

Digital Diplomacy in Action: A Case Study of Azerbaijan's Strategic Use of Online Platforms to Advance Its National Interests

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Abstract

Azerbaijan, a country located in the South Caucasus region, has been at the forefront of digital diplomacy efforts in recent years. Azerbaijan's government has recognized the importance of digital communication and has invested heavily in building its online presence. In spite of Azerbaijan's central role in this digital diplomacy phenomenon, not much by way of research has been conducted into the Azerbaijan's efforts. Thus, this article seeks to fill the research gap by addressing ten key research questions vis-à-vis Azerbaijan's digital diplomacy.

This article explores the concept of digital diplomacy and its relevance in the modern era of global communication. Using Azerbaijan as a case study, the article examines how the country has employed digital diplomacy to advance its national interests in the international arena. Additionally, the article evaluates the effectiveness of these initiatives and discusses the challenges that Azerbaijan faces in leveraging digital diplomacy to achieve its foreign policy objectives. Ultimately, the article argues that digital diplomacy is a valuable tool for countries like Azerbaijan to expand their diplomatic reach and influence in an increasingly interconnected world.

Keywords: Azerbaijan, Second Karabakh War, digital transformation, digital diplomacy, digital skills