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Marketing Process in Information Security Context: Comparison Between Czech Republic and Belgium

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Abstract

Due to increased numbers of cyber-attacks, cyberbullying and data breaches incidents influence the Digital Marketing Process that refers to the processes involved in delivering products and services to the customer (process of paying for influencing practically in the same way as the value users received). The unreliability and extreme information vulnerability of Digital marketing processes, as well as implemented collaboration platforms that complete with different document sharing, online meeting modules, etc., which are part of a company's operational marketing infrastructure processes and marketing mix tools, afterwards leads to a loss of the company's reputation and, as a result, to financial losses. The attitude to the issue of information security and personal data protection is different from country to country and from business to business thus represent different ways. This paper proves that there is a relationship between the use of information security strategy as part of the digital marketing process and the company's positive reputation among consumers in countries such Belgium and the Czech Republic, as well as the willingness of businesses in these two countries to invest resources in information security to reinforce the marketing process. The study provides evidence that there is a difference in the perceptions of information security among businesses and consumers in Belgium and the Czech Republic, and differences in the perception of information security threats and data privacy before the Coronavirus and current attitude of future strategies in relation of information security as good reputation guaranty of the reliable marketing mix process.

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