

## DAFTAR PUSTAKA

- [1] V. Geetha, C. K. Gomathy, and V. Vyshnavi, "The influence of technology on contemporary entrepreneurship," *International Journal of Scientific Research in Engineering and Management*, vol. 08, no. 09, pp. 1–6, 2024. [Online]. Available: <https://doi.org/10.55041/ijssrem37495>
- [2] M. Li, "Research on marketing automation for brand personalized communication: Applications and challenges," *Studies in Social Science & Humanities*, vol. 3, no. 12, p. 234, 2024. [Online]. Available: <https://www.paradigmpress.org/SSSH/article/view/1459/1291>
- [3] M. Kukharchyshyn, A. Chuchvara, and K. Shchepanska, "About business e-mail as a genre of professional internet communication in the course of "language of business communication"," *Theory and Practice of Teaching Ukrainian as a Foreign Language*, vol. 18, pp. 269–281, 2024. [Online]. Available: <https://doi.org/10.30970/ufl.2024.18.4414>
- [4] Z. Andrushkevych and R. Boyko, "Digital communications - a modern vector of marketing development of companies," *Herald of Khmelnytskyi National University Economic Sciences*, vol. 330, no. 3, pp. 21–25, 2024. [Online]. Available: <https://heraldes.khmnu.edu.ua/index.php/heraldes/article/view/120>
- [5] A. Septia, E. Agustina, I. Dila, L. Ilmi, M. Najwa, M. Rizki, R. Aura, S. Amanda, Y. Alifiani, and Z. Karina, "Email blast sebagai sarana komunikasi massa dalam menjangkau klien lafirza econex konsultan," *Jurnal Ilmiah Ilmu Komunikasi Nusantara*, vol. 1, no. 9, November 2024. [Online]. Available: <https://jicnusantara.com/index.php/jic/article/view/1362/1494>

