



A Meta-Analysis Using Voyant Tools: Digital Transformation and Innovation of Coffee Marketing Management

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Abstrak

Digital transformation has reshaped the marketing landscape across various sectors, including the coffee industry. Changes in consumer behavior, which increasingly rely on technology, have driven coffee businesses to adopt digital-based marketing strategies in order to remain competitive. This study aims to analyze innovations in digital coffee marketing management as well as to identify relevant market trends and segmentation. The research employs a qualitative method with a meta-analysis approach based on text mining. This approach is used to examine and critically analyze previous studies and relevant documents that discuss digital transformation and innovation in coffee marketing management. By utilizing Voyant Tools as an analytical instrument, the study identifies keyword patterns, term frequency, and conceptual interconnections, thereby enabling comprehensive conclusions regarding effective digital marketing strategies and practices. The findings indicate that digital transformation and innovation in marketing management are key factors in strengthening the competitiveness of the coffee industry. The use of digital technology not only expands market reach but also enhances producer-consumer relationships through more interactive, transparent, and sustainable approaches. The integration of digital strategies with local values and sustainability serves as an essential foundation for the growth of the coffee business in the modern era.

1. Introduction

Digital transformation has become a key driver in the development of the coffee industry, particularly in marketing management. Changes in consumer behavior, which increasingly rely on technology, have encouraged coffee entrepreneurs to utilize digital platforms such as social media, e-commerce, and online ordering applications (Warokka, 2020). The presence of these technologies enables coffee

marketing to become broader and more efficient, reaching consumers across different regions without spatial and temporal limitations. Beyond market expansion, digital transformation also creates opportunities for innovation in building customer experiences (Biemans & Malshe, 2024) (Salimi, 2024) (Thomas, 2024). Coffee brands are now leveraging consumer data to design more personalized promotional strategies, such as preference-based product recommendations, interactive campaigns, and digital loyalty programs (Ariadini, 2022). This approach not only enhances customer satisfaction but also strengthens long-term relationships between consumers and brands.

Innovation is also evident in the use of technology for storytelling and branding. Through creative content such as videos, articles, and social media campaigns, coffee businesses are able to narrate the origin of coffee beans, the roasting process, and the sustainability values they uphold (Endres et al., 2024). These narratives provide added value to coffee products while also attracting younger generations who are more attentive to ethical considerations and brand authenticity (Kelleci, 2022). Digital transformation and innovation will become increasingly crucial in addressing the intense competition within the coffee industry. The integration of technologies such as artificial intelligence (AI), the Internet of Things (IoT), and data analytics is predicted to support coffee businesses in creating smarter and more adaptive marketing strategies. Consequently, coffee entrepreneurs can continue to innovate and remain resilient in a dynamic and constantly evolving market (Lopes & Trindade, 2023).

Research by (S. et al., 2023) shows that the use of social media platforms such as Instagram and Facebook can increase brand awareness of local coffee by up to 35%. Digital marketing strategies are considered effective because they bring brands closer to consumers through engaging and interactive visual content. Similar results were reported by (Nabilah & Wahjoedi, 2024), who recorded a 28% increase in sales volume among coffee MSMEs that actively utilized features such as stories and paid advertisements on social media. Beyond social media, e-commerce also plays an important role in coffee marketing innovation. A study conducted by (Miao, 2023) revealed that 60% of coffee entrepreneurs who marketed their products through online marketplaces experienced market expansion, particularly to regions outside their hometowns. Meanwhile, research by (Sestino et al., 2024) highlighted that the use of online ordering applications made it easier for consumers to personalize their purchases, which in turn improved customer satisfaction. From a data-driven innovation perspective, research by (Castilla-Miguel & Aramendia-Muneta, 2023) found that the use of data analytics helps coffee businesses better understand consumer preferences, thereby enabling more tailored promotional strategies. In addition, (Mengalli & Carvalho, 2023) emphasized the importance of digital storytelling that highlights sustainability values and the coffee production process, which was proven to increase consumer loyalty by 18%. These findings affirm that digital transformation is not merely about technology, but also about innovative strategies that are increasingly focused on customer needs and experiences.

Digital transformation in coffee marketing management has reshaped the way coffee producers, retailers, and brands engage with consumers in a highly competitive market (Adula et al., 2024). The integration of digital technologies such as social media platforms, e-commerce marketplaces, and data analytics tools has

enabled businesses to expand their market reach, optimize promotional strategies, and build stronger customer relationships. By utilizing targeted advertising and personalized communication, companies can deliver value propositions more effectively while also fostering consumer trust and loyalty (Rustholikarhu et al., 2022). This shift has moved coffee marketing beyond traditional face-to-face or offline methods, making it more efficient, transparent, and adaptable to changing consumer preferences. Innovation in coffee marketing management complements digital transformation by introducing creative approaches that emphasize sustainability, storytelling, and community engagement.

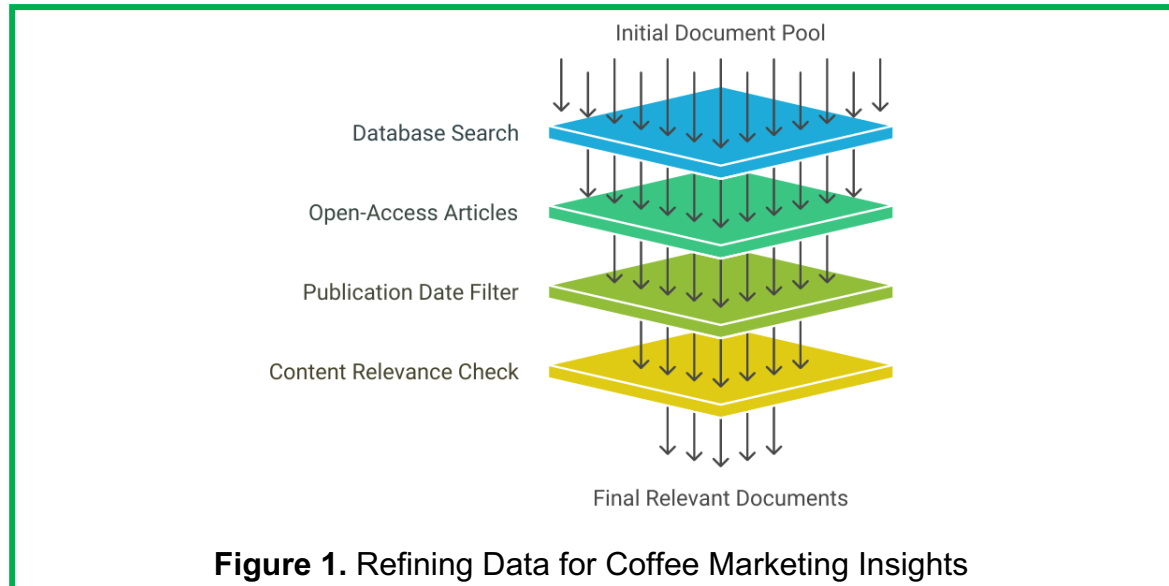
Digital transformation has created vast opportunities for coffee businesses; however, there remains a significant gap between large-scale enterprises and micro, small, and medium-sized enterprises (MSMEs) in terms of technology adoption (Watini et al., 2022). Many coffee MSMEs face challenges such as limited human resources with expertise in digital marketing and insufficient capital to invest in advanced technologies such as data analytics or customized ordering applications (Fischer et al., 2020). This gap is further exacerbated by varying levels of digital literacy among business owners, which affects the effectiveness of their digital campaigns. Another major challenge is the intensifying competition in the digital arena, where businesses must continuously innovate to remain relevant and capture consumer attention (Babu & Elangovan, 2024). The rapid shifts in consumer trends also demand that marketing strategies be adapted dynamically. As a result, coffee businesses that are unable to keep pace with technological developments risk losing market share and experiencing a decline in consumer loyalty (Gwiazdziński & Wadlewski, 2022). Therefore, the skills gap and unequal access to technology represent critical issues that must be addressed to ensure that digital transformation provides equitable benefits for all coffee entrepreneurs.

As a solution to these gaps and challenges, this study proposes a text-analysis-based approach to identify patterns, trends, and digital marketing strategies that have been successfully implemented by various coffee businesses. By utilizing Voyant Tools, the research enables both scholars and practitioners to deeply explore textual data from academic articles, business reports, and digital media content. The results of this analysis can serve as a practical reference for coffee MSMEs in developing more effective, data-driven marketing strategies that align with the dynamic nature of consumer preferences. This meta-analytical approach is expected to reduce the digital knowledge gap while simultaneously helping coffee entrepreneurs to innovate and adapt within an increasingly fast-changing market environment.

2. Methods

This study employs a qualitative research design with a meta-analysis approach based on text mining (Horenberg, 2023). The approach is applied to examine and analyze in depth various previous studies as well as relevant documents that discuss digital transformation and innovation in coffee marketing management. By utilizing Voyant Tools as an analytical instrument, the research identifies keyword patterns, term frequency, and conceptual interrelations, thereby enabling comprehensive conclusions regarding effective strategies and practices in digital marketing (Ilyefalvi, 2023). The data used in this study consist of secondary texts collected from scholarly articles, research reports, industry publications, and digital content relevant to the topic of digital transformation and coffee marketing

innovation (Kairaitytė-Užupė et al., 2023). Sources include national and international journals, conference proceedings, research institute reports, and online publications available through open access. To ensure relevance and timeliness, the data were gathered from publications issued within the past five years.



Data were collected by compiling scientific documents and publications relevant to the theme of digital transformation and innovation in coffee marketing management. These documents were obtained through searches in academic databases, particularly focusing on articles available in open-access formats (Giraldo, 2020). The inclusion criteria required publications issued within the last five years that addressed digital marketing practices, technological innovation, or case studies in the coffee industry. All selected documents were then compiled in text format to facilitate subsequent analysis.

The data were analyzed using Voyant Tools, a web-based text mining software that enables the visualization of textual data such as word frequency, keyword correlations, and topic mapping. The process began with data cleaning, including the removal of conjunctions and non-contextual words (stopwords). The cleaned data were then analyzed to identify dominant keywords, the occurrence of terms related to innovation and digital transformation, and the interconnections between key concepts (Miguel, 2022). The results of this analysis supported the researcher in drawing conclusions regarding the most frequently observed digital strategies and emerging trends in coffee marketing innovation within the analyzed literature.

3. Findings and Discussions

3.1 Findings

The results of this study indicate that digital transformation has a significant impact on coffee marketing efforts, both through the use of digital platforms and through more interactive communication strategies with consumers. Through meta-analysis using Voyant Tools, several dominant keywords and themes were identified, highlighting the importance of innovation in marketing management, such as the utilization of social media, e-commerce, and data-driven approaches to better understand market preferences. The findings also reveal that coffee businesses integrating digital innovation tend to be more adaptive and competitive in responding

These terms demonstrate that success in today's marketing landscape is strongly influenced by the integration of technology, innovative strategies, and a deep understanding of consumer needs and behaviors. Digital transformation is not merely a trend but a strategic necessity for businesses, particularly in the coffee industry to remain relevant, competitive, and capable of building long-term relationships with consumers through various available digital platforms.

Trends in the Digital Transformation of Coffee Marketing

By utilizing the latest technological advancements, coffee entrepreneurs are now able to identify market demands with greater accuracy and respond more efficiently. The relationship between producers and consumers has become closer, driven by transparency and the ability to personalize offerings according to individual preferences. This new approach not only broadens market reach but also establishes more open and collaborative communication patterns, fostering adaptive and sustainable business growth.

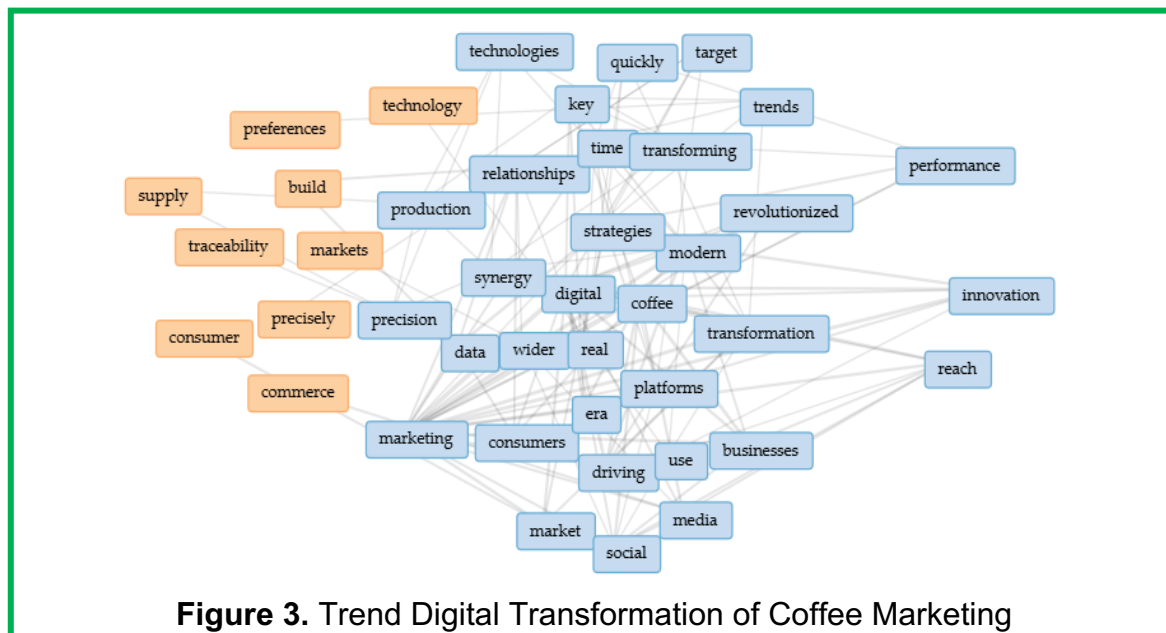


Figure 3. Trend Digital Transformation of Coffee Marketing

Digital transformation in coffee marketing is clearly reflected in the interrelation of keywords within the concept map. Terms such as *technologies*, *digital*, *platforms*, and *transformation* highlight the central role of modern technology in building more precise and measurable marketing strategies. Technology enables coffee businesses to better understand consumer preferences by leveraging data and social media to reach wider markets quickly and in a more targeted manner. Furthermore, digital innovation fosters *synergy* between production, marketing, and consumers, resulting in stronger relationships that are more responsive to market trends. On the other hand, keywords such as *traceability*, *supply*, and *consumer* (highlighted in orange) indicate a shifting focus toward supply chain transparency and personalization. Today's consumers demand not only high-quality coffee but also traceability of its origin and a sense of direct connection through digital commerce. Digital transformation thus provides opportunities for businesses to build trust by ensuring openness and tailoring products to consumer preferences. In this sense, digitalization not only revolutionizes the way coffee is marketed but also reshapes the relationship between producers and consumers in the modern era.

The concept map titled “*Trend Digital Transformation of Coffee Marketing*” demonstrates that digital transformation does not merely accelerate marketing strategies, making them more precise and data-driven, but also strengthens producer–consumer relationships through supply chain transparency and product personalization. By harnessing technology, digital platforms, and social media, coffee businesses can expand their market reach, foster consumer trust, and create synergy that supports innovation and sustainable growth in the modern era.

Segments in Digital Transformation of Coffee Marketing

The segmentation of digital transformation themes in coffee marketing illustrates how the main topics within a document evolve and shift in focus across different sections. Each segment emphasizes particular themes that dominate at certain points before transitioning to others as the discussion develops. This visualization allows readers to see the overall narrative flow, indicating where certain aspects are given more attention and where the focus begins to shift. From this graphical representation, it becomes clear that the document is structured dynamically, guiding readers through multiple perspectives and in-depth discussions that align with the context of each section.

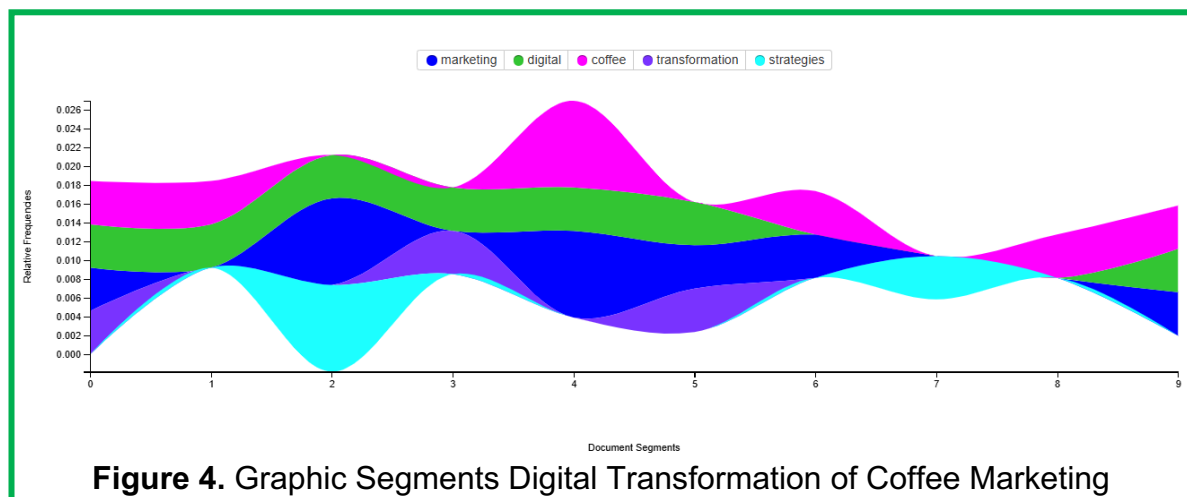


Figure 4. Graphic Segments Digital Transformation of Coffee Marketing

The graph above presents the segmentation of a document based on the relative frequency of keywords related to the *Digital Transformation of Coffee Marketing*. It shows the dynamics of five main words: *marketing*, *digital*, *coffee*, *transformation*, and *strategies* across different segments of the document represented on the horizontal axis. The vertical axis indicates the relative frequency of each word in each segment. Each color corresponds to a keyword, with dark blue for *marketing*, green for *digital*, magenta for *coffee*, purple for *transformation*, and light blue for *strategies*. The visualization resembles a streamgraph that illustrates the fluctuations in the importance of each topic throughout the document. The word *coffee* (magenta) dominates in the fourth segment, reflecting the strong emphasis on the product in that part. The words *marketing* (dark blue) and *digital* (green) appear relatively stable across several sections, although *marketing* becomes especially prominent in the second and fourth segments, indicating a focus on marketing strategies in those sections. The word *transformation* (purple) appears more significantly in the third and fifth segments, which highlights intensive discussions on digital change. The word *strategies* (light blue) fluctuates sharply, with peaks in the first and sixth

This approach extends beyond technical aspects to include long-term values related to social responsibility and technological advancement. By integrating these elements, the strategies employed are expected to create sustainable competitiveness that remains relevant to current market conditions. Each element within the visualization contributes to shaping a system that is both dynamic and responsive to emerging challenges. The focus lies not only on final outcomes but also on processes that ensure continuity and consistency in implementation. This diversity of approaches demonstrates that careful planning and cross-sector integration are key to developing strategies that are both effective and impactful.

Trend of Innovation in Coffee Marketing Management

The interconnection of components reflects that current approaches are no longer one-directional or conventional but instead involve multiple stakeholders and aspects, ranging from the production process to the delivery of values to consumers. This indicates a paradigm shift in the way marketing strategies are designed, now becoming more complex and inclusive of social, cultural, and environmental responsibility factors.



Figure 6. Trend Innovation of Coffee Marketing Management

The figure illustrates a word map that highlights trends in innovation within coffee marketing management. The words in blue represent the core concepts of marketing strategies, such as *promotion*, *market*, *management*, *storytelling*, *partnerships*, and *innovation*. In contrast, the words in orange reflect operational or local elements, such as *farmers*, *local*, *product*, and *practices*. The interconnections among these terms demonstrate the synergy between strategic approaches and the involvement of local actors in enhancing the added value of coffee through innovative marketing. This visualization shows that marketing management is not solely focused on sales but also on building trust, creating meaningful experiences, and embedding sustainability values. In the context of coffee marketing, this innovative approach encompasses strategies such as storytelling to strengthen brand loyalty, value-based promotion centered on social and environmental concerns, and partnerships with local farmers to ensure sustainable product quality. Innovation extends beyond digitalization or visual promotion to include supply chain management, sustainable farming practices, and ways of conveying value to consumers. The figure suggests that modern coffee marketing trends require

integration between global marketing strategies and local approaches that prioritize consumer experience and socio-ecological sustainability.

The relationships among the various terms indicate that strategies must be capable of addressing the continuously evolving challenges of the market. The approach is not only aimed at final outcomes in the form of sales but also at creating emotional bonds and sustaining long-term relationships between producers and consumers. By bringing together elements from multiple perspectives, this approach is expected to generate deeper value and broader impact, both economically and socially.

Segments of Innovation in Coffee Marketing Management

This visualization also illustrates the dynamics of topic distribution within a document, segmented across different parts. Each color reflects the changing intensity of a topic from the beginning to the end of the text. The pattern reveals significant fluctuations, with some themes dominating early sections, declining, and then re-emerging in later segments. This demonstrates that the focus of discussion is not static but gradually shifts in line with the narrative flow or the intended structure of information delivery.

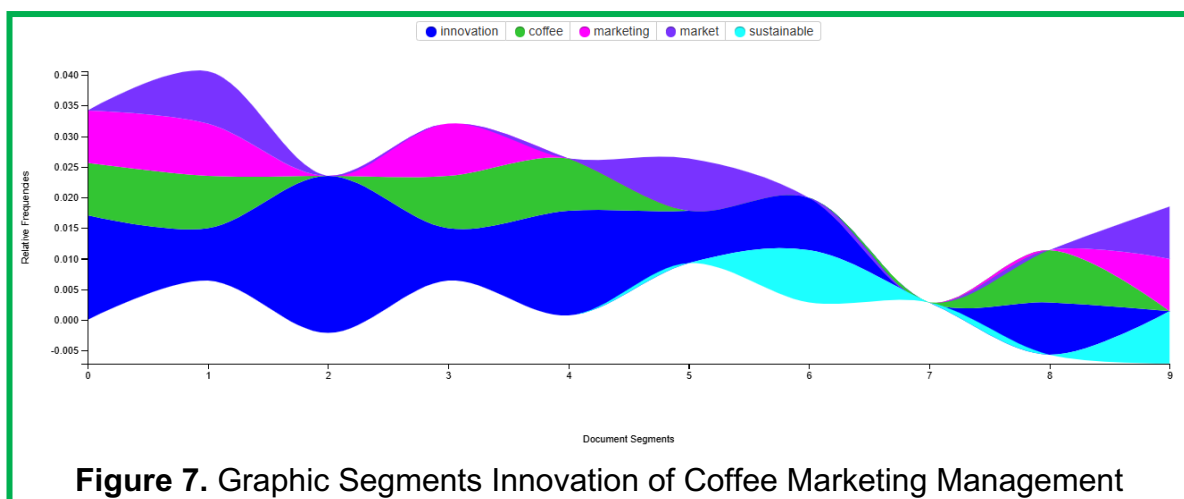


Figure 7. Graphic Segments Innovation of Coffee Marketing Management

The figure illustrates the relative frequency distribution of five main keywords: *innovation*, *coffee*, *marketing*, *market*, and *sustainable*, across different segments of the document. Each color represents one keyword, while the variation in thickness of the colored areas reflects the intensity of the word's usage in particular segments. For instance, *innovation* (dark blue) dominates most segments, especially from the second to the fifth, indicating that discussions on innovation form the central focus in the middle part of the document. In contrast, *marketing* (magenta) and *market* (purple) appear more strongly at the beginning and toward the end, reflecting a balanced emphasis on both marketing and market aspects. This correlation is closely aligned with the theme of *Segments Innovation of Coffee Marketing Management*, as the graph visually demonstrates that innovation in coffee marketing management is not evenly distributed but concentrated in specific parts of the document. For example, the surge of the word *sustainable* (light blue) in the sixth segment highlights a strong discussion of sustainability in the later stages of marketing strategies. This suggests that coffee marketing innovation encompasses not only products or techniques but also a strong emphasis on sustainability and market adaptation. The visualization helps identify which parts of the document merit

deeper analysis in order to better understand the dynamics of innovation and strategy in coffee marketing management.

The pattern also reflects careful planning in the thematic organization of the document. The opening sections appear to focus on introducing and framing key ideas, while the middle sections represent the core of the discussion with higher intensity. Toward the end, the emphasis shifts toward conclusions or a reinforcement of the main points. Such a structure is effective in building a cohesive narrative, where each part of the document plays a distinct yet interconnected role in conveying the overall message.

3.2 Discussions

Digital Transformation of Coffee Marketing

Digital transformation has become a crucial element in the management of coffee marketing strategies, marked by significant changes in the way producers interact with consumers. This approach integrates digital technologies such as social media, e-commerce, and big data analytics to better understand customer behavior and deliver brand messages more effectively. Strategies are no longer dependent on traditional methods but instead emphasize adaptive, personalized, and data-driven approaches. As a result, coffee industry players have become more competitive and responsive to the dynamics of the global market. The concept of digital transformation in coffee marketing refers to the use of information technology as a tool to improve the efficiency of communication and product distribution. Coffee entrepreneurs are increasingly shifting toward digital methods to promote their products, expand market reach, and create more active engagement with consumers. In this context, digital skills, creativity in content, and the ability to interpret market trends have become key aspects of maintaining business relevance amid dynamic changes in consumer behavior.

The trend of digital transformation shows that technology not only accelerates the marketing process but also enables product personalization and supply chain transparency. The relationship between producers and consumers has become more direct and open, facilitated by information about product origins (traceability), consumer rating systems, and preferences that can be addressed in real time. Digitalization also opens wider opportunities for collaboration among various actors in the coffee ecosystem, including farmers, distributors, and customers, all of whom are connected through an efficient and interactive digital system. The concept map of digital coffee marketing illustrates how words such as *technologies*, *platforms*, and *relationships* form the core of this strategic transformation. Marketing is no longer a one-way process but rather a dialog with consumers through social media and digital platforms. This innovation has created a more responsive ecosystem that adapts to consumer preferences while enabling businesses to reach target markets quickly and accurately. Thus, the trend of digital transformation not only reshapes how marketing is conducted but also redefines the relationship between brands and their consumers.

The segmentation of the document shows that attention to the topic of digital transformation varies across different sections. Some segments highlight aspects of marketing strategies, while others focus more on coffee as a product or on the technological transformation itself. The data visualization reveals that terms such as *strategies* dominate the opening and closing sections of the document,

whereas *transformation* rises in intensity in the middle. This pattern indicates that the narrative is constructed progressively, beginning with a general background, moving into the core of digital transformation, and concluding with strategic reflections. The segmentation graph further illustrates the dynamics of topics that shape the overall narrative of digital transformation in coffee marketing. The thickness of certain keywords within specific segments signals the focus of discussion, such as the emphasis on *marketing* and *digital* in the opening sections, followed by the surge of *transformation* and *strategies* in the later parts. This reflects a writing structure that is not static but carefully organized to reinforce the reader's understanding of the urgency and benefits of coffee marketing digitalization. Such structuring makes the narrative more engaging and easier to comprehend across both academic and practical contexts.

Innovation of Coffee Marketing Management

Innovation in coffee marketing management reflects a fundamental shift in how coffee producers design, manage, and deliver the value of their products to the market. The approach is no longer limited to selling products but instead involves more creative, collaborative, and adaptive planning processes that respond to changing business environments and consumer preferences. In this context, innovation encompasses the integration of technology, brand storytelling, and the use of efficient distribution platforms. These elements encourage businesses to think more strategically and remain responsive in facing increasingly complex market challenges. The word cloud visualization highlights the dominance of terms such as *innovation*, *marketing*, *coffee*, *management*, and *sustainable*, indicating that these concepts are central to the discourse on coffee marketing management. The visualization demonstrates that the success of coffee marketing is now strongly determined by the creativity and ability of entrepreneurs to integrate diverse aspects, ranging from environmental sustainability to digital distribution. The presence of terms like *storytelling* and *distribution* further emphasizes the importance of building strong narratives and efficient delivery systems to reach consumers.

Marketing strategies are not only focused on sales outcomes but also on building emotional connections and consumer loyalty through holistic approaches. The word *sustainable* reflects the growing importance of sustainability values in consumer decision-making. At the same time, digital technologies and storytelling techniques are increasingly relied upon to enhance brand value and improve customer experience. This reinforces the idea that modern coffee marketing management must incorporate social, ethical, and environmental considerations. Trends in coffee marketing innovation show a synergy between promotional strategies and local as well as social values. The word map illustrates strong interconnections between local actors such as coffee farmers (*farmers*) and strategic elements such as *partnerships*, *management*, and *storytelling*. This reflects a shift from conventional marketing to a more inclusive and sustainable approach, where producers and consumers are connected not only economically but also emotionally and through shared values.

The interconnected words in the word map also show that innovation in coffee marketing does not only target high-level strategies but also extends to operational aspects such as local farming practices (*practices*) and the product itself (*product*). This approach fosters partnerships between businesses and local communities, while strengthening brand differentiation through authenticity, sustainability, and

quality. Combining global strategies with local approaches is key to building a strong and relevant brand identity in the global market. Document segmentation on coffee marketing innovation further illustrates the dynamic focus of topics across different sections. For instance, the intensity of discussions around *innovation* peaks in the middle, whereas *marketing* and *market* dominate the opening and closing parts. This structure demonstrates that the narrative is intentionally designed to guide readers through a logical progression: from introducing key concepts, to in-depth exploration, and finally to reinforcing the importance of innovation and sustainability. The surge of *sustainable* in the final segments indicates that the innovations highlighted are not merely technical but also strategic in supporting long-term sustainability.

4. Conclusion

The findings of this study confirm that digital transformation has become a key driver of change in coffee marketing strategies in the modern era. The use of digital technologies such as social media, e-commerce, and data analytics has been proven to enhance promotional effectiveness, expand market reach, and foster closer engagement between producers and consumers. Digital approaches not only accelerate communication processes but also create transparency and personalization in product delivery, which ultimately strengthens consumer trust and brand loyalty. At the same time, innovation in marketing management emerges as a crucial factor in building sustainable competitive advantage. Marketing strategies that integrate sustainability values, partnerships with local communities, and product storytelling demonstrate that success is determined not only by product quality but also by the ability to establish emotional connections with consumers. Document segmentation and visual analyses such as word clouds and concept maps further highlight that the focus on innovation and digital transformation continues to evolve alongside shifting market demands. Therefore, the adoption of holistic digital transformation and innovation in coffee marketing represents a strategic necessity for businesses to remain resilient and competitive in the face of an increasingly dynamic global market.

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