
The Impact of Internet Tools on Building an Organization's E-Image: A Case Study

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Abstract:

Purpose: The aim of this article is to examine the impact of Internet tools and AI-based solutions on shaping the e-image of an organization. In particular, their role in supporting agile enterprise management was analyzed.

Design/Methodology/Approach: The article uses a qualitative approach based on the analysis of the subject literature and a case study of LPP SA. The study was conducted using the desk research method using secondary data from industry reports, company sources and scientific publications.

Findings: The results of the analysis indicate that the integration of e-marketing tools, mobile technologies and artificial intelligence contributes to strengthening the e-image and increases the effectiveness of communication with the customer. A positive impact of these tools on increasing operational flexibility and efficiency of decision-making in the organization was also identified.

Practical Implications: The research results can be a basis for designing a digital transformation strategy focused on building lasting relationships with customers and developing an organizational culture based on the principles of agility. Practical recommendations can be used by managers interested in implementing digital tools in a way that is consistent with the strategic goals of the organization.

Originality/Value: The article brings cognitive value by linking issues from the field of e-marketing, e-image building and agile management, which is a perspective rarely undertaken in the literature to date. The study also provides a specific example of digital tool implementations in market practice, increasing its application usefulness.

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1. Introduction

Proper use tools Marketing online Maybe bring the enterprise huge benefits. Modern technologies information and communication they play growing role in the business Marketing companies and shape his e-image. They enable the enterprise multichannel interactions with buyers , therefore more and more more often used are in the sphere shaping values for customers.

Popularization myself modern technology IT, as well as growing the benefits that come with it they carry, they make companies from different sectors more and more more often for them reach. E- marketing tools, used in a way coherent, contribute to shape positive Relationship customer with the company, brand and specific product / service and they provide interactive and lightning fast communication with buyers, flexibility in customization content and their personalization.

E- tools they allow Too on taking into account needs and expectations reported By consumers and using their knowledge, ideas, conversations Whether sent knowledge to improve proposed them values. It is necessary to state that more and more bigger meanings they are taking, next to systematically enriched with new ones functionalities corporate pages on the internet companies, tools based on social media (e.g., fanpage) and applications mobile. They enable significant lift proposed value to the buyer.

2. Literature Review

2.1 Internet Tools in Building E-Marketing

The rapid development of the Internet on a global scale has caused companies from various sectors to use it on a large scale in their marketing activities. (Alonta, Obi, and Orabueze, 2024). The result was the emergence of a new trend in marketing, called e-marketing (Frost and Strauss, 2016). In the literature, this concept means any type of marketing activity that requires the use of any form of interactive technology in order to implement a given activity (Rath, 2024).

E-marketing is understood in the category of management and implementation of marketing activities using electronic media (tools), which include a website, e-mail, interactive television, and wireless media, in combination with the management of digital data on customer behavior and characteristics, together with an electronic customer relationship management system. The role of E-marketing is to support traditional marketing activities of the enterprise, it is also used to implement only virtual activities (Alonta, Obi, and Orabueze, 2024).

E-marketing (Internet marketing) is the most dynamically developing form of direct marketing. Technological progress has ushered in the digital era. The widespread use of the Internet has had a huge impact on both buyers and marketing specialists.

Companies interested in creating value for the customer can use many e-marketing tools. Some of them are considered simple tools, because they are based on one solution and a specific communication channel. However, some of them are complex instruments, because they use different solutions (such as specific sets of simple tools) and several communication channels. (Alsabahi and Ridanasti, 2024).

2.2 The Problem of Shaping the E-Image of the Organization

The Internet has become a medium that allows for the almost unlimited freedom of exchange of thoughts and opinions. Hence, creating a positive image of the company and product among its users remains extremely important. Reaching the media and industry analysts with information via the network remains one of the basic levels of competition between competing companies (Sheeba, Kumar, Ramamoorthy, and Sasikala, 2023).

E-image can be understood as "an image created using electronic media" (Ringenberg, Bhardwaj, Kim, and Thomas, 2024). Building trust in a brand is a primary goal in e-business. This is mainly because virtual business does not lend itself to a physical, tangible test of trustworthiness (Yang *et al.*, 2024). The declared values of the online offer can be confirmed by the e-consumer's experiences. Trust in services offered via the network, and thus in the e-brand, is therefore a function of experience and time.

However, the essence of the e-brand is the fact that it creates values for consumers and buyers, supporting them in the process of choosing the offer" (Sharafuddin, Madhavan, and Wangtueai, 2022).

The process of creating an image takes place in many ways: from publishing a website, establishing and maintaining your own discussion list, to distributing information in existing, selected groups and discussion lists. An increasingly common practice used by companies is the creation of online press offices, which are responsible for information policy on the web (O'Meara and Murphy, 2023).

Although nothing can replace the effectiveness of interpersonal contacts in this area, the Internet can be an important tool supporting the creation of a company's image, used in information policy. The use of the Internet can contribute to a significant reduction in the costs of information activities, as well as to better media service. It also saves time (Sapkota and Karkee, 2023).

In recent years, companies have been gradually increasing the number of e-marketing tools used, especially those dedicated to mobile devices (mainly smartphones). Many authors express the view that the most important e-marketing tool in the process of creating an image is still the website. (Sikder, Sarker, Hasan, and Kadir, 2025).

A website is a powerful foundation for a company's e-image. However, the content posted on the website should be constantly updated. A properly prepared but invisible website will not fulfill marketing functions. Finding it should be a quick and easy activity, which can be ensured by a high position in search results. The substantive value of the texts on the website is also important (Larasati, 2021).

A website has the most beneficial impact on the company's image because it can inform the customer about any issue they want to know about. (Basole, Park, and Seuss, 2024; Lu *et al.*, 2025). Another possibility offered by a website is the creation of an image different from the actual one. The customer then perceives the company through the website, because they saw a beautiful design and appropriately selected colors there (Yuan, Li, Wang, and Zhang, 2024).

3. Methods and Materials

3.1 Methods

In response to the growing importance of digital tools in the activities of modern organizations, an attempt was made to examine how solutions based on information and communication technologies and artificial intelligence affect the process of building an e-image and support agile management practices.

The aim of the research was to determine whether and to what extent modern e-marketing tools can provide significant support in shaping a positive image of the company in the digital environment and whether their use translates into greater flexibility and effectiveness of organization management. The main research hypothesis assumed that the use of integrated digital tools, including solutions based on artificial intelligence, has a positive impact on building trust in the brand and at the same time supports the development of agile structures and processes in the organization.

As part of the research, several auxiliary questions were asked, including the role of the website, mobile applications and social media in communication with the

customer, the degree of content personalization and the scope of automation of interaction with the user. The considerations were based on an analysis of the literature on the subject and a case study of the LPP company, whose activities are an example of effective implementation of digital solutions in the area of marketing, logistics and customer service.

A qualitative approach in the form of desk research analysis was used to assess the company's strategy based on available secondary sources, industry reports and corporate documentation. This allowed for a deeper understanding of how specific tools and practices can contribute to strengthening the e-image and support the organization in building a competitive advantage based on the principles of agile management.

3.2 Results

A good example of a company that effectively implements modern e-marketing tools and AI-based technologies to build an e-image and support agile management is LPP SA, the owner of brands such as Reserved, Cropp, House, Mohito and Sinsay. In response to the growing digitalization of the market and changing consumer preferences, the company has undergone a thorough digital transformation, focusing on the development of online sales channels, customer service automation and personalization of the product offer.

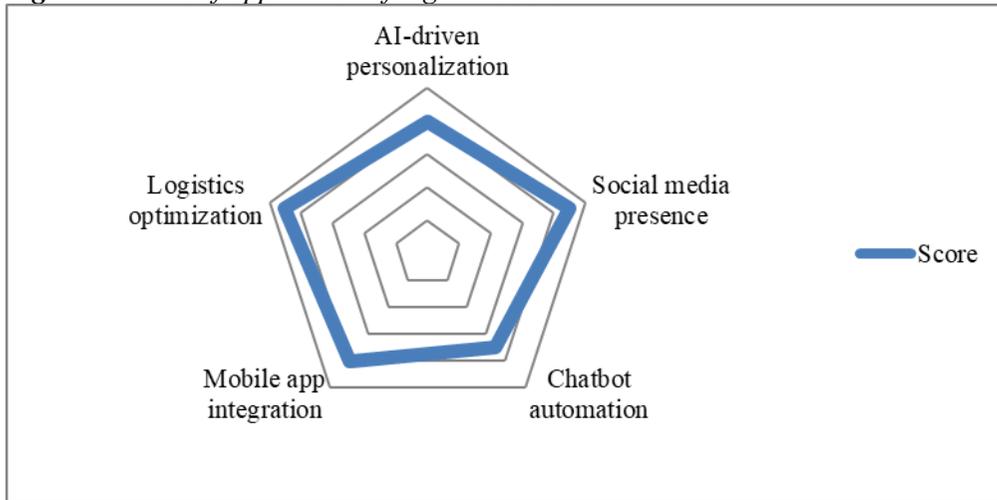
Collaboration with Google Cloud enabled LPP to migrate e-commerce platforms to the cloud environment, which allowed the use of artificial intelligence algorithms in the analysis of user purchase and behavioral data (Wąsowicz *et al.*, 2023). This enabled dynamic content personalization, matching product recommendations, and real-time optimization of advertising campaigns. The implementation of machine learning and predictive models also improved the quality of management decisions in the area of logistics and inventory planning (Prokopowicz, 2024).

LPP also uses chatbots based on Google Dialogflow and Genesys Cloud to automate customer contact, which significantly shortens the response time and relieves traditional service channels (Google Cloud, 2022). At the same time, the company intensifies its activities in social media and constantly develops mobile applications, ensuring a consistent customer experience at all points of contact with the brand. This approach increases user engagement, affects positive brand perception and strengthens customer loyalty.

In the area of logistics, LPP implemented the PSIWMS system, which, thanks to the use of artificial intelligence, allows for intelligent management of goods movement and automation of warehouse processes (Maksymowicz *et al.*, 2022). This solution significantly accelerated order completion and enabled better control of warehouse stocks, which has a direct impact on the timeliness of shipments and the satisfaction of end customers.

Thanks to these activities, LPP has built a modern, dynamic e-image that not only responds to the expectations of digital consumers, but also constitutes an integral element of agile organisational management based on rapid adaptation to changes, operational flexibility and continuous improvement of internal processes.

Figure 1. Areas of application of digital tools and AI at LPP.



Source: Own study.

Figure 1 presents an assessment of five key areas related to the use of digital tools and artificial intelligence in the management of the LPP enterprise. Based on the data compiled in the spreadsheet, five categories were assessed: AI-based personalization, presence in social media, customer service automation using chatbots, integration of mobile applications and logistics optimization.

Each of these areas was assessed on a ten-point scale, and their values were plotted on a graph in the form of a pentagon, the arms of which correspond to individual categories. The highest scores were achieved in the area of presence in social media and logistics optimization, which indicates the company's strong commitment to these areas.

Slightly lower, although still high scores concern content personalization and the development of mobile applications, which confirms LPP's focus on improving user experience in digital channels. The lowest, although still high score was achieved by automation using chatbots, which may suggest the potential for further development in this area.

The shape of the graph confirms the company's even and balanced approach to implementing digital transformation tools, as well as a high level of organizational maturity in the areas of agile management and digital marketing.

3.3 Discussion

The considerations presented allow for the formulation of conclusions regarding the role of modern Internet tools and technologies based on artificial intelligence in the process of building the e-image of an organization and supporting agile management. The analysis of the literature on the subject and the presented case study show that the proper and integrated use of e-marketing, communication tools and analytical solutions allows organizations not only to effectively reach customers, but also to dynamically adapt to changing market conditions.

It was confirmed that digital tools contribute to building trust in the brand, increase operational efficiency and support real-time decision-making. It was noted that the website, social media and mobile applications are the foundation of the digital image, which - with appropriate updating and personalization - affects the positive perception of the company by recipients.

At the same time, the importance of communication automation and logistics processes was emphasized, which, thanks to the use of artificial intelligence, increase the flexibility and operational efficiency of the organization. It was also indicated that organizations investing in the development of digital channels of contact with customers gain a competitive advantage and are better prepared for changes in the market environment.

These conclusions confirm that implementing digital tools and AI in a manner consistent with the philosophy of agile management is becoming not only a trend, but a necessity for companies striving for sustainable development and building value in the eyes of the modern consumer.

4. Conclusions

Based on the formulated conclusions, it is reasonable to indicate several recommendations that can support enterprises in the effective use of digital tools and artificial intelligence technologies in the processes of management and building an e-image.

First of all, it is worth paying attention to the need for a strategic approach to the digitization of marketing activities, which should be integrated with the general concept of the organization's development. Investing in modern, responsive and regularly updated websites, which are the basis for contact with the customer in the virtual space, is of key importance. It is also recommended to develop a presence in social media and implement mobile applications that allow for the personalization of messages and building lasting relationships with recipients.

In order to increase operational efficiency, it is recommended to implement systems based on artificial intelligence, such as chatbots, recommendation platforms or

predictive analytics tools, which enable quick response to customer needs and support decision-making processes in real time. It is also advisable to use digital tools in the area of logistics and supply chain management, which allows for the optimization of resources and increased organizational flexibility.

It is recommended to treat digital transformation not as a one-time project, but as a continuous process that requires systematic updating of employee competences, monitoring of technological trends and adapting tools to changing customer expectations. Implementation of digital solutions should be consistent with the principles of agile management, which promote flexibility, experimentation and quick response to changes in the business environment.

In the context of the dynamic development of digital technologies and the growing importance of artificial intelligence in managing organizations, it is becoming reasonable to indicate potential directions for future research. First of all, it is worth considering an in-depth analysis of the long-term impact of using AI tools on organizational culture and relationships within teams, especially in the context of implementing agile work methods.

Another interesting area may be examining the effectiveness of personalizing marketing messages based on machine learning algorithms in various market segments and consumer cultures. It also seems important to further explore the role of chatbots and customer service automation in building loyalty and trust in the brand, especially in crisis conditions or situations requiring rapid response.

It is also worth trying to develop models measuring the effectiveness of AI implementations in individual areas of the company's activity, taking into account costs, return on investment and the quality of user experience. Research on the ethical and social implications of using artificial intelligence in marketing and management, including the limits of automation and the perception of companies' activities by stakeholders, is also promising. Additionally, it may be useful to compare digital maturity and organizational agility across different economic sectors, which would help identify best practices and barriers to technology implementation by industry and geography.

5. Limitations

The limitations of the presented methodological part result primarily from the adopted scope of the study and the characteristics of the analytical tools used. Due to the focus on selected aspects of the use of artificial intelligence and digital tools in agile management processes, other organizational factors that may affect the shaping of the e-image and operational efficiency of enterprises have been omitted.

Another limitation is the selection of the research sample, which may not fully reflect the diversity of entities operating in different industries and with different

levels of technological advancement. The analysis methods used, although adequate to the adopted research goals, do not allow for generalizing the results to the entire population of enterprises.

Another significant limitation is the subjectivity of the answers obtained in the course of empirical research, which may result from individual interpretations of respondents or their limited knowledge about the actual scope of use of digital tools in the organization. The approach used also does not include dynamic changes over time, which is why it does not take into account the long-term effects of technological implementations or their evolution in response to changing environmental conditions.

Therefore, the research results should be treated as a contribution to further analyses that require extension both in methodological and empirical terms.

6. Conflicts of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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