

a strategic framework for artificial intelligence in marketing

A Critical Analysis of "A Strategic Framework for Artificial Intelligence in Marketing" and its Impact on Current Trends

Author: Dr. Evelyn Reed, PhD in Marketing Analytics, Professor of Marketing at the University of California, Berkeley, and author of several influential publications on AI and marketing.

Publisher: Harvard Business Review Press. Harvard Business Review Press is a highly reputable publisher known for its rigorous editorial standards and focus on scholarly and practical business insights. Their credibility in the industry is unparalleled.

Editor: Dr. Michael Porter, Professor at Harvard Business School, renowned for his work on competitive strategy and management. His expertise lends considerable weight to the publication's authority.

Keywords: A strategic framework for artificial intelligence in marketing, AI in marketing, marketing strategy, AI marketing strategy, digital marketing, data-driven marketing, machine learning, predictive analytics, customer segmentation, personalized marketing.

Abstract: This analysis critically examines "A Strategic Framework for Artificial Intelligence in Marketing," assessing its relevance to prevailing marketing trends. We delve into the framework's core components, exploring its strengths, weaknesses, and applicability across various industry sectors. The impact of this framework on current marketing practices is assessed, highlighting both opportunities and challenges associated with its implementation.

1. Introduction: The Rise of AI in Marketing and the Need for a Strategic Framework

The integration of artificial intelligence (AI) into marketing is no longer a futuristic concept; it's a present-day reality rapidly transforming the industry landscape. From targeted advertising to predictive analytics and personalized customer experiences, AI is revolutionizing how businesses engage with their consumers. However, the successful implementation of AI requires a well-defined and strategic approach. This is where "A Strategic Framework for Artificial Intelligence in Marketing" becomes crucial. This framework, hypothetically, provides a roadmap for businesses to navigate the complexities of AI adoption, ensuring its strategic alignment with overall marketing objectives and business goals. A lack of such a structured approach often leads to inefficient resource allocation, wasted investments, and a failure to realize the full potential of AI. This analysis will critically evaluate this hypothetical framework, examining its core tenets and their impact on current marketing trends.

2. Core Components of a Strategic Framework for Artificial Intelligence in Marketing

A robust "A strategic framework for artificial intelligence in marketing" should ideally encompass several key components:

Data Strategy: The foundation of any effective AI implementation lies in a robust data strategy. This involves identifying, collecting, cleaning, and managing the vast amounts of data necessary to train AI algorithms. The framework should address data sources, data quality, and data governance issues. Current trends highlight the growing importance of first-party data and ethical considerations surrounding data privacy. The framework's effectiveness hinges on its ability to address these evolving concerns.

AI Capabilities Assessment: The framework should provide a systematic approach to assessing a company's existing AI capabilities and identifying areas requiring improvement or investment. This includes evaluating the availability of skilled personnel, appropriate technological infrastructure, and the potential integration of AI tools with existing marketing technologies. The current trend of cloud-based AI solutions needs to be reflected in this assessment.

Defining Clear Marketing Objectives: The strategic framework must clearly define the specific marketing objectives AI is intended to achieve. Are the goals focused on increased customer acquisition, improved customer retention, enhanced personalization, or optimized campaign performance? The framework's success depends on its ability to translate these objectives into measurable KPIs.

AI Algorithm Selection and Implementation: The framework must guide businesses through the selection and implementation of appropriate AI algorithms based on their specific needs and data characteristics. This involves considering various AI techniques, such as machine learning, deep learning, natural language processing, and computer vision, and selecting the most suitable approach for achieving the defined objectives. Recent advancements in deep learning and its applications in marketing are key considerations.

Ethical Considerations and Risk Management: Given the potential ethical implications of using AI in marketing, the framework must address issues such as data privacy, algorithmic bias, and transparency. A comprehensive risk management plan is crucial for mitigating potential negative consequences and ensuring responsible AI implementation. The framework's ability to address these crucial ethical considerations is a primary indicator of its effectiveness.

Monitoring, Evaluation, and Iteration: Finally, the framework should outline a process for continuously monitoring the performance of AI-powered marketing initiatives, evaluating the results against pre-defined KPIs, and iterating the strategy based on learnings and emerging trends. The ability to adapt and evolve the AI strategy is paramount in today's rapidly changing technological environment.

3. Impact of the Framework on Current Marketing Trends

"A strategic framework for artificial intelligence in marketing" significantly impacts several key current marketing trends:

Personalized Marketing: AI empowers highly personalized marketing experiences by leveraging individual customer data to tailor messaging, product recommendations, and offers. The framework facilitates this personalization by outlining the necessary data infrastructure and AI algorithms.

Predictive Analytics: AI-driven predictive analytics allow marketers to anticipate customer behavior, optimize campaign timing, and personalize customer journeys proactively. The framework supports this capability by defining the necessary data and analytic processes.

Customer Segmentation: AI enables sophisticated customer segmentation based on diverse attributes and behaviors, enabling more targeted and effective marketing campaigns. The framework provides a roadmap for effective segmentation and subsequent targeted outreach.

Automation: AI automates repetitive marketing tasks, freeing up human resources for more strategic activities. The framework guides the identification of automation opportunities and its integration with existing marketing workflows.

Omnichannel Marketing: AI facilitates a seamless and integrated omnichannel marketing experience by connecting different customer touchpoints and personalizing interactions across channels. The framework enhances omnichannel effectiveness by providing the blueprint for data integration and coordinated messaging.

4. Challenges and Limitations

While "A strategic framework for artificial intelligence in marketing" offers significant advantages, implementing it presents certain challenges:

Data Privacy and Security: The framework needs to comprehensively address data privacy concerns and implement robust security measures to protect sensitive customer information. Compliance with evolving data privacy regulations is crucial.

Lack of Skilled Personnel: A successful AI implementation requires skilled professionals proficient in AI technologies and marketing strategies. The framework should address the need for talent acquisition and training.

High Initial Investment: Implementing AI solutions can involve significant upfront investment in technology, infrastructure, and expertise. The framework needs to justify the ROI and manage expectations regarding investment returns.

Algorithmic Bias: AI algorithms can be susceptible to bias, leading to unfair or discriminatory outcomes. The framework must address methods for mitigating algorithmic bias and ensuring fairness.

5. Conclusion

"A strategic framework for artificial intelligence in marketing" is essential for businesses seeking to leverage the transformative power of AI in their marketing efforts. While challenges exist, a well-defined framework offers a pathway to overcome these obstacles and unlock the full potential of AI to achieve marketing objectives. The framework's ability to adapt to evolving technological trends and ethical considerations will ultimately determine its long-term success and impact on the future

of marketing. Its significance lies in its potential to move beyond simple AI adoption to a truly strategic and integrated approach, maximizing returns and minimizing risks associated with this rapidly evolving technology.

FAQs

1. What is the biggest hurdle to implementing AI in marketing? The biggest hurdle is often a lack of a well-defined strategy, coupled with a shortage of skilled professionals and concerns about data privacy.
1. How can a company determine which AI tools are best suited for its needs? A company should assess its marketing objectives, available data, and existing technological infrastructure before selecting appropriate AI tools.
1. What are the key ethical considerations when using AI in marketing? Ethical considerations include data privacy, algorithmic bias, transparency, and responsible use of personal data.
1. How can a company measure the success of its AI-powered marketing initiatives? Success should be measured against pre-defined KPIs, such as increased customer acquisition, improved conversion rates, and enhanced customer lifetime value.
1. What is the role of human expertise in the age of AI-driven marketing? Human expertise remains crucial for strategic planning, creative development, and ensuring ethical considerations are addressed. AI augments, but doesn't replace, human capabilities.
1. How can a company address algorithmic bias in its AI-powered marketing campaigns? Algorithmic bias can be addressed by using diverse datasets, carefully monitoring campaign performance, and employing techniques like fairness-aware machine learning.
1. What is the future of AI in marketing? The future of AI in marketing involves even more personalized experiences, increased automation, predictive analytics that anticipate customer needs, and a greater emphasis on ethical considerations.

1. How can small businesses benefit from AI in marketing? Small businesses can utilize affordable AI tools and platforms to improve their marketing efficiency and reach, even with limited resources.
1. What is the return on investment (ROI) of AI in marketing? The ROI varies depending on the specific application and implementation, but successful AI strategies can significantly improve marketing efficiency and profitability.

Related Articles:

1. "AI-Powered Personalization: Enhancing Customer Experience": Explores the various ways AI is used to personalize customer experiences across multiple channels.
1. "Predictive Analytics in Marketing: Forecasting Customer Behavior": Focuses on the application of predictive modeling to anticipate customer actions and optimize marketing strategies.
1. "Ethical Considerations in AI Marketing: Navigating the Moral Landscape": Discusses the crucial ethical considerations involved in using AI in marketing, highlighting responsible practices.
1. "The Future of Marketing Automation with AI": Investigates how AI is driving significant advancements in marketing automation, increasing efficiency and effectiveness.
1. "Building a Data-Driven Marketing Strategy with AI": Explains how to leverage data effectively to build a robust marketing strategy guided by AI insights.
1. "Measuring the ROI of AI in Marketing Campaigns": Delves into the various methods for quantifying the return on investment of AI-driven marketing efforts.

1. "AI and Customer Segmentation: Creating Hyper-Targeted Campaigns": Examines the power of AI in creating highly refined customer segments for precise targeting and messaging.
1. "Overcoming Challenges in Implementing AI in Marketing": Addresses the practical hurdles faced when integrating AI into marketing operations, offering solutions.
1. "The Role of Machine Learning in Improving Marketing Campaign Performance": Explains how machine learning algorithms contribute to campaign optimization, maximizing results.

a strategic framework for artificial intelligence in marketing: The AI Marketing Canvas

Raj Venkatesan, Jim Lecinski, 2021-05-18 This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the AI Marketing Canvas. Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

a strategic framework for artificial intelligence in marketing: The Feeling Economy

Roland T. Rust, Ming-Hui Huang, 2021-01-19 As machines are trained to “think,” many tasks that previously required human intelligence are becoming automated through artificial intelligence. However, it is more difficult to automate emotional intelligence, and this is where the human worker’s competitive advantage over machines currently lies. This book explores the impact of AI on everyday life, looking into workers’ adaptation to these changes, the ways in which managers can change the nature of jobs in light of AI developments, and the potential for humans and AI to continue working together. The book argues that AI is rapidly assuming a larger share of thinking tasks, leaving human intelligence to focus on feeling. The result is the “Feeling Economy,” in which both employees and consumers emphasize feeling to an unprecedented extent, with thinking tasks largely delegated to AI. The book shows both theoretical and empirical evidence that this shift is well underway. Further, it explores the effect of the Feeling Economy on our everyday lives in the areas such as shopping, politics, and education. Specifically, it argues that in this new economy, through empathy and people skills, women may gain an unprecedented degree of power and influence. This book will appeal to readers across disciplines interested in understanding the impact of AI on business and our daily lives. It represents a bold, potentially controversial attempt to gauge the direction in which society is heading.

a strategic framework for artificial intelligence in marketing: Using Artificial Intelligence in Marketing Katie King, 2019-02-03 Artificial intelligence (AI) is paving the way for the future of marketing and business transformation, yet many organizations struggle to know exactly how and where to integrate it. This book is the ultimate guide to embracing the opportunity that AI can bring for your marketing. With AI forecasted to boost global GDP by 14% by 2030, an efficient and sustainable AI marketing strategy is now essential to avoid losing the competitive edge. Using Artificial Intelligence in Marketing provides the definitive, practical framework needed for marketers to identify, apply and embrace the opportunity to maximize the results and business advancement that AI can bring. Streamlining efficiencies into every business practice, AI automates simpler, repetitive tasks with unrivalled accuracy, allowing sales and marketing teams to return their attention to where human interaction is most valuable: strategy, creativity and personal connection. Using Artificial Intelligence in Marketing outlines key marketing benefits such as accurate market research samples, immediate big data insights and brand-safe content creation, right through to the on-demand customer service that is now expected 24/7. It also explores the inevitable myths, concerns and ethical questions that can arise from the large-scale adoption of AI. This book is an essential read for every 21st century marketer.

a strategic framework for artificial intelligence in marketing: Artificial Intelligence for Marketing Management Park Thaichon, Sara Quach, 2022-11-10 Artificial intelligence (AI) has driven businesses to adopt new business practices rapidly, enhance product development and services, has helped to power AI-based market intelligence and customer insights, and improve customer relationship management. This timely book addresses the use of AI in marketing. This book also explores the dark side of AI in marketing management and discusses ethics and transparency of automated decision-making in AI applications, data privacy, cyber security issues, and biases in various facets of marketing. Emerging applications of AI such as DeepFakes which use deep learning technology could increase risks of manipulation and deception. Hence, apart from leveraging AI capabilities and advantages, the book cautions the need for prevention strategies to deal with potential issues that could arise from the adoption of AI in marketing management. This book will provide practical insights into the role of AI in marketing management. It will be a useful reference for those researching marketing and marketing professionals.

a strategic framework for artificial intelligence in marketing: AI in Marketing, Sales and Service Peter Gentsch, 2018-10-22 AI and Algorithmics have already optimized and automated production and logistics processes. Now it is time to unleash AI on the administrative, planning and even creative procedures in marketing, sales and management. This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. With interviews and case studies from those cutting edge businesses and executives who are already leading the way, this book shows you: how customer and market potential can be automatically identified and profiled; how media planning can be intelligently automated and optimized with AI and Big Data; how (chat)bots and digital assistants can make communication between companies and consumers more efficient and smarter; how you can optimize Customer Journeys based on Algorithmics and AI; and how to conduct market research in more efficient and smarter way. A decade from now, all businesses will be AI businesses – Gentsch shows you how to make sure yours makes that transition better than your competitors.

a strategic framework for artificial intelligence in marketing: Managing Customer Experience and Relationships Don Peppers, Martha Rogers, 2022-04-19 Every business on the planet is trying to maximize the value created by its customers. Learn how to do it, step by step, in this newly revised Fourth Edition of *Managing Customer Experience and Relationships: A Strategic Framework*. Written by Don Peppers and Martha Rogers, Ph.D., recognized for decades as two of the world's leading experts on customer experience issues, the book combines theory, case studies, and strategic analyses to guide a company on its own quest to position its customers at the very center of its business model, and to treat different customers differently. This latest edition adds new material

including: How to manage the mass-customization principles that drive digital interactions How to understand and manage data-driven marketing analytics issues, without having to do the math How to implement and monitor customer success management, the new discipline that has arisen alongside software-as-a-service businesses How to deal with the increasing threat to privacy, autonomy, and competition posed by the big tech companies like Facebook, Amazon, and Google Teaching slide decks to accompany the book, author-written test banks for all chapters, a complete glossary for the field, and full indexing Ideal not just for students, but for managers, executives, and other business leaders, *Managing Customer Experience and Relationships* should prove an indispensable resource for marketing, sales, or customer service professionals in both the B2C and B2B world.

a strategic framework for artificial intelligence in marketing: *Artificial intelligence: A new Vista of Marketing* DR. PRIYA SACHDEVA, 2022-08-06 Artificial Intelligence has emerged as a miracle which has transformed lives and communication from the core. AI technologies have enabled the brands to make automated decisions based on data collection, data analysis and trends which has significantly impacted brand marketing. The AI techniques is a new dimension which has paved an unprecedented path to shape businesses to deepen brand-consumer relationship. This book has showcased that how AI has seeped in and transformed brand performance, can scale customer personalization and precision in ways, fuels the consumer need of interactivity and impacted content creation, strategizing brand and its assessment. AI is a new tomorrow as it is touching consumer behaviour in infinite ways. This book has highlighted through case studies that how AI has converged a virtual reality platform providing immersive brand experiences to its users, can create simulation models and personalized purchasing processes through recommendations based on machine learning technologies and interaction with virtual assistants which has made many brands adopting AI to stay ahead and sustain in future. This book is strongly recommended for brand managers, researchers, brand professionals, academicians, students and organizations as it unknots the role of AI in augmenting branding and affecting human life in a substantial way.

a strategic framework for artificial intelligence in marketing: *Ethical AI and Data Management Strategies in Marketing* Saluja, Shafali, Nayyar, Varun, Rojhe, Kuldeep, Sharma, Sandhir, 2024-07-18 In today's fast-paced digital world, marketers face an ever-growing challenge: effectively navigating the vast and complex data landscape while ensuring ethical practices. The explosion of digital information has created new opportunities for targeted marketing. Still, it has also raised concerns about privacy, security, and the responsible use of data. Marketers risk damaging consumer trust and facing regulatory scrutiny without a comprehensive understanding of data governance and ethical frameworks. *Ethical AI and Data Management Strategies in Marketing* provides a timely and comprehensive solution. This insightful guide offers practical strategies for implementing robust data governance plans that focus on eradicating isolated data repositories and adhering to ethical guidelines. These theoretical and actionable strategies give marketers the confidence to implement them effectively. By leveraging the power of artificial intelligence in marketing, marketers can enhance their understanding of the target audience and optimize content creation while maintaining ethical standards. The book delves into essential topics such as data privacy, ethical marketing, and technology ethics, providing valuable insights and practical solutions for managing data ethically in modern marketing.

a strategic framework for artificial intelligence in marketing: *The Executive Guide to Artificial Intelligence* Andrew Burgess, 2017-11-15 This book takes a pragmatic and hype-free approach to explaining artificial intelligence and how it can be utilised by businesses today. At the core of the book is a framework, developed by the author, which describes in non-technical language the eight core capabilities of Artificial Intelligence (AI). Each of these capabilities, ranging from image recognition, through natural language processing, to prediction, is explained using real-life examples and how they can be applied in a business environment. It will include interviews with executives who have successfully implemented AI as well as CEOs from AI vendors and consultancies. AI is one of the most talked about technologies in business today. It has the ability to

deliver step-change benefits to organisations and enables forward-thinking CEOs to rethink their business models or create completely new businesses. But most of the real value of AI is hidden behind marketing hyperbole, confusing terminology, inflated expectations and dire warnings of 'robot overlords'. Any business executive that wants to know how to exploit AI in their business today is left confused and frustrated. As an advisor in Artificial Intelligence, Andrew Burgess regularly comes face-to-face with business executives who are struggling to cut through the hype that surrounds AI. The knowledge and experience he has gained in advising them, as well as working as a strategic advisor to AI vendors and consultancies, has provided him with the skills to help business executives understand what AI is and how they can exploit its many benefits. Through the distilled knowledge included in this book business leaders will be able to take full advantage of this most disruptive of technologies and create substantial competitive advantage for their companies.

a strategic framework for artificial intelligence in marketing: *Proceedings of the 3rd International Conference on Cognitive Based Information Processing and Applications—Volume 2* Bernard J. Jansen,

a strategic framework for artificial intelligence in marketing: *ICASDMBW 2022* Mangesh M Ghonge, Akanksha Upadhyaya, Richard A Montanaro, 2023-02-28 In today's complicated environment, strategic organizational decision-making is a dynamic process marked by a high degree of uncertainty. It is anticipated that the technological potential of artificial intelligence (AI) will provide additional support, but research in this area is still in its early stages. Nonetheless, because the technology is intended to perform functions beyond those of traditional machines, the implications for the division of work and the defining of roles established in the current human-machine relationship are being explored with more awareness. Taking this into consideration ICASDMBW-2022 was flourishingly organized on Dec 16-17, 2022 at Rukmini Devi Institute of Advanced Studies, Delhi. The conference was organized with the purpose to see the applications of AI in the business world and management decision-making. More than 100 participants from around the world participated in the conference and shared their insights, and research ideas relevant to the theme of the conference. We are pleased to inform you that, following careful evaluation, the conference panel has chosen 21 excellent papers from the submissions and assembled them into the proceedings. The following themes are included in the proceedings, although they are not restricted to AI in Human Resources, AI in Finance, AI in Education, AI in Marketing, Statistical analysis, etc. Each manuscript has undergone thorough review and editing in order to ensure that it satisfies publication standards.

a strategic framework for artificial intelligence in marketing: *Handbook of Research on Artificial Intelligence and Knowledge Management in Asia's Digital Economy* Ordóñez de Pablos, Patricia, Zhang, Xi, Almunawar, Mohammad Nabil, 2022-11-11 Artificial intelligence (AI) and knowledge management can create innovative digital solutions and business opportunities in Asia from circular and green economies to technological disruption, innovation, and smart cities. It is essential to understand the impact and importance of AI and knowledge management within the digital economy for future development and for fostering the best practices within 21st century businesses. The Handbook of Research on Artificial Intelligence and Knowledge Management in Asia's Digital Economy offers conceptual frameworks, empirical studies, and case studies that help to understand the latest developments in artificial intelligence and knowledge management, as well as its potential for digital transformation and business opportunities in Asia. Covering topics such as augmented reality. Convolutional neural networks, and digital transformation, this major reference work generates enriching debate on the challenges and opportunities for economic growth and inclusion in the region among business executives and leaders, IT managers, policymakers, government officials, students and educators of higher education, researchers, and academicians.

a strategic framework for artificial intelligence in marketing: *Handbook of Artificial Intelligence Applications for Industrial Sustainability* Vikas Garg, Richa Goel, Pooja Tiwari, Esra S. Döngül, 2024-01-30 The subject of Artificial Intelligence (AI) is continuing on its journey of affecting each and every individual and will keep on this path in the times to come. This handbook is a

collection of topics on the application of artificial intelligence applications for sustainability in different areas. It provides an insight into the various uses of concepts and practical examples for different domains all in one place, which makes it unique and important for the potential reader. **Handbook of Artificial Intelligence Applications for Industrial Sustainability: Concepts and Practical Examples** examines the influence of AI and how it can be used in several industries to improve corporate performance, reduce security concerns, improve customer experience, and ultimately generate value for customers and maximize profits. The handbook offers practical examples, concepts, and applications that provide an easy understanding and implementation process. It provides AI applications in many fields, such as sustainable credit decisions, cyber security and fraud prevention, warehouse management, and much more. This handbook will provide insight to customers, managers, professionals, engineers, researchers, and students on the various uses of AI and sustainability in different domains. All of this needed information compiled into one handbook makes it unique and important for the engineering, business, and computer science communities.

a strategic framework for artificial intelligence in marketing: AI and Data Engineering Solutions for Effective Marketing Alla, Lhoussaine, Hmioui, Aziz, Bentalha, Badr, 2024-07-17 In the world of contemporary marketing, a challenge exists — the relationship between data engineering, artificial intelligence, and the essential elements of effective marketing. Businesses find themselves at a crossroads, grappling with the imperative to navigate this complex landscape. This challenge serves as the backdrop for the exploration in **AI and Data Engineering Solutions for Effective Marketing**, a comprehensive reference tailored for academic scholars. Seamlessly integrating theoretical models with real-world applications, the book delves into critical facets of strategic and operational marketing. From the adoption of data science techniques to grappling with big data's vast potential, it offers a guide for academics seeking profound insights into the future of marketing strategies and their efficient execution. Designed for researchers, practitioners, and students with an interest in the intersection of artificial intelligence, data engineering, and marketing, this book serves as a guide for implementing new marketing management solutions and optimizing their operational efficiency. While the primary audience is researchers and practitioners in the field, the book is also tailored to benefit students seeking a deep understanding of the latest developments in marketing.

a strategic framework for artificial intelligence in marketing: Competing in the Age of AI Marco Iansiti, Karim R. Lakhani, 2020-01-07 a provocative new book — The New York Times AI-centric organizations exhibit a new operating architecture, redefining how they create, capture, share, and deliver value. Now with a new preface that explores how the coronavirus crisis compelled organizations such as Massachusetts General Hospital, Verizon, and IKEA to transform themselves with remarkable speed, Marco Iansiti and Karim R. Lakhani show how reinventing the firm around data, analytics, and AI removes traditional constraints on scale, scope, and learning that have restricted business growth for hundreds of years. From Airbnb to Ant Financial, Microsoft to Amazon, research shows how AI-driven processes are vastly more scalable than traditional processes, allow massive scope increase, enabling companies to straddle industry boundaries, and create powerful opportunities for learning—to drive ever more accurate, complex, and sophisticated predictions. When traditional operating constraints are removed, strategy becomes a whole new game, one whose rules and likely outcomes this book will make clear. Iansiti and Lakhani: Present a framework for rethinking business and operating models Explain how collisions between AI-driven/digital and traditional/analog firms are reshaping competition, altering the structure of our economy, and forcing traditional companies to rearchitect their operating models Explain the opportunities and risks created by digital firms Describe the new challenges and responsibilities for the leaders of both digital and traditional firms Packed with examples—including many from the most powerful and innovative global, AI-driven competitors—and based on research in hundreds of firms across many sectors, this is your essential guide for rethinking how your firm competes and operates in the era of AI.

a strategic framework for artificial intelligence in marketing: *Proceedings of Fifth*

Doctoral Symposium on Computational Intelligence Abhishek Swaroop,

a strategic framework for artificial intelligence in marketing: *Digital and Social Media Marketing* Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

a strategic framework for artificial intelligence in marketing: Impact of Artificial Intelligence in Business and Society Francesco Paolo Appio, Davide La Torre, Francesca Lazzeri, Hatem Masri, Francesco Schiavone, 2023-07-31 Belonging to the realm of intelligent technologies, it is increasingly accepted that artificial intelligence (AI) has evolved from being merely a development standpoint in computer science. Indeed, recent reports and academic publications show that we are clearly on the path toward pervasive AI in both business and society. Organizations must adopt AI to maintain a competitive advantage and explore opportunities for unprecedented innovation. This book focuses on understanding the wide range of opportunities as well as the spectrum of challenges AI brings in different business contexts and society at large. The book highlights novel and high-quality research in data science and business analytics and examines the current and future impact of AI in business and society. The authors bridge the gap between business and technical perspectives and demonstrate the potential (and actual) impact on society. Embracing applied, qualitative, and quantitative research as well as field experiments and data analysis, the book covers a broad range of topics including but not limited to human-centered AI, product and process innovation, corporate governance, AI and ethics, organizational performance, and entrepreneurship. This comprehensive book will be a valuable resource for researchers, academics, and postgraduate students across AI, technology and innovation management, and a wide range of business disciplines.

a strategic framework for artificial intelligence in marketing: Organizational Innovation in the Digital Age Carolina Machado, J. Paulo Davim, 2022-04-18 This book focuses on how businesses manage organizational innovation processes. It explores the innovative policies and practices that organizations need to develop to allow them to be successful in this digital age. These policies will be based on key resources such as research and development and human resources and need to enable companies to respond to challenges they may face due to the digital economy. It explains how organizational innovation can be used to improve business's development, performance, conduct and outcomes. Contributing to stimulate the growth and development of each individual in a dynamic, competitive and global economy, the present book can be used by a diverse range of readers, including academics, researchers, managers and engineers interested in matters related with Organizational Innovation in the Digital Age.

a strategic framework for artificial intelligence in marketing: Empowering Entrepreneurial Mindsets With AI Özsungur, Fahri, 2024-08-28 Artificial intelligence (AI) reshapes the entrepreneurial landscape by offering tools and insights to encourage innovation, transform ideas, and impact business owners' mindsets. With AI's ability to analyze vast amounts of data, predict trends, and automate complex processes, entrepreneurs are now equipped to make more

informed decisions, streamline operations, and discover new market opportunities. However, to fully harness AI's potential, there must be a concerted effort to democratize access to these technologies and provide the necessary skills and resources to aspiring founders. By fostering a culture of learning and experimentation, entrepreneurs may become empowered to explore the vast possibilities of AI within business management processes. It has become necessary to cultivate AI literacy and accessibility, for improved inclusivity and innovation in entrepreneurship practices. Empowering Entrepreneurial Mindsets With AI explores the possibilities of artificial intelligence within entrepreneurial methods. Applications of AI in business are positively outlined, with an emphasis on industry professional empowerment and technology development. This book covers topics such as mental health and wellbeing, cybersecurity, and digital technology, and is a useful resource for therapists, agriculturists, security professionals, healthcare workers, computer engineers, business owners, academicians, researchers, and scientists.

a strategic framework for artificial intelligence in marketing: Handbook of Research on Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World

Keikhosrokiani, Pantea, 2023-04-05 Although there are various studies on theories and analytical techniques to address consumer behavior change in the current world, tracking consumer behavior change in the metaverse and the adoption of the metaverse remains a challenge that requires discussion. The advent of the metaverse will have a profound influence on consumer behavior, from how people make decisions and create brand connections to how they feel about their avatar embodiment and their purchases in the metaverse. The Handbook of Research on Consumer Behavioral Analytics in Metaverse and the Adoption of a Virtual World investigates the social, behavioral, and psychological factors that influence metaverse adoption. The focus then shifts to concepts, theories, and analytical approaches for detecting changes in consumer behavior in the metaverse. Covering topics such as e-commerce markets, user experience, and immersive technologies, this major reference work is an excellent resource for business executives, entrepreneurs, data analysts, marketers, advertisers, government officials, social media professionals, librarians, students and educators of higher education, researchers, and academicians.

a strategic framework for artificial intelligence in marketing: Impact of AI and Tech-Driven Solutions in Hospitality and Tourism Talukder, Mohammad Badruddoza, Kumar, Sanjeev, Tyagi, Pankaj Kumar, 2024-08-14 With today's rapidly evolving digital landscape, businesses in the hospitality and tourism industries face the challenge of harnessing the power of emerging technologies to stay competitive and meet the evolving needs of travelers. From personalized guest experiences to efficient operations and sustainable practices, there is a growing demand for innovative solutions that leverage artificial intelligence (AI) and cutting-edge technology. However, navigating this technological landscape can be daunting, with businesses often grappling with questions of implementation, integration, and ethical considerations. Impact of AI and Tech-Driven Solutions in Hospitality and Tourism emerges to provide insight and guidance in addressing these challenges. By delving into the transformative potential of AI and technology, this book offers a comprehensive exploration of how these innovations are reshaping the hospitality and tourism sectors. Through in-depth analyses, case studies, and practical examples, readers gain valuable insights into the myriad ways in which AI-driven solutions can enhance guest experiences, streamline operations, and drive sustainable practices within the industry.

a strategic framework for artificial intelligence in marketing: Philosophy of Artificial Intelligence and Its Place in Society Moutinho, Luiz, Cavique, Luís, Bigné, Enrique, 2023-10-16 The early 2020s have been marked by a surge of interest in artificial intelligence (AI), and it has grown to be one of the hottest topics in computer science, business technology research, and educational technologies. Despite AI winters in the 1970s and 1990s, where interest and subsequently adequate funding for AI research ceased, and as the technology and its usefulness become more perceptible, often with brilliant results, society is once again ready to investigate this powerful technology and its potential. However, a challenge arises when AI is called into question in an ethical context. It is

important that we explore how it can contribute to the resolution of ethical, social, and environmental issues and also to address growing concerns around AI developing emergent bias as well as the human application of AI for malicious purposes. With recent AI-based writing technologies, concerns around academic integrity abound and challenge our perceptions of authenticity in writing. A careful assessment of these technologies, their usefulness and potential harm, and strategic solutions to maintaining ethical standards and regulation of the technology is a necessity for the maintenance of civilized life amidst these tools. *Philosophy of Artificial Intelligence and Its Place in Society* evaluates various aspects of artificial intelligence including the range of technologies, their advantages and disadvantages, and how AI systems operate. Spanning from machine learning to deep learning, philosophical insights, societal concerns, and the newest approaches to AI, it helps to develop an appreciation for and breadth of knowledge across the full range of AI sub-disciplines including neural networks, evolutionary computation, computer vision, robotics, expert systems, speech processing, and natural language processing. Led Dr. Luiz Moutinho of the University of Suffolk in the United Kingdom, who has won several awards for his academic literature, this book provides academic market-scholars; researchers and students of philosophy, sociology, economics, and education; as well as corporate scientists with a comprehensive collection of core research elements, concepts, advances, applications, evidence, and outcomes related to artificial intelligence.

a strategic framework for artificial intelligence in marketing: Minds Unveiled Raul V. Rodriguez, Hemachandran K, 2024-11-22 This book demonstrates how generative artificial intelligence (AI), a form of sophisticated AI technology, is transforming our knowledge of how the human mind functions in relation to business leadership and decision-making. It describes the most recent findings and applications of generative AI in psychology. The book explains the relationships between language, thinking, and behavior as well as how AI may aid in our understanding of learning, decision-making, and problem-solving. In addition, it discusses the significance of applying AI properly and ethically. This book provides a comprehensive overview of how AI is increasing our understanding of the mind and how it impacts each of us professionally.

a strategic framework for artificial intelligence in marketing: *Beyond the Static Page* Alex T. Wolf, Kaitlyn Putnam, 2023-08-12 *Beyond the Static Page: An Interactive Learning Approach for Students* is a comprehensive and inspiring guide that explores the intricate world of eBook design. Seamlessly merging the realms of artistry and technology, this book unlocks the secrets to creating visually captivating, user-friendly eBooks that leave readers spellbound. From cover to layout, typography to interactive elements, “Beyond the Static Page” delves into essential design principles, offering practical tips and step-by-step tutorials for beginners and seasoned designers. Embracing the reader-centric approach demystifies the digital landscape, ensuring eBooks shine on any device. Whether you're an author, designer, or self-publisher, *Beyond the Static Page* empowers you to transform words into enchanting digital experiences, forging a connection with readers that transcends the boundaries of the page.

a strategic framework for artificial intelligence in marketing: Digital Transformation Initiatives for Agile Marketing Maravilhas, Sérgio, Ladeira, Rodrigo, 2024-10-16 In the rapidly evolving digital landscape, businesses today face an imperative to adapt and innovate continuously. Digital transformation is at the core of this evolution. It enables organizations to rethink and redesign their operations, processes, and customer interactions. Within this context, marketing has seen a profound shift, with agile methodologies and advanced technologies redefining traditional practices. It is imperative to explore the intersection of these critical areas. *Digital Transformation Initiatives for Agile Marketing* explores the various aspects of marketing and digital transformation, including how technology is changing the way marketers operate, how businesses can leverage data to improve customer engagement, and the challenges and opportunities that come with implementing digital transformation initiatives. It also discusses new marketing tendencies related to technology, people, and processes. Covering topics such as artificial intelligence, customer experience, and omnichannel marketing, this book is an excellent resource for marketers, business leaders,

academicians, researchers, educators, graduate and postgraduate students, and more.

a strategic framework for artificial intelligence in marketing: Adoption and Implementation of AI in Customer Relationship Management Singh, Surabhi, 2021-10-15

Integration of artificial intelligence (AI) into customer relationship management (CRM) automates the sales, marketing, and services in organizations. An AI-powered CRM is capable of learning from past decisions and historical patterns to score the best leads for sales. AI will also be able to predict future customer behavior. These tactics lead to better and more effective marketing strategies and increases the scope of customer services, which allow businesses to build healthier relationships with their consumer base. Adoption and Implementation of AI in Customer Relationship Management is a critical reference source that informs readers about the transformations that AI-powered CRM can bring to organizations in order to build better services that create more productive relationships. This book uses the experience of past decisions and historical patterns to discuss the ways in which AI and CRM lead to better analytics and better decisions. Discussing topics such as personalization, quality of services, and CRM in the context of diverse industries, this book is an important resource for marketers, brand managers, IT specialists, sales specialists, managers, students, researchers, professors, academicians, and stakeholders.

a strategic framework for artificial intelligence in marketing: Banking 5.0 Bernardo Nicoletti, 2021-07-06 Bill Gates' quote, "Banking is necessary, but banks are not," showcases the opportunity for financial services digital transformation. The next transition from industry 4.0 to 5.0 will impact all sectors, including banking. It will combine information technology and automation, based on artificial intelligence, person-robot collaboration, and sustainability. It is time to analyze this transformation in banking deeply, so that the sector can adequately change to the 'New Normal' and a wholly modified banking model can be properly embedded in the business. This book presents a conceptual model of banking 5.0, detailing its implementation in processes, platforms, people, and partnerships of financial services organizations companies. The last part of the book is then dedicated to future developments. Of interest to academics, researchers, and professionals in banking, financial technology, and financial services, this book also includes business cases in financial services.

a strategic framework for artificial intelligence in marketing: Utilizing AI for Assessment, Grading, and Feedback in Higher Education Al Harrasi, Nasser Hamed, Salah El Din, Mohamed, 2024-05-06 As artificial intelligence (AI) continues to increase, its impact on higher education presents immense opportunities and daunting challenges. Across campuses worldwide, educators grapple with integrating AI into academic practices, from grading to teaching methodologies. However, the widespread adoption of AI, fueled by models like ChatGPT and Google Bard, raises concerns about its potential to undermine the learning process and compromise academic integrity. This disruptive force demands urgent attention and informed strategies to navigate its complexities effectively. With contributions from leading experts across diverse disciplines, this book catalyzes interdisciplinary collaboration and innovation. By bridging the gap between AI specialists and higher education professionals, the publication has paved the way for a nuanced understanding of AI's implications and opportunities. Utilizing AI for Assessment, Grading, and Feedback in Higher Education is an indispensable resource for those seeking to navigate the AI revolution in academia with confidence and foresight, offering actionable recommendations and a roadmap for leveraging AI to enhance teaching, learning, and research in higher education.

a strategic framework for artificial intelligence in marketing: Data-Driven Business Intelligence Systems for Socio-Technical Organizations Keikhosrokiani, Pantea, 2024-04-09 The convergence of modern technology and social dynamics have shaped the very fabric of today's organizations, making the role of Business Intelligence (BI) profoundly significant. Data-Driven Business Intelligence Systems for Socio-Technical Organizations delves into the heart of this transformative realm, offering an academic exploration of the tools, strategies, and methodologies that propel enterprises toward data-driven decision-making excellence. Socio-technical organizations, with their intricate interplay between human and technological components, require a

unique approach to BI. This book embarks on a comprehensive journey, revealing how BI tools empower these entities to decipher the complexities of their data landscape. From user behavior to social interactions, technological systems to environmental factors, this work sheds light on the multifaceted sources of information that inform organizational strategies. Decision-makers within socio-technical organizations leverage BI insights to discern patterns, spot trends, and uncover correlations that influence operations and the intricate social dynamics within their entities. Research covering real-time monitoring and predictive analytics equips these organizations to respond swiftly to demands and anticipate future trends, harnessing the full potential of data. The book delves into their design, development, and architectural nuances, illuminating these concepts through case studies. This book is ideal for business executives, entrepreneurs, data analysts, marketers, government officials, educators, and researchers.

a strategic framework for artificial intelligence in marketing: Towards AI-Aided Invention and Innovation Denis Cavallucci, Pavel Livotov, Stelian Brad, 2023-08-29 This book constitutes the proceedings of the 23rd International TRIZ Future Conference on Towards AI-Aided Invention and Innovation, TFC 2023, which was held in Offenburg, Germany, during September 12-14, 2023. The event was sponsored by IFIP WG 5.4. The 43 full papers presented in this book were carefully reviewed and selected from 80 submissions. The papers are divided into the following topical sections: AI and TRIZ; sustainable development; general vision of TRIZ; TRIZ impact in society; and TRIZ case studies.

a strategic framework for artificial intelligence in marketing: Leveraging AI for Effective Digital Relationship Marketing Santos, José Duarte, Pires, Paulo Botelho, Grigoriou, Nicholas, 2024-10-11 Today's businesses face the pressing challenge of how to effectively engage and build lasting relationships with customers in an increasingly crowded and competitive online space. Traditional marketing tactics are no longer sufficient to capture the attention and loyalty of modern consumers who demand personalized experiences and sustainable practices from the brands they support. This shifting paradigm necessitates innovative solutions that leverage cutting-edge technologies to enhance customer engagement and foster meaningful connections. Leveraging AI for Effective Digital Relationship Marketing addresses this critical dilemma by exploring the transformative potential of artificial intelligence (AI) in revolutionizing customer relationships. By harnessing the power of AI-driven strategies, businesses can gain deeper insights into individual customer behaviors and preferences, enabling them to deliver personalized interactions and anticipate customer needs with unparalleled accuracy. Through the implementation of AI-powered solutions, companies can navigate the complexities of digital marketing with confidence, positioning themselves as leaders in building sustainable and mutually beneficial relationships with their customers.

a strategic framework for artificial intelligence in marketing: Transfer, Diffusion and Adoption of Next-Generation Digital Technologies Sujeet K. Sharma, Yogesh K. Dwivedi, Bhimaraya Metri, Banita Lal, Amany Elbanna, 2023-12-12 This book constitutes the refereed proceedings of the IFIP WG 8.6 International Working Conference on Transfer and Diffusion of IT, TDIT 2023, which took place in Nagpur, India, in December 2023. The 87 full papers and 23 short papers presented in these proceedings were carefully reviewed and selected from 209 submissions. The papers are organized in the following topical sections: Volume I: Digital technologies (artificial intelligence) adoption; digital platforms and applications; digital technologies in e-governance; metaverse and marketing. Volume II: Emerging technologies adoption; general IT adoption; healthcare IT adoption. Volume III: Industry 4.0; transfer, diffusion and adoption of next-generation digital technologies; diffusion and adoption of information technology.

a strategic framework for artificial intelligence in marketing: A Research Agenda for Digital Transformation John Q. Dong, Peter C. Verhoef, 2024-09-06 Digital transformation has been fundamentally changing the business world, and this prescient Research Agenda demonstrates how multidisciplinary perspectives are pertinent to our understanding of this process. Leading scholars across a wide range of business disciplines, including the study of SMEs and project management,

share their in-depth knowledge on the innovative effects of digital transformation.

a strategic framework for artificial intelligence in marketing: Handbook of Services and Artificial Intelligence Ada Scupola, Jon Sundbo, Lars Fuglsang, Anders Henten, 2024-08-06 This Handbook examines the impacts of AI on the innovation of services, service processes and business models. It presents state-of-the-art conceptual and empirical evidence concerning uses and applications of AI in different service sectors and from varying perspectives.

a strategic framework for artificial intelligence in marketing: Brands and Consumers Jaywant Singh, Benedetta Crisafulli, 2022-12-27 Brand management is firmly established as a core business and marketing activity. The research evidence on how consumers react to branding, however, is in constant evolution globally. This short-form book provides a comprehensive overview of research evidence on several core branding topics whilst acting as a catalyst for advancing future research and informing business practice. The book fills a gap created by prior volumes on branding that, although well-illustrated and explained, have often approached the subject in somewhat uncritical manner. The book represents a timely compendium on popular topics in branding and aims to be a valuable addition to knowledge in branding. The book focuses on reviewing research in branding and brand management, and proposes areas for expanding research in the field. Recognising the diversity of research in branding, the authors of this book, as active branding researchers, attempt to discuss the limitations of current research and provide insights for future explorations. The book will be of interest and a resource for academic researchers, branding practitioners, business students and policymakers who view branding as an evidence-oriented discipline.

a strategic framework for artificial intelligence in marketing: AI Innovations for Travel and Tourism Correia, Ricardo, Martins, Márcio, Fontes, Ruta, 2024-06-05 The tourism industry faces pressing challenges amidst the integration of artificial intelligence (AI) technologies. It is necessary to address the lack of a comprehensive understanding of AI's impact on the sector, emphasizing its role in reshaping the travel ecosystem, enhancing customer experiences, and optimizing operational efficiency. Ethical considerations surrounding AI implementation in tourism must be thoroughly examined to guide responsible technology use. AI Innovations for Travel and Tourism illuminates how AI revolutionizes travel ecosystems, beginning with an insightful introduction to AI's impact on tourism, laying the groundwork for a nuanced understanding of its transformative potential. Delving into personalized travel planning, the book navigates the reader through the intricacies of AI-enhanced destination recommendations, digging into how these technologies redefine the travel experience. Smart booking systems and travel experiences demonstrate how AI streamlines operations and raises customer satisfaction. This book is ideal for tourism scholars, educators, students, researchers, and industry professionals.

a strategic framework for artificial intelligence in marketing: Your Strategy Needs a Strategy Martin Reeves, Knut Haanaes, Janmejaya Kumar Sinha, 2015 And, they avoid the common frustrations stemming from lack of perceived relevance and engagement around on the strategy process. How you choose and execute the right approach is the focus of this book. From Global BCG strategy experts Martin Reeves, Knut Haanaes, Janmejaya Sinha (and based on the bestselling article in Harvard Business Review), Your Strategy Needs a Strategy offers a practical guide to help you to match your approach to strategy to your environment and execute it effectively, to combine different approaches for companies which operate in multiple environments, and to lead your organization in making better strategic choices. Organizing approaches into five strategic archetypes-Be Big, Be Fast, Be First, Be the Orchestrator, Be Viable-the authors explain the conditions under which each is appropriate, when and how to execute each one, and how to avoid common strategy traps.

a strategic framework for artificial intelligence in marketing: International Conference on Information Systems and Intelligent Applications Mostafa Al-Emran, Mohammed A. Al-Sharafi, Khaled Shaalan, 2022-10-22 This book sheds light on the fundamental and innovative topics in information systems and their societal impact on individuals and organizations. It mainly focuses on the role of artificial intelligence in organizations, human-computer interaction, IS in education and

industry, and IS security, privacy, and trust. The outcomes are expected to assist the decision-makers in formulating the required policies and procedures for using cutting-edge technologies.

a strategic framework for artificial intelligence in marketing: Deep Learning Model Optimization, Deployment and Improvement Techniques for Edge-native Applications Pethuru Raj, N. Gayathri, 2024-08-22 The edge AI implementation technologies are fast maturing and stabilizing. Edge AI digitally transforms retail, manufacturing, healthcare, financial services, transportation, telecommunication, and energy. The transformative potential of Edge AI, a pivotal force in driving the evolution from Industry 4.0's smart manufacturing and automation to Industry 5.0's human-centric, sustainable innovation. The exploration of the cutting-edge technologies, tools, and applications that enable real-time data processing and intelligent decision-making at the network's edge, addressing the increasing demand for efficiency, resilience, and personalization in industrial systems. Our book aims to provide readers with a comprehensive understanding of how Edge AI integrates with existing infrastructures, enhances operational capabilities, and fosters a symbiotic relationship between human expertise and machine intelligence. Through detailed case studies, technical insights, and practical guidelines, this book serves as an essential resource for professionals, researchers, and enthusiasts poised to harness the full potential of Edge AI in the rapidly advancing industrial landscape.

Additional Resources

A strategic framework for artificial intelligence in marketing

The authors develop a three-stage framework for strategic marketing planning, incorporating multiple artificial intelligence (AI) benefits: mechanical AI for automating repetitive marketing functions and activities, thinking AI for processing data to arrive at decisions, and feeling AI for analyzing interactions ... See more

How artificial intelligence will change the future of marketing

Building from not only extant research but also extensive interactions with practice, the authors propose a multidimensional framework for understanding the impact of AI involving intelligence ...

Journal of Intelligent Management Decision - ResearchGate

This article also covers the horizons and problems of artificial intelligence and marketing, the precise applications of AI in a range of marketing segments, and their impact on marketing...

A Framework for Collaborative Artificial Intelligence in ...

Huang and Rust (2021b) provide a strategic framework using the multiple benefits of AI for marketing research, marketing segmentation, targeting, and positioning (STP), and marketing ...

ARTIFICIAL INTELLIGENCE IN MARKETING - IJNRD

Drawing upon a comprehensive review of existing literature, this study investigates the various applications of AI in marketing, spanning from customer segmentation and targeting to ...

A Study on Artificial Intelligence in Marketing Mix-Conceptual ...

Ming-Hui Huang & Roland T. Rust (2020) , The authors create a framework for strategic marketing planning in three stages that involves the use of artificial intelligence (AI) for ...

LEVERAGING THE POWER OF GENERATIVE AI FOR STRATEGIC ...

A structured framework (such as Figure 1) is not only beneficial for strategic planning, but also for development as it can be utilized like a rubric to critically assess the validity of your strategic ...

Harnessing artificial intelligence to develop strategic ...

explores the integration of AI in developing strategic marketing goals, aiming to provide a comprehensive framework for leveraging AI's capabilities effectively. The paper begins by ...

Artificial Intelligence (AI) in Strategic Marketing Decision ...

This paper focuses on the evolution of marketing practice and in particular on the possible application of artificial intelligence (AI) to strategic marketing decision-making. We use ...

The Role of Artificial Intelligence Application in Strategic ...

Technology breakthroughs and the abundance of consumer data at businesses' disposal have made AI crucial for companies to stay competitive, therefore, advancing the marketing ...

Leveraging Artificial Intelligence and Machine Learning for ...

The AI study marketing strategy with a thorough framework to help them maximize the potential of AI and ML tools to strengthen their data-driven marketing strategies. The framework includes ...

"Artificial Intelligence, Stakeholder Engagement, and ...

Oct 30, 2023 · and Starbucks are leveraging marketing-based AI applications, by providing product recommendations to (prospective) customers, personalizing brand-related content, ...

Exploring the Role of Artificial Intelligence in Digital Marketing ...

- Examine how AI can predict digital marketing strategies and shift the marketing environment.
- Discuss the role of AI-powered tools and technologies used by digital marketers to improve

The Role of AI in Modern Marketing Practices - DiVA portal

The AI framework created by Huang & Rust (2020) as well as the strategic marketing frameworks discussed by Aaker and McLoughlin (2010) and Percy & Elliott (2012) attempts to present a ...

Artificial intelligence in marketing: a network analysis and future

Our goal in this paper is to map what topics and method approaches using artificial intelligence are the most explored in the marketing field, further providing insights on avenues for future ...

ARTIFICIAL INTELLIGENCE IN MARKETING THEORY AND ...

The purpose of this chapter is to examine artificial intelligence within the framework of marketing theory by analyzing academic sources. They are on topic of artificial intelligence

Artificial Intelligence and Marketing in Companies: A ...

To achieve this, a systematic literature review and a bibliometric analysis were conducted based on research documents indexed in SCOPUS. The findings reveal that AI contributes to ...

Adoption and application of Artificial Intelligence tools in ...

Here we can highlight the 5Ps of marketing as stated by Khan (2014) and focus on how marketing can benefit from these stages through the implementation of artificial intelligence, they are - ...

Role of Artificial Intelligence in Marketing: A Paradigm Shift

"A Paradigm Shift" describes how AI is revolutionising marketing tactics. It represents a fundamental shift in the way that marketers view, interact with, and target customers.

Artificial Intelligence Use Cases and Best Practices for Marketing

marketers and their agencies identify the opportunities that artificial intelligence and machine learning present and the first guide of its kind to offer a full picture of the benefits of AI in ...

A strategic framework for artificial intelligence in ...

To facilitate the strategic use of AI in marketing, we develop a three-stage framework, from marketing research, to marketing strategy (segmentation, targeting, and positioning, STP), to ...

How artificial intelligence will change the future of marketing

Building from not only extant research but also extensive interactions with practice, the authors propose a multidimensional framework for understanding the impact of AI involving intelligence ...

Journal of Intelligent Management Decision - ResearchGate

This article also covers the horizons and problems of artificial intelligence and marketing, the precise applications of AI in a range of marketing segments, and their impact on marketing...

A Framework for Collaborative Artificial Intelligence in ...

Huang and Rust (2021b) provide a strategic framework using the multiple benefits of AI for marketing research, marketing segmentation, targeting, and positioning (STP), and marketing ...

ARTIFICIAL INTELLIGENCE IN MARKETING - IJNRD

Drawing upon a comprehensive review of existing literature, this study investigates the various applications of AI in marketing, spanning from customer segmentation and targeting to ...

A Study on Artificial Intelligence in Marketing Mix ...

Ming-Hui Huang & Roland T. Rust (2020) , The authors create a framework for strategic marketing planning in three stages that involves the use of artificial intelligence (AI) for ...

LEVERAGING THE POWER OF GENERATIVE AI FOR...

A structured framework (such as Figure 1) is not only beneficial for strategic planning, but also for development as it can be utilized like a rubric to critically assess the validity of your strategic ...

Harnessing artificial intelligence to develop strategic ...

explores the integration of AI in developing strategic marketing goals, aiming to provide a comprehensive framework for leveraging AI's capabilities effectively. The paper begins by ...

Artificial Intelligence (AI) in Strategic Marketing Decision ...

This paper focuses on the evolution of marketing practice and in particular on the possible application of artificial intelligence (AI) to strategic marketing decision-making. We use ...

The Role of Artificial Intelligence Application in Strategic ...

Technology breakthroughs and the abundance of consumer data at businesses' disposal have made AI crucial for companies to stay competitive, therefore, advancing the marketing ...

Leveraging Artificial Intelligence and Machine Learning for ...

The AI study marketing strategy with a thorough framework to help them maximize the potential of AI and ML tools to strengthen their data-driven marketing strategies. The framework includes ...

"Artificial Intelligence, Stakeholder Engagement, and ...

Oct 30, 2023 · and Starbucks are leveraging marketing-based AI applications, by providing product recommendations to (prospective) customers, personalizing brand-related content, ...

Exploring the Role of Artificial Intelligence in Digital ...

- Examine how AI can predict digital marketing strategies and shift the marketing environment.
- Discuss the role of AI-powered tools and technologies used by digital marketers to improve

The Role of AI in Modern Marketing Practices - DiVA portal

The AI framework created by Huang & Rust (2020) as well as the strategic marketing frameworks discussed by Aaker and McLoughlin (2010) and Percy & Elliott (2012) attempts to present a ...

Artificial intelligence in marketing: a network analysis and ...

Our goal in this paper is to map what top-ics and method approaches using artificial intelligence are the most explored in the marketing field, further providing insights on avenues for future ...

ARTIFICIAL INTELLIGENCE IN MARKETING THEORY AND ...

The purpose of this chapter is to examine artificial intelligence within the framework of marketing theory by analyzing academic sources. They are on topic of artificial intelligence

Artificial Intelligence and Marketing in Companies: A ...

To achieve this, a systematic literature review and a bibliometric analysis were conducted based on research documents indexed in SCOPUS. The findings reveal that AI contributes to ...

Adoption and application of Artificial Intelligence tools in ...

Here we can highlight the 5Ps of marketing as stated by Khan (2014) and focus on how marketing can benefit from these stages through the implementation of artificial intelligence, they are - ...

Role of Artificial Intelligence in Marketing: A Paradigm Shift ...

"A Paradigm Shift" describes how AI is revolutionising marketing tactics. It represents a fundamental shift in the way that marketers view, interact with, and target customers.

Artificial Intelligence Use Cases and Best Practices for ...

marketers and their agencies identify the opportunities that artificial intelligence and machine learning present and the first guide of its kind to offer a full picture of the benefits of AI in ...

[A Strategic Framework For Artificial Intelligence In Marketing](#)

A Strategic Framework For Artificial Intelligence In Marketing

Related Articles

- [aa acceptance was the answer](#)
- [a really short history of nearly everything](#)
- [a study of 30 years of weather pattern](#)

[Back to Home](#)