

” “
” “
e-mail: ilko_y@abv.bg

Abstract: This article will examine the relationship between globalization, the internationalization of business, products and the processes of business digitization. The development of the new digital age and the need for digital skills, digital literacy and digital competences in business, consumers and people in general.

Key words: globalization, internationalization, inequality, digitization, digital age, digital literacy, companies, banks, consumers, marketing approaches, global society, etc.

. ,

,

”

” ”

1 .

,

,

,

2

,

,

”

“

,

,

, , B2B

:

3

,

4

¹ , . ” . ” , 2012, . 5.

² . Mergers and acquisitions in Bulgaria – chosen way for unification and expansion of companies and banks. // , , 2013, . 2.

³ , . “ 2013”, – , 3-5.10.2013, . 501.

⁴Van Dijk J. The deepening divide. Inequality in the information society. London, 2005.

⁶ http://bg.wikipedia.org/wiki/Digital_rights_management, 25.05.2009

⁷ Van Dijik, J. & K. Hacker. The digital divide as a complex and dynamic phenomenon, *The information Society* 9 (4), 2003.

⁸ , . Global marketing and global marketing strategies,
2017 – ”
“ – 05-06 ” 2017, . 153.

⁹ 2006

¹⁰

2020”

¹¹

⁹ OECD (2005). The OECD Program Definition and Selection of Competencies (2005). The definition and selection of key competencies. Executive summary. Retrieved on February 26, 2013 from <http://www.oecd.org/dataoecd/47/61/35070367.pdf>

¹⁰ Ferrari, A. (2012). Digital Competence in Practice: An Analysis of Frameworks. Sevilla: Institute for Prospective Technological Studies. Retrieved July 21, 2012 from http://is.jrc.ec.europa.eu/pages/EAP/documents/FinalCSReport_PDFPARAWEB.pdf, 22.1.2013

¹¹ European Parliament and the Council. (2006). Recommendation of the European Parliament and of the Council of 18 December 2006 on key competences for life long learning.

1. „...“ . 2008, 3-4.
2. „...“, 2012, .5
3. „...“ . Mergers and acquisitions in Bulgaria – chosen way for unification and expansion of companies and banks,// - , , 2013, .2
4. „...“ „ 2013“, - , 3-5.10.2013, .501.
5. „...“ . Global marketing and global marketing strategies, „ 2017- „ – 05-06 2017, .153
6. „...“ . , 2002.
7. „...“ : „...“, 2004.

8. , . : , . , , 2006.
9. , ,, , . , , 2005.
10. , . , 2014.
11. , . , 2003.
12. , ,, , , . - , 2014.
13. Ala-Mutka, K. (2011). MappingDigitalCompetence: Toward a conceptual understanding. Joint Research Centre - Institute for Prospective Technological Studies. Luxembourg: Publications Office of the European Union.
14. Virginia Postrel, "The Rich Get Rich and Poor Get Poorer. Right? Let's Take Another Look," The New York Times, August 15, 2002.
15. Joseph E. Stiglitz, The Price of Inequality: How Today's Divided Society Endangers Our Future, 2012.
16. https://europa.eu/european-union/topics/digital-economy-society_bg
17. https://www.capital.bg/politika_i_ikonomika/bulgaria/2015/06/21/2557404_kude_i_zostava_bulgaria_v_digitalnata_ikonomika/