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**Effectiveness of E-Marketing in the Success of Digital Entrepreneurship: A Conceptual Model**

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**Abstract**

E-marketing, Online marketing, Internet marketing - all refer to the advertisement and marketing techniques which use emails, messages, web-resources etc. as their strategy for business. This paper describes about how the trend has changed from traditional entrepreneurship to digital entrepreneurship. Implementation of E-marketing and its strategies have boosted the business of every entrepreneur and which have become the need of Digital entrepreneur.

There is a decent increase in the growth of the e-market in last several years which have attracted the attention of both academicians and corporate practitioners. There have been many studies related to E-marketing. But most of the studies have mainly been focusing on and about the big giants (entrepreneurs), a very little attention has been paid to how this new technology can be used to benefit the small and newly established entrepreneurs. The scope of this research is to shed light on how and what new digital entrepreneurs predict and perceive about e-market usage. The results and findings of this conceptual model will help in bridging the gap in the existing literature and will provide the researches and practitioners the valuable insights about the importance of E-marketing for new entrepreneurs.

**Keywords:**

E-marketing, Digital marketing, Digital entrepreneurship, Entrepreneurship, e-market, New business.

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