

Contributions of Innovation to the Digital Economy. Innovation makes significant contributions to the digital economy, increasing the competitiveness of businesses and supporting economic growth. These contributions occur in a variety of fields and contribute greatly to the development of the digital economy.

Innovation enables the emergence of new business opportunities and income sources in the digital economy. The development of innovative products and services provides solutions that meet the needs of consumers, leading to the creation of new markets. In particular, entrepreneurship and the start-up ecosystem increases the contributions of innovation to the digital economy. New ventures create new business models and accelerate economic growth by implementing their innovative ideas (Aydoğan, S. ve Kutlu Gündoğdu, F. 2021).

Innovation increases the efficiency of the digital economy. With the use of digital technologies, businesses become more efficient thanks to innovative solutions such as automation in business processes, data analytics, artificial intelligence and robotics. This reduces costs, increases productivity and enables more efficient use of resources. As a result, the competitiveness of businesses increases and economic growth gains momentum.

Innovation supports the sustainability and long-term growth of the digital economy. Innovative solutions emerge in areas such as the development of environmentally friendly technologies, more efficient use of resources and the adoption of solution-oriented approaches to social problems. This contributes to ensuring environmental and social sustainability and ensures long-term economic growth (Freitas Junior. C., Cabral, F. M. & Brinkhues, A. R. 2020).

The contributions of innovation to the digital economy support economic growth by increasing the competitiveness of businesses. However, in order to fully evaluate and use these contributions, it is important for businesses to adopt innovation with a strategic approach and use digital technologies effectively. In this context, it is important for businesses to fully understand the contributions of innovation to the digital economy and determine the right strategies in order to be successful in the digital transformation process.

Innovation and Digital Economy in Azerbaijan. Innovation Environment and Supporting Policies in Azerbaijan. Azerbaijan has taken important steps in the field of innovation and technology in recent years and has made significant developments in this field. The country has developed various supportive policies to strengthen the innovation ecosystem and promote technology. Among them, the National Innovation System Strategy and Action Plan implemented by the Ministry of Science and Technology of the Government of the Republic of Azerbaijan has adopted a comprehensive approach to the promotion and dissemination of innovation. Various incentives and supports are provided to strengthen the innovation environment in Azerbaijan. Incentive mechanisms such as tax deductions, patent and trademark support are offered to encourage research and development activities. Additionally, supporting structures such as venture capital funds and organizations that finance innovative projects have been created to encourage entrepreneurship (Lubis, F. M., Rony, Z. T. & Santoso, B. 2020).

However, there are still some challenges to strengthening the innovation environment in Azerbaijan. These include factors such as inadequate R&D infrastructure, limited financial resources, low technology awareness and lack of cooperation between businesses. To overcome these challenges, the Azerbaijani government is developing new policies and measures in areas such as strengthening the R&D infrastructure, increasing financial resources and increasing technology awareness.

Challenges Encountered in the Transition to Digital Economy. Azerbaijan faced many difficulties in the transition to a digital economy. In the country, factors such as inadequacy of digital infrastructure, low level of education, inadequacy of digital skills and uncertainty of the legal framework are the main challenges limiting the development of the digital economy (Wahab, S., Rahmat, A., Yusof, M. S. & Mohamed, B. 2015).

Problems such as inadequate digital infrastructure, limited internet access and low speed are encountered. This situation prevents the provision of the technological infrastructure necessary for the development of the digital economy. Additionally, low education levels and insufficient digital skills prevent the workforce from adapting to the digital economy and using digital technologies effectively. The uncertainty of the legal framework is another important factor hindering the development of the digital economy. The digital economy requires different legal and regulatory obligations than traditional economic activities. Therefore, it is important to establish a clear and effective legal framework in the transition to the digital economy.

Examples in Azerbaijan in the Context of Innovation and Digital Economy. Azerbaijan has many successful examples in the field of innovation and digital economy. For example, technology parks and innovation centers operating in the country's capital Baku allow local entrepreneurs to develop innovative projects in the field of technology. In addition, many start-ups and technology companies operating in Azerbaijan have achieved successful projects in local and international markets. Important steps have been taken in the country in the transition to the digital economy. Significant progress has been made, especially in areas such as the provision of e-government services, the expansion of electronic commerce and the promotion of digital payments. These steps increase Azerbaijan's potential in the transition to the digital economy and support economic growth by increasing the competitiveness of businesses (Demirkan, H., Spohrer, J. C. & Welser, J. J. 2016).

Digital Economy and Innovation: Impacts on Azerbaijani Businesses. Competitiveness of Innovation-Focused Businesses with the Digital Economy. Focusing on innovation to increase competitiveness of businesses in Azerbaijan allows them to gain a stronger position within the digital economy. Innovation-oriented businesses constantly generate new ideas and develop new products, services or business models by combining these ideas with digital technologies. In this way, they gain a competitive advantage in the digital economy (Soon, C. C. & Salamzadeh, Y. 2020).

Innovation-focused businesses gain a competitive advantage thanks to their ability to respond quickly to market demands. Customer needs can change rapidly in the digital economy, and it is important for businesses to adapt to this change. Innovation-focused businesses can respond quickly to these demands thanks to their flexibility and quick decision-making abilities. In addition, innovation-oriented businesses constantly follow new technologies and increase efficiency by integrating these technologies into their business processes. To be competitive in the digital economy, it is important to have a strong technological infrastructure, and innovation-oriented businesses gain an advantage in this area (Eryesil, K. 2021).

It is important for businesses in Azerbaijan to focus on innovation to be competitive in the digital economy. Innovation-oriented businesses constantly produce new ideas, strengthen their technological infrastructure and respond quickly to customer needs. In this way, they succeed in the digital economy and ensure long-term growth.

The Impact of Digital Economy and Innovation on Business Performance. Digital economy and innovation have significant implications for improving the performance of businesses in Azerbaijan. The digital economy allows businesses to digitize their operations and create new business opportunities. Innovation enables businesses to take advantage of these opportunities and gain competitive advantage. Digital economy and innovation increase the efficiency of businesses and positively affect their performance. With the use of digital technologies, business processes are automated, efficiency increases and costs decrease. Additionally, through innovation, businesses develop new and efficient business models and provide better service to customers (Wilson III, E. J. 2004).

Digital economy and innovation increase the competitiveness of businesses and improve their performance. To compete in the digital economy, it is important for businesses to use technology effectively and constantly develop innovative solutions. In this way, businesses increase their market shares and achieve growth (Promsri, C. 2019).

Digital economy and innovation are increasingly important to improve the performance of businesses in Azerbaijan. It is important for businesses to effectively use digital technologies and constantly develop innovative solutions to increase competitiveness, increase efficiency and provide value to customers.

Digital Transformation and Innovation Capabilities of Businesses in Azerbaijan

Digital transformation and innovation capabilities of businesses in Azerbaijan are important for the country's economic growth and competitiveness. Digital transformation enables businesses to digitize their operations and use technology effectively. This increases the competitiveness of businesses and supports growth. Digital transformation of businesses in Azerbaijan is taking place in various areas. It is especially important for large businesses to strengthen their digital infrastructure and digitalize their business processes. In this way, businesses increase efficiency, reduce costs and gain competitive advantage (Ahmad, M. U. & Murray, J. 2019).

Innovation capabilities support the digital transformation of businesses in Azerbaijan and increase their competitiveness. Innovation capabilities enable businesses to constantly generate new ideas, use technology effectively and respond to customer needs.

Digital transformation and innovation capabilities of businesses in Azerbaijan are important for the country's economic growth and competitiveness. Businesses need to strengthen their digital infrastructure, digitalize their business processes and constantly generate new ideas. In this way, businesses gain competitive advantage and support long-term growth.

Results and Discussion. When the impact of the digital economy and innovation on business in Azerbaijan is considered, it is clear that development in these areas is critical to the country's economic growth and competitiveness. Our research offers an opportunity to understand the current situation and future potential of Azerbaijan in the field of digital economy and innovation.

The difficulties faced by businesses in Azerbaijan in the transition to the digital economy are factors such as inadequacy of digital infrastructure, low level of education and uncertainty of the legal framework. To overcome these challenges, the Azerbaijani government needs to invest more and improve the digital skills of businesses. The competitiveness of innovation-oriented businesses in the digital economy is possible if businesses constantly generate new ideas and use technology effectively. Businesses in Azerbaijan strengthen their innovation capacity and use digital technologies more effectively, enabling them to gain competitive advantage and support long-term growth.

The impact of digital economy and innovation on business performance in Azerbaijan enables businesses to reduce costs and increase competitiveness by increasing their efficiency. However, in order to fully evaluate and use this impact, it is important for businesses to adopt the right strategies and use digital technologies effectively. The developments of businesses in Azerbaijan in the field of digital economy and innovation support the country's economic growth and increase its competitiveness. However, more investment and improvement of businesses' digital skills is required. In this way, it will be possible for Azerbaijan to fully realize its potential in the digital economy and achieve long-term sustainable growth.

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Rəqəmsal iqtisadiyyatın müəssisə innovasiyasına təsiri: Azərbaycan nümunəsi

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Xülasə. Bu məqalə rəqəmsal iqtisadiyyatın Azərbaycanda biznes innovasiyasına təsirlərini araşdırmaq məqsədi daşıyır. Azərbaycan rəqəmsal transformasiya prosesində mühüm addımlar atıb, lakin bu prosesin iş dünyasında innovasiyalara təsiri hələ də lazımi səviyyədə araşdırılmayıb. Bu kontekstdə məqalədə rəqəmsal iqtisadiyyatın biznes innovasiyalarına təsirinin başa düşülməsi üçün nəzəri çərçivə təqdim olunur və Azərbaycanda mövcud vəziyyət təhlil edilir. Məqalədə mündəricatda göstərilən struktura əsaslanaraq, rəqəmsal iqtisadiyyatın Azərbaycanda biznes innovasiyasına təsirləri araşdırılarkən nəzəri çərçivə, nümunə araşdırmaları və məlumatlar ilə dəstəklənən hərtərəfli təhlil təqdim olunur. Nəticələr rəqəmsal transformasiya prosesində müəssisələrin üzləşdiyi çətinlikləri və innovasiya potensiallarını ortaya qoysa da, gələcək tədqiqatlar üçün təkliflər də təqdim olunmaqdadır. Bu məqalə Azərbaycanın rəqəmsal iqtisadiyyat və innovasiyalar sahəsində potensialını anlamaq və müvafiq siyasətin qurulmasına töhfə vermək üçün mühüm mənbə olacaqdır.

Açar sözlər: Azərbaycan, rəqəmsal iqtisadiyyat, innovasiya, biznes, rəqəmsal transformasiya.

Алиева С.Э.

Резюме. Целью данной статьи является изучение влияния цифровой экономики на бизнес-инновации в Азербайджане. Азербайджан предпринял важные шаги в процессе цифровой трансформации, однако влияние этого процесса на инновации в мире бизнеса еще не исследовано должным образом. В этом контексте в статье представлены теоретические основы для понимания влияния цифровой экономики на бизнес-инновации и анализируется текущая ситуация в Азербайджане. На основе структуры, изложенной в оглавлении, в статье представлен комплексный анализ, подкрепленный теоретической базой, практическими исследованиями и данными при изучении влияния цифровой экономики на бизнес-инновации в Азербайджане. Хотя результаты раскрывают проблемы, с которыми сталкиваются предприятия в процессе цифровой трансформации, и потенциал для инноваций, также представлены предложения для будущих исследований. Эта статья станет важным ресурсом для понимания потенциала Азербайджана в области цифровой экономики и инноваций и внесения вклада в разработку соответствующей политики.

Ключевые слова: Азербайджан, цифровая экономика, инновации, бизнес, цифровая трансформация.

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