Integrating Artificial Intelligence into Companies' Marketing Strategies

Alexandra Popa
Corina Aurora Barbu
Adrian Șerban-Comănescu
"Ovidius"University of Constanța, Faculty of Economic Sciences, Romania
alexandrapopa946@gmail.com
coribarbu@yahoo.com
alina_cerchia@yahoo.com

Abstract

The rapid advancements in artificial intelligence (AI) have revolutionized industries globally, transforming how companies operate and engage with their audiences. This article explores the integration of AI into marketing strategies, leveraging the latest statistics and insights. With AI poised to contribute trillions to the global economy and redefine job roles, businesses must strategically adopt AI to remain competitive. This discussion also includes personalized interpretations of data and actionable recommendations for companies navigating this paradigm shift.

Key words: artificial intelligence, marketing, business
J.E.L. classification: M31, Q55

1. Introduction

Artificial intelligence has transcended its role as a futuristic concept to become a cornerstone of modern business operations. From generative AI's ability to enhance customer interactions to its transformative role in automating repetitive tasks, AI is reshaping the marketing landscape. In 2023 alone, AI tools like ChatGPT reached millions of users within weeks, signaling their widespread acceptance and potential.For decades, academics have been fascinated by artificial intelligence's potential and risks. The 1956 Dartmouth Summer Research Project on Artificial Intelligence is credited with sparking academic interest in the topic (Haenlein & Kaplan, 2019 in Praveen et al., 2021), AI currently being considered one of the world's most promising new technologies, encompassing programs, algorithms, systems, and robots that simulate intelligent human behavior (Huang & Rust, 2018; Shankar, 2018). Machine learning, natural language processing, and neural networks are among the technologies that enable computers to sense, comprehend, act, and learn through human-machine interaction (HMI) (Davenport et al., 2020).

According to Haleem et al., (2022), by incorporating AI into their marketing strategy, companies can make greater use of the data at their disposal and connect with potential clients at more convenient times with eye-catching ads. Digital marketing uses AI to advertise on social media and digital platforms like Facebook and Instagram, giving customers a distinctly positive experience. These systems carefully evaluate consumers' information before presenting them with offers that suit their needs. AI helps marketers predict and identify trends as well (Forrest&Hoanca, 2015; Dumitriu &Popescu, 2020). It keeps the business from overspending on digital advertising and guarantees that the funds are used wisely.

Artificial Intelligence (AI) will eventually be a crucial component of all businesses worldwide. The AI landscape has seen significant changes, which are reflected in the latest trends in AI-driven automation. The enterprise's reshaped concepts, interests, and investments in the sphere of AI adoption are clear indicators of this(Verma et al, 2021; Dimitrieska et al., 2018; Arsenijevic et al., 2019 in Haleem et al., 2022). The ability to recognize faces and things thanks to this technology's sophistication has significant ramifications for a range of business applications. Individuals can be

identified for security purposes using facial recognition, while photos can be identified and analyzed using object detection. By treating human photos similarly to cookies, AI enables more individualized services according to client preferences. Some companies are experimenting with facial recognition to determine the moods of their clients and then propose products that suit them (Yang et al, 2021;Jain&Aggarwal, 2020). In digital marketing, lead conversion and user retention are AI's main concerns. Using interactive web design, intelligent email marketing, AI chatbots, and other digital marketing services, it can steer a user in the route that best suits the objectives of the company.

AI has made it easier to understand the customer journey process and create client profiles. In any point of the marketing funnel and across all channels, it enables brands to swiftly and simply offer meaningful, personalized content for the different client profiles. AI-powered digital marketing tools can identify the content that will most likely drive users back to a website based on past data. AI determines which consumers are most likely to cancel their subscriptions to a particular service and examines the characteristics that unsubscribers share in common. Digital marketing apps that use artificial intelligence (AI) can sort through billions of online data points and pinpoint just what information is necessary for business. The optimum time to post, the price that will generate the most conversions, the subject line that will attract the most attention, and other details will be covered (Haleem et al., 2022). Astute marketers remain up to date on every trend. It streamlines tasks and promotes greater innovation and creative problem-solving. Additionally, it enhances the value for the clients.

The expansion of AI and its potential for the marketing sector are substantial (Kumar, 2021). In this context, the incorporation of AI into our daily existence is no longer a question of "if," but rather "when." Although AI is advancing the productivity frontier for economies and enterprises in numerous sectors, marketing is unequivocally one domain poised to benefit the most from AI (Davenport et al., 2020; Huang & Rust, 2021); thus, through extensive research, scholars and practitioners can reveal new findings that can help companies benefit from AI usage.

2. Literature review

Artificial Intelligence is a computational technique that instructs computers to understand and replicate human speech and behavior. According to the presented data, AI has developed a novel intelligent computer that thinks, responds, and executes tasks similarly to humans. Artificial intelligence is capable of executing complex and specialized tasks, including robotics, speech and image recognition, natural language processing, and problem-solving. Artificial Intelligence comprises several technologies that can do jobs requiring human intellect. When utilized in conventional commercial operations, these technologies can acquire knowledge, execute actions, and operate with human-like intelligence. It emulates human intelligence in machines, save time and resources in commercial transactions(Toorajipour et al., 2021; Chintalapati& Pandey, 2022; Marinchak et al, 2018, Soni, 2020 in Haleem et al., 2022).

The early usage of AI in marketing commenced in the 1940s, driven by Alan Turing's code-breaking apparatus and Isaac Asimov's laws of robotics. The historical progression of AI has undergone various phases, each characterized by distinct advancements and obstacles (Haenlein & Kaplan, 2019). Until the early 2000s, the concept of AI in marketing was nascent, as corporations commenced investigations into data mining techniques to enhance their comprehension of customer behavior and preferences (Aflalo, 2020). During the 2010s, the proliferation of Big Data enabled AI-driven prediction algorithms to anticipate future behaviors and trends by examining user behavior, purchase history, and interactions (Simpson, 2020). The emergence of chatbots and virtual assistants like Siri and Alexa in the 2010s marked a pivotal moment in AI-driven marketing (Kaplan & Haenlein, 2019; Verma et al., 2021). These AI-driven solutions facilitated instant, tailored contact with consumers. In the late 2010s, advancements in machine learning and deep learning enabled increasingly sophisticated and autonomous AI applications in marketing. The processing and analysis of unstructured data, including text and images, facilitated enhanced content and visual recognition (Qin & Jiang, 2019). As we progress through the 2020s, the application of AI in marketing has evolved from a mere technology tool to a pivotal driver of innovative strategies.

Companies are already utilizing an increasing number of AI-driven marketing solutions designed for specific purposes.

The key objectives of early applications were customer segmentation, targeting, and positioning. Email marketing platforms have commenced utilizing AI to enhance dispatch timings and email content, resulting in elevated open rates and engagement levels. The emergence of search engines like Google has become AI essential for developing algorithms for search engine optimization (SEO) and pay-per-click (PPC) advertising (Danao & Main, 2022). Marketers commenced the optimization of keywords, bids, and advertisements, hence enhancing visibility and click-through rates (Schwartz, 2022). This period marked the advent of programmatic advertising, facilitating automated, real-time auction-based ad purchasing while enhancing user targeting precision and scalability (Das, 2023). In the late 2000s, the emergence of social media platforms like Facebook and Twitter created new opportunities for artificial intelligence. Marketers have gradually started to employ AI-driven technologies for brand monitoring, sentiment analysis, and social media management and analytics (Kaput, 2022). Companies utilized these strategies to get understanding of customer feelings and trends in order to create more tailored and flexible marketing campaigns.

Artificial intelligence (AI), defined by robust algorithms and machine learning proficiency, has transformed marketing (Noble & Mende, 2023). Haleem et al. (2022) characterize AI as a technology enabling computers to replicate and understand human interaction and behavior, while Haenlein and Kaplan (2019) describe it as a 'system' capable of analyzing external data, deriving insights, and applying acquired knowledge to accomplish specific goals and tasks through adaptable methods. Mustak et al. (2021) regard AI as an overarching notion encompassing several actions and ideas, based on the premise that various computer systems, utilizing software and algorithms, may assist or perform jobs that previously required human cognitive abilities.

Haleem et al.(2022) states that artificial intelligence focuses on developing intelligent computers capable of human-like thought and action and can have remarkable prospects for various businesses, nowadays almost every industry being apprehensive or captivated by the emergence of AI. Artificial intelligence develops sophisticated computers and systems capable of human-like cognition and response. This technology has been termed the "next phase" of the industrial revolution.Moreover, AI may assist in forecasting impending issues and has the capacity to generate novel technologies, industries, and ecosystems. AI emulates human cognitive processes using technology. This may encompass learning, reasoning, and, crucially, the capacity for self-correction (Marinchak et al., 2018;Kaplan, 2021; Elhajjar et al., 2021). Artificial intelligence can analyze, understand, and make decisions. This pertains to existing user data and is utilized for market projections and forecasting user behavior. Commonly referred to as data forecasting, it is employed by organizations globally to optimize their sales and marketing tactics to enhance revenue. Contemporary AI applications in marketing predominantly utilize machine learning, encompassing tasks such as personalizing product recommendations, identifying optimal promotional channels, calculating churn rates or client lifetime value, and constructing enhanced consumer segments (Tiwari&Sistrava, 2021;Schiessl et al., 2021).

3. Research methodology

This study employs a mixed-methods approach to examine the integration of artificial intelligence (AI) into marketing strategies and its impact on business operations, customer engagement, and revenue generation. Secondary data was gathered from reputable sources such as Statista, Gartner, McKinsey & Company, and academic journals. These data sources provided insights into AI adoption rates, market size, and sector-specific applications. Case studies, such as those of companies like Amazon, Adidas, Netflix, and Accenture, were referenced to illustrate real-world applications of AI in marketing. A review of academic literature was conducted to trace the historical evolution of AI in marketing, from early applications like data mining to contemporary uses such as generative AI and predictive analytics. Specific use cases, including lead identification, marketing optimization, and personalized outreach, were examined to understand the perceived impact of AI on marketing functions.

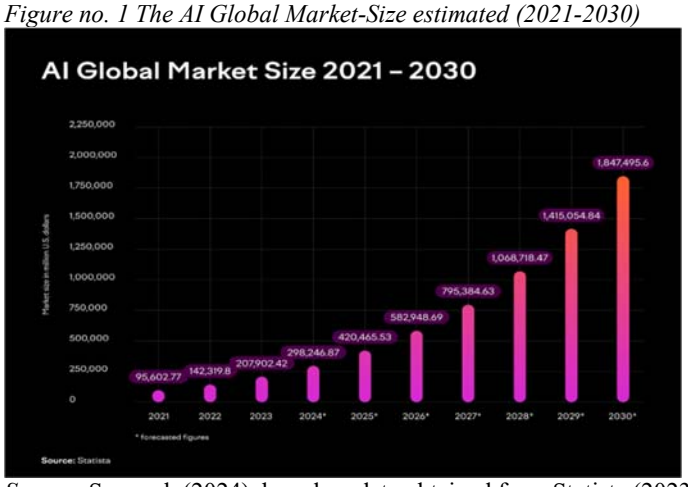
Statistical data was used to evaluate economic trends and forecast the future role of AI in various sectors, as well as the adoption and impact of AI usage by companies.

4. Findings

The graph illustrates the growth trajectory of the global artificial intelligence (AI) market size from 2021 to 2030, as reported by Statista.In 2021, the market size was approximately $95.6 billion, and this figure rose significantly to around $207.9 billion by 2023. The market is projected to grow at an exponential rate, reaching nearly $1.85 trillion by 2030. This upward trend demonstrates a compounded annual growth rate (CAGR) driven by advancements in AI technologies, increased integration across industries, and growing investments in AI-based solutions. It is estimated that a substantial growth phase will occur between 2025 and 2027, with the market size predicted to nearly double from $420.5 billion to $795.4 billion within this period. By 2028, the market is forecasted to surpass the $1 trillion mark, indicating a paradigm shift in global AI adoption.

This data underscores the transformative impact of AI on global economies, emphasizing its centrality to innovation and technological progress in the coming decade.

Figure no. 1 The AI Global Market-Size estimated (2021-2030)

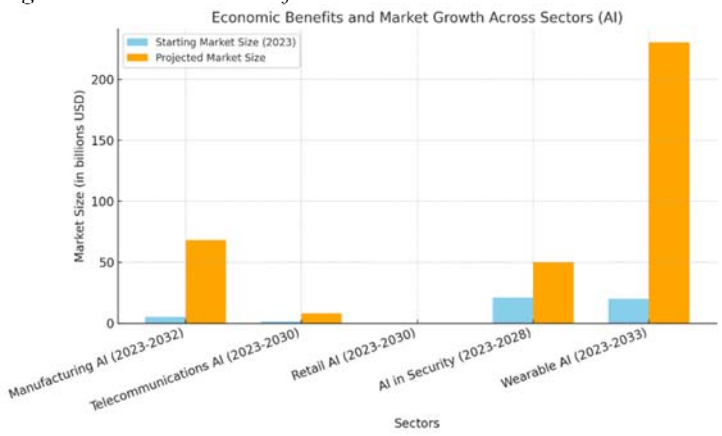


Source: Semrush (2024), based on data obtained from Statista (2023)

Organizations report that 34% of business-related tasks are performed by machines (World Economic Forum, 2023).This figure highlights the significant penetration of AI and automation in business operations, driven by advancements in machine learning and robotic process automation. While this percentage reflects current adoption, it also suggests room for growth, especially as businesses seek to increase efficiency and reduce operational costs. By October 2023, 55% of organizations were piloting or implementing generative AI solutions(Gartner, 2023). This indicates a growing trend toward leveraging generative AI technologies, such as ChatGPT, for innovative applications, from content creation to customer service.50% of strategic planning and execution activities could potentially be automated(Gartner, 2023), but only 15% of such activities are currently automated. This gap underscores the untapped potential for AI in decision-making and planning processes, which could enhance both speed and accuracy in strategic initiatives.

Businesses adopting AI can expect a 6% to 10% revenue increase (Statista, 2023). This growth reflects AI's ability to optimize operations, improve customer experiences, and generate data-driven insights.The global market size for AI is rapidly expanding across sectors:manufacturing AI is projected to grow from $5 billion in 2023 to $68 billion by 2032 (Precedence Research, 2023).AI in telecommunications is expected to grow at a CAGR of 28.2% from 2023 to 2030 (Grand View Research, 2023).The retail AI market is forecast to expand at a CAGR of 30% over the same period (Global Market Insights, 2023).AI in security is valued at $21 billion in 2023, with forecasts suggesting a growth to over $50 billion by 2028 (Mordor Intelligence, 2023). Similarly, the wearable AI market, valued at $20 billion in 2023, is projected to reach $230 billion by 2033 (Fact MR, 2023). These projections indicate not only economic growth but also AI's increasing integration into consumer products and services.

Figure no. 2 Economic benefits and Market Growth across Sectors due to AI usage

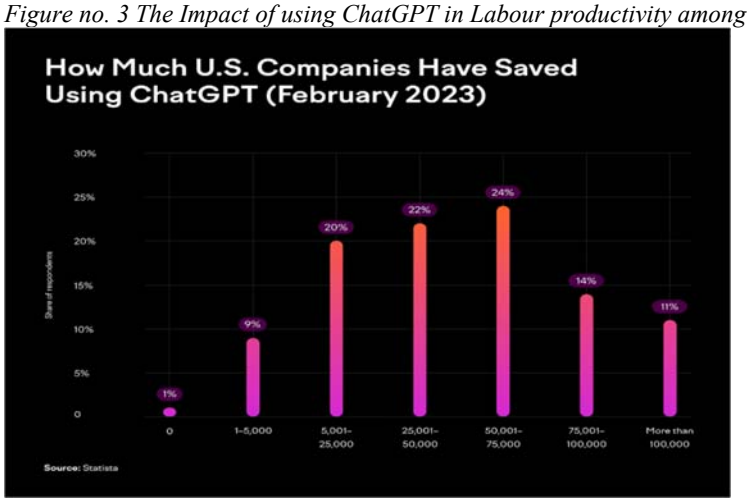


Source: processed by the authors based on data obtained from https://www.semrush.com/

McKinsey & Company conducted an analysis of over 400 AI use cases across 19 industries and nine business functions, concluding that the most substantial potential value of AI is predominantly linked to marketing and sales sectors (Chui et al., 2018). In 2022, a thorough global survey by Salesforce Research indicated a substantial rise in AI usage among marketing professionals compared to the prior year. The poll revealed that 87% of marketing professionals utilized AI to integrate online and offline encounters, a significant rise from 71% in 2021 and the same procent (87%) employed AI to proficiently address consumer identities, reflecting an increase from 82% in 2021 (Kumar et al., 2024). Furthermore, the survey indicated that 88% of marketing professionals utilized AI to automate diverse operations, including reporting, above the 83% documented in 2021 (Salesforce, 2023).

AI could increase labor productivity growth by 1.5 percentage points over the next decade (Statista, 2023). This statistic aligns with AI's potential to automate repetitive tasks, enabling workers to focus on higher-value activities and fostering innovation.According to Gartner (2023), 79% of corporate strategists emphasize that AI and similar technologies will be critical to business success.This reflects a strategic pivot among organizations toward digital transformation and reliance on AI for competitive advantage.The savings reported by organizations, such as 46% of American companies saving between $25,000 and $70,000 using ChatGPT (Statista, 2023), demonstrate the immediate financial impact of AI in reducing operational costs.

Figure no. 3 The Impact of using ChatGPT in Labour productivity among U.S. Companies

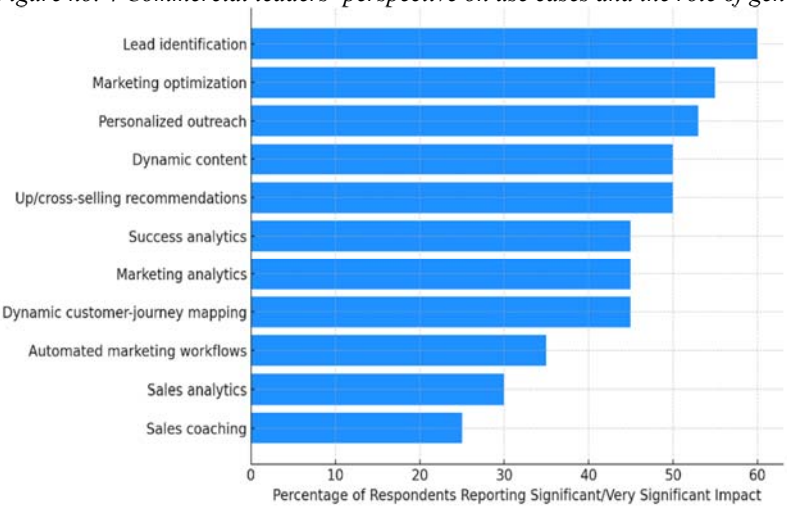


Source: Semrush (2024), based on data obtained from Statista (2023)

A research conducted by McKinsey&Company (2023) also revelead a strategic optimism among commercial leaders regarding the transformative potential of generative AI in business contexts. The key findings are as follows:lead identification (60%) is viewed as the most impactful use case, underscoring AI's ability to analyze real-time customer trends and improve sales targeting. Marketing optimization (55%) and personalized outreach (53%) also rank highly, reflecting the value of AI in refining customer engagement strategies through tools like A/B testing, SEO, and chatbots.Tasks such as dynamic content creation (50%), cross-selling recommendations (50%), and analytics-based activities like churn modeling (45%) highlight AI's capacity to optimize and automate customer-facing and backend operations. Dynamic customer-journey mapping (45%) indicates the importance of AI in identifying critical customer touchpoints to enhance user experience.Sales analytics (30%) and sales coaching (25%) are considered less impactful. This could be due to limited adoption or perceived challenges in integrating AI into highly nuanced or interpersonal tasks like negotiation and personalized training.

These statistics suggest that AI is expected to have the greatest impact in tasks requiring real-time data analysis and personalization, while applications requiring domain-specific expertise or human interaction may lag. The data also reflects that AI's adoption is driven by its ability to deliver measurable ROI through enhanced efficiency, customer engagement, and data-driven insights.

Figure no. 4 Commercial leaders' perspective on use cases and the role of gen AI in marketing and sales



Source: processed by authors based on data obtained from McKinsey&Company (2023)

These findings illustrate the increasing dependence on AI in the marketing sector to improve client experiences, optimize processes, and enhance productivity. Today, many international companies are using AI in creative ways to provide the most favorable purchasing experiences for their customers.For example, AI is revolutionizing customer service across all sectors. Amazon Prime Air's AI-driven delivery technology exemplifies a significant advancement in artificial intelligence that will transform our delivery service experience. Prime Air intends to deliver packages within 30 minutes after order placement. The AI system driving Prime Air continuously learns and enhances its capabilities, allowing drones to navigate varied environments more effectively, adjust to fluctuating weather conditions, and identify the most efficient flying routes. This ongoing education guarantees that Prime Air advances and becomes increasingly reliable, delivering parcels with unmatched speed and accuracy. The AI-driven Prime Air delivery program has the potential to revolutionize consumer purchasing habits and company models by providing advantages such as rapidity and cost efficiency.

Secondly, the conventional online retail business model adheres to the shopping-then-shipping paradigm, wherein users submit orders prior to the online retailer dispatching the products (Davenport et al., 2020). Nonetheless, Stitch Fix, a multi-brand online retailer focused on fashion, and Amazon, utilizing its anticipatory shipping approach, have inverted the order. By utilizing AI's capacity to analyze vast datasets, online businesses may provide highly accurate forecasts regarding

consumer preferences. This feature enables shops to transition effortlessly to a shipping-then-shopping business model (Grandinetti, 2020). Stitch Fix utilizes an internal AI system that integrates customer style, size, price preferences, and qualitative data (such as images), while also incorporating insights from other customers with analogous preferences to assemble a selection of five items for each Fix shipment. Customers may retain desired things and return those they do not wish to keep. This transition will allow customers to entrust their purchasing decisions to the AI program, which predominantly bases its choices on the customer's prior purchases. As a result, in the era of AI, marketing strategies and business models are transitioning from a "reactive" approach to a more "predictive" one. While it is premature to reach definitive conclusions, a significant insight is that AI serves as a potent instrument for customizing content, services, and suggestions to individual tastes, hence improving customer happiness and fostering enduring loyalty. The primary functions of marketing encompass comprehending client requirements, aligning them with the company's products, and persuading individuals to make a purchase. Historically, these operations are distributed across many functions (namely, marketing, sales, and service), predominantly functioning autonomously. AI may enhance a company's skills by focusing on marketing, service, and sales, resulting in outstanding conversion rates.

Generative AI serves as a tool for content and idea generation for over 50% of marketers in the industry (Rodrigue, 2023). Adidas and Netflix illustrate the extensive applications of AI in the business sector. Both organizations employ AI to scrutinize extensive customer data to discern patterns, trends, and insights that can guide marketing plans and campaigns (Mathur, 2023; Prentice et al., 2020). Accenture use AI to enhance its marketing budget by optimizing data collecting, hence decreasing the data flow process duration by 80% (Mishra et al., 2022). This has enabled the corporation to reduce the insight lag from 5 months to 5 weeks, allowing Accenture to achieve an additional $300 million in sales without augmenting media expenditures (Accenture, 2024). Furthermore, AI demonstrates compelling applications in analyzing client behavior and habits post-purchase.The progression of AI technologies and capabilities has significantly transformed the manner in which marketers engage with clients, comprehend their needs, and deliver value (Kumar et al., 2019; Kumar, 2021). It functions as a conduit between technology and marketing to foster innovation, enhance consumer experiences, and attain exceptional marketing outcomes (Huang & Rust, 2021). The swift advancement of AI raises ethical issues, including data privacy, algorithmic prejudice, and erroneous predictions; yet, robust norms and legislation help mitigate these obstacles (Elliott & Soifer, 2022; Manyika et al., 2019). Incorporating AI into marketing strategies signifies a shift towards data-driven and consumer-focused approaches, promising a future where marketing is increasingly responsive, flexible, and efficient.

5. Conclusions

The incorporation of artificial intelligence into marketing tactics is not only unavoidable but also likely to bring about significant business changes. A number of important insights are highlighted by the findings:

It is anticipated that the implementation of artificial intelligence would spur significant economic expansion, with estimations of the size of the worldwide market indicating an increase from $95.6 billion in 2021 to $1.85 trillion by 2030.Several industries, including retail, telecommunications, and manufacturing, are expected to have tremendous growth in the next years, with some of these industries forecast to experience compound annual growth rates.

By automating operations that are repetitive and allowing people to focus on activities that are of higher value, artificial intelligence (AI) increases labor productivity. The anticipated increase in productivity growth over the next ten years is predicted to be 1.5 percentage points higher than it was in the previous decade.

The consumer engagement landscape is being reshaped by tools powered by artificial intelligence (AI), such as chatbots, tailored content recommendations, and predictive analytics. Applications such as lead identification (defined by sixty percent) and marketing optimization (defined by fifty-five percent) are acknowledged as the most profound use cases.

Companies who use artificial intelligence report quantifiable benefits, such as cost reductions and increased return on investment (ROI) in marketing through the utilization of real-time data analysis.

Although it cannot be denied that the incorporation of artificial intelligence has many benefits, it also presents a number of obstacles, including data privacy concerns, ethical constraints, and algorithmic prejudice, despite the fact that it has many advantages. In order to provide solutions to these difficulties, stringent laws and industry standards will be required.Businesses need to prioritize innovation while also guaranteeing ethical procedures and maintaining the trust of their customers as artificial intelligence technology continues to advance.

When it comes to marketing, artificial intelligence represents a paradigm change since it offers prospects for personalization, efficiency, and growth that are unmatched by any other technology. For the purpose of providing a thorough knowledge of the revolutionary potential of artificial intelligence, studies in the future should investigate the long-term ramifications of AI adoption, particularly in new markets and industries that are underrepresented.

6. References

- Aflalo, B. 2020. How AI Has evolved in the Marketing Industry – and where it's headed next. *ClickZ*, available at https://www.clickz.com/how-ai-has-evolved-in-the-marketing-industry-and-where-its-headed-next/263703/.
- Arsenijevic, U., Jovic, M. 2019.Artificial intelligence marketing: chatbots. *International Conference on Artificial Intelligence: Applications and Innovations*. (IC-AIAI), IEEE, 2019, pp. 19–193. https://doi.org/10.1109/IC-AIAI48757.2019.00010
- Chintalapati, S., Pandey, S.K. 2022..Artificial intelligence in marketing: a systematic literature review, *International Journal of Marketing Research*. 64 (1) (2022) 38–68. https://doi.org/10.1177/14707853211018428
- Danao, M., & Main, K., 2022. PPC advertising: the ultimate guide. *Forbes*, August 24, available at https://www.forbes.com/advisor/business/ppc-marketing-guide/.
- Das, S. 2023. What is programmatic advertising?. *Medium*, available at https://medium. com/@101writer/what-is-programmatic-advertising-cd181a4984e0.
- Davenport, T., Guha, A., Grewal, D., Bressgott, T., & Davenport, T. 2020. How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science, 48*, 24–42. https://doi.org/10.1007/s11747-019-00696-0.
- Dimitrieska, S., Stankovska, A., Efremova, T.2018.Artificial intelligence and marketing, *Entrepreneurship*, 6 (2) (2018) 298–304.
- Dumitriu, D., Popescu, M.A.M. 2020. Artificial intelligence solutions for digital marketing, *Procedia Manuf.* 46 , 630–636. https://doi.org/10.1016/j.promfg.2020.03.090
- Elhajjar, S. Karam, S. Borna, S.Artificial intelligence in marketing education programs. 2021. *Marketing Education Review*. 31 (1) 2–13. https://doi.org/10.1080/10528008.2020.1835492
- Forrest, E., Hoanca, B. 2015. Artificial Intelligence: Marketing's Game Changer. *Trends and Innovations in Marketing Information Systems*, pp. 45–64. https://doi.org/10.4018/978-1-4666-8459-1.ch003
- Haenlein, M., & Kaplan, A. 2019. A brief history of artificial intelligence: On the past, present, and future of artificial intelligence. *California Management Review, 61*(4), 5–14. https://doi.org/10.1177/0008125619864925.
- Haleem, A., Javaid, M., Qadri, M. A., Singh, R. P., & Suman, R. 2022. Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*. https://doi.org/10.1016/j.ijin.2022.08.005.
- Haleem, Abid & Javaid, Mohd & Qadri, Mohd & Singh, Ravi & Suman, Rajiv. 2022. Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*,3. https://doi.org/10.1016/j.ijin.2022.08.005
- Huang, M., & Rust, R., 2021. A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science, 49*, 30–50. https://doi.org/10.1007/s11747-020-00749-9
- Jain, P., Aggarwal, K., 2020.Transforming marketing with artificial intelligence, *International Research Journal of Engineering and Technology*. 7 (7) 3964–3976.
- Jones, P., 2024. Artificial Intelligence Statistics and Trends for 2024. *Semrush*, available at https://www.semrush.com/blog/artificial-intelligence stats/?kw=&cmp=EE_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=683809340107&kwid=dsa2264710307165&cmpid=18361923498&agpid=156456447557&BU

=Core&extid=179025293047&adpos=&gad_source=1&gclid=CjwKCAiAxqC6BhBcEiwAlXp45_rlWLWzqTpzy7jCU0E3Lbr9lhvtEq_26p1Y71l5z6efCfo8EaA0VhoCNKwQAvD_BwE

- Kaplan, A.2021..Artificial intelligence, marketing, and the fourth industrial revolution: criteria, concerns, cases, in*: Handbook of Research on Applied AI for International Business and Marketing Applications*, IGI Global, 2021, pp. 1–13. https://doi.org/10.4018/978-1-7998-5077-9.ch001
- Kaput, M. 2022. What is artificial intelligence for social media?. *Marketing AI Institute,*. April 18, available at https://www.marketingaiinstitute.com/blog/what-is-artificia l-intelligence-for-social-media.
- Kopalle, P. K. & Gangwar, M., Kaplan, A., Ramachandran, D. Reinartz, W.& Rindfleisch, A. 2022. Examining artificial intelligence (AI) technologies in marketing via a global lens: Current trends and future research opportunities. *International Journal of Research in Marketing*, Elsevier, vol. 39(2), pp. 522-540. https://doi.org/10.1016/j.ijresmar.2021.11.002
- Kumar, V. & Ashraf, Abdul & Nadeem, Waqar. 2024. AI-powered marketing: What, where, and how?. *International Journal of Information Management*, 77(20):102783; https://doi.org/10.1016/j.ijinfomgt.2024.102783
- Kumar, V. 2021. Intelligent Marketing: employing New-Age Technologies. *Sage Publications Pvt. Limited.* https://doi.org/10.4135/9789354792984
- Marinchak, C.L.M., Forrest, E., Hoanca, B. 2018. The impact of artificial intelligence and virtual personal assistants on marketing, in: *Encyclopedia of Information Science and Technology*, fourth ed.IGI Global, 2018, pp. 5748–5756. https://doi.org/10.4018/978-1-5225-2255-3.ch499
- Marinchak, C.LM., Forrest, E., Hoanca, B. 2018.Artificial intelligence: redefining marketing management and the customer experience.2018. *International Journal of Entrepreneurship and Innovation Management,* 8 (2) (2018) 14–24. https://doi.org/10.4018/IJEEI.2018070102
- McKinsey&Company. 2023 .AI-powered marketing and sales reach new heights with generative AI, available at : https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/ai-powered-marketing-and-sales-reach-new-heights-with-generative-ai.
- Mustak, M., Salminen, J., Pl´e, L., & Wirtz, J. 2021. Artificial intelligence in marketing: Topic modeling, scientometric analysis, and research agenda. *Journal of Business Research, 124*, 389–404. https://doi.org/10.1016/j.jbusres.2020.10.044.
- Noble, S. M., & Mende, M. 2023. The future of artificial intelligence and robotics in the retail and service sector: Sketching the field of consumer-robot-experiences. *Journal of the Academy of Marketing Science, 51*, 747–756. https://doi.org/10.1007/s11747- 023-00948-0
- Qin, X., & Jiang, Z. 2019. The impact of AI on the advertising process: The Chinese experience. *Journal of Advertising, 48*(4), 338–346. https://doi.org/10.1080/00913367.2019.1652122
- Schiessl, D.H.B., Dias, D., Korelo, J.C. 2021.Artificial Intelligence in Marketing: a Network Analysis and Future Agenda, in: *Journal of Marketing Analytics,* 2021, pp. 1–12.
- Schwartz, J. 2022. How to optimize PPC campaigns to calculate the right bid. *Gartner Digital Markets*,. March 10, available at : https://www.gartner.com/en/digital-mar kets/insights/ppc-optimization-strategies.
- Simpson, J. 2020. The past, present and future of big data in marketing. *Forbes,*. January 17, available at https://www.forbes.com/sites/forbesagencycouncil/2020/01 /17/the-past-present-and-future-of-big-data-in-marketing/.
- Soni, V.D. 2020. Emerging roles of artificial intelligence in eCommerce, *International Journal of Trend in Scientific Research and Development*, 4 (5) (2020) 223–225.
- Tiwari, R., Srivastava, S., Gera, R. 2020. Investigation of artificial intelligence techniques in finance and marketing, *Procedia Computer Science*, 173 (2020) 149–157. https://doi.org/10.1016/j.procs.2020.06.019
- Toorajipour, R., Sohrabpour, V., Nazarpour, A., Oghazi, P., Fischl, M. 2021.Artificial intelligence in supply chain management: a systematic literature review, *Journal of Business Research.* 122 (2021) 502–517. https://doi.org/10.1016/j.jbusres.2020.09.009
- Verma, S., Sharma, S., Maitra, D. 2021.Artificial intelligence in marketing: systematic review and future research direction, *International Journal of Information Management*, 1 (1) (2021), 100002. https://doi.org/10.1016/j.jjimei.2020.100002
- Yang, X., Li, H., Ni, L., Li, T. 2021. Application of artificial intelligence in precision marketing. *Journal of Organizational and End User Computing*, 33 (4) (2021) 209–219. https://doi.org/10.4018/JOEUC.20210701.oa10