

Digital Technologies in International Business and Marketing: A Systematic Quantitative Literature Review

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Abstract

Digital technologies increasingly permeate marketing and hence have been increasingly analysed also by international business and marketing scholars. However, the intellectual structure emerging from this new stream of literature has not yet been synthesized in a framework nor critically discussed. This study conducts a systematic quantitative literature review to examine the extent to which digital technologies feature in research at the intersection of international business and international marketing published until 2019. Findings indicate an increase in international marketing literature studying the drivers and outcomes of the adoption and use of digital technologies. However, the emerging research field is fragmented in scope and displays several gaps. A conceptual framework that helps to identify critical marketing problems and links digital technologies to international marketing is missing. We develop a framework including drivers and outcomes of the adoption of digital technologies in international business and marketing settings

Keywords: *Systematic Quantitative Literature Review; digital technologies; international marketing*

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