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The Role of Artificial Intelligence (AI) in Marketing

Alimamatova Diyora[1]✉ and Xalimova Nilufar Abduxafizovna[1]

"Silk Road" International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan[1]

ABSTRACT

This article examines the role of artificial intelligence in marketing and shows how AI technologies improve customer experiences, optimize marketing strategies, and enhance decision-making. Through the use of big data, machine learning, and predictive analytics, AI enables marketers to deliver personalized and effective campaigns, automate routine activities, and obtain useful insights from consumer data. The article also discusses the ethical implications, challenges, and future prospects of AI in marketing, particularly the need for companies to balance technological development with human creativity and judgment. AI is increasingly applied to customer personalization, data analysis, marketing automation, predictive analytics, advertising, and customer service. These applications can help businesses improve marketing efficiency, understand consumer behavior, and develop more relevant strategies. However, issues related to data privacy, security, algorithmic bias, transparency, and excessive dependence on automation need to be considered. The article therefore emphasizes responsible AI implementation and the importance of maintaining human involvement in marketing activities. AI provides important opportunities for improving modern marketing practices when its technological capabilities are combined with human creativity, strategic judgment, and appropriate ethical considerations.

Keywords: *Artificial Intelligence, Marketing, Machine Learning, Personalization, Predictive Analytics.*

CORRESPONDING AUTHOR:
Alimamatova Diyora
"Silk Road" International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan

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1. | INTRODUCTION

The use of Artificial Intelligence (AI) has become increasingly common in marketing as companies rely more heavily on digital data and online consumer interactions. Businesses now collect large amounts of information from purchases, website visits, online searches, social media activities, and customer interactions. Managing these data manually can be difficult because marketers need to process information quickly and make decisions based on changing consumer behavior. AI provides technologies that can process large datasets, identify patterns, and support marketers in understanding customers and developing appropriate strategies. Previous research shows that AI has developed into an important area of marketing research, particularly in relation to data analysis, consumer behavior, marketing decision-making, and customer interaction (Verma et al., 2021; Vlačić et al., 2021). Identified AI as an important technological development with considerable potential to transform marketing practices.

One of the most important applications of AI in marketing is customer analysis and personalization. Machine learning can analyze information about consumer preferences, purchasing behavior, and responses to marketing activities. This information can help companies identify customer groups and provide more relevant products, services, and promotional messages. Huang and Rust (2021) explain that AI can support marketing research and strategic activities, including segmentation, targeting, and positioning (STP). Their framework distinguishes mechanical AI, thinking AI, and feeling AI, showing that AI can be applied not only to repetitive activities but also to market analysis and understanding customer interactions.

Personalization has become increasingly important because consumers receive large amounts of information through digital channels. Companies therefore need to provide relevant communication rather than using identical messages for all customers. AI-based recommendation systems can examine previous customer behavior and suggest products or content that correspond to individual interests. This can improve the relevance of marketing communication and potentially strengthen customer experience. Wu and Monfort (2023) found that AI marketing strategy is associated with firm performance and that marketing capabilities, market orientation, and customer value co-creation contribute to the development of AI marketing strategies.

AI is also increasingly used for marketing automation. Routine activities such as responding to common customer questions, organizing customer information, sending communications, and supporting advertising activities can be partly automated. Chatbots and virtual assistants, for example, can provide basic customer assistance without requiring employees to respond to every inquiry. Such applications can reduce repetitive work and allow marketers to concentrate on activities requiring creativity, strategic thinking, and relationship management. Earlier research also showed that AI had already entered different parts of the marketing mix, although many applications were initially focused on operational activities (Jarek & Mazurek, 2019).

Another important application is predictive analytics. Marketing managers need information about possible future purchasing behavior, demand, and customer responses. AI can analyze historical data and identify patterns that may help marketers make predictions. Predictive analysis can therefore support decisions regarding customer targeting, product recommendations, advertising, and marketing planning. However, AI-generated predictions depend heavily on the quality and completeness of the data available. Therefore, marketers still need to evaluate AI-generated information before using it for important decisions (Anwar et al., 2023).

Despite its benefits, AI also creates challenges related to privacy, security, algorithmic bias, transparency, and human involvement. Personalization requires companies to collect and analyze consumer information, which raises questions about how such data are obtained, stored, and used. AI systems may also reproduce biases contained in their training data. Vlačić et al. (2021) identified data protection, ethics, institutional support, and marketer competencies as important areas in AI marketing research.

Recent studies indicate that AI marketing research continues to expand toward big data, deep learning, generative AI, AI-enabled commerce, chatbots, natural language processing, and marketing technology (Thakur & Kushwaha, 2024; Labib, 2024). Thakur and Kushwaha (2024), based on 317 Scopus-indexed documents, identified four major research clusters involving data mining and deep learning, big data and generative AI, AI-enabled commerce, and chatbots and marketing technology. Labib (2024) similarly shows that AI is becoming an important part of the continuing digital transformation of marketing.

Therefore, this study examines the role of AI in marketing by focusing on its applications in marketing strategy, customer personalization, automation, predictive analytics, advertising, and customer experience. It also examines ethical concerns and the continuing importance of human involvement. The main argument of this study is that AI should not be viewed simply as a replacement for marketers. Instead, its value depends on how technological capabilities are combined with human creativity, strategic judgment, appropriate organizational capabilities, and responsible data management.

2. | LITERATURE REVIEW

Artificial Intelligence in Marketing Strategy and Customer Personalization

Artificial Intelligence has increasingly become part of marketing strategy because it enables companies to process information and develop decisions based on consumer data. AI can support marketing research, segmentation, targeting, positioning, and marketing actions. Huang and Rust (2021) propose a strategic framework in which mechanical AI is used for repetitive activities, thinking AI supports analytical decision-making, and feeling AI helps understand customer interactions and emotions. This framework demonstrates that AI can be incorporated into different stages of marketing rather than being limited to technical data processing. Customer personalization is

another important application. AI systems can analyze individual purchasing histories, online behavior, preferences, and interactions to provide more relevant recommendations. Personalization allows companies to move from general marketing communication toward more specific approaches based on customer characteristics and behavior. This is particularly important in digital markets where consumers receive large amounts of information from different companies.

The literature also suggests that AI can contribute to marketing performance when it is supported by appropriate organizational capabilities. Wu and Monfort (2023) found that AI marketing strategy affects firm performance, while marketing capabilities, customer value co-creation, and market orientation contribute to the development of AI marketing strategies. Therefore, AI should not be understood as an independent source of marketing success. Companies need the ability to integrate AI with existing marketing resources and customer-oriented strategies. Systematic reviews also show the growing importance of AI applications in marketing. Verma et al. (2021) reviewed a large body of research and identified AI as an important area for marketing transformation. Vlačić et al. (2021), through a review of 164 articles indexed in Web of Science and Scopus, highlighted adoption, use, ethics, data protection, and marketer competencies as major research areas. These findings indicate that AI has moved from a technological concept toward an important component of modern marketing strategy.

Marketing Automation, Predictive Analytics, Customer Service, and Human-AI Collaboration

Marketing automation is one of the practical applications of AI. Companies can use AI to automate repetitive tasks such as customer inquiries, communication, content scheduling, customer information management, and other routine activities. Jarek and Mazurek (2019) showed that AI applications had already entered several elements of the marketing mix. Huang and Rust (2021) further explain that mechanical AI is particularly appropriate for repetitive marketing activities, allowing employees to focus on activities requiring more complex human abilities. Predictive analytics provides another important function. AI can examine historical information and identify patterns that may help companies estimate future customer behavior, demand, and marketing responses. Gabelaia (2022) argues that AI can support data-driven marketing strategies and improve decision-making. However, predictions are not necessarily accurate in all circumstances because they depend on the quality of the information used by the system. Consequently, human evaluation remains necessary when AI outputs are used for strategic decisions.

Customer service is also increasingly influenced by AI through chatbots, virtual assistants, and natural language processing. These technologies can provide customers with immediate responses to common questions and support interactions outside traditional working hours. Recent bibliometric research identifies chatbots, natural language processing, AI-enabled commerce, and marketing technology as important areas of AI marketing research (Thakur & Kushwaha, 2024). At the same time, the

literature emphasizes that AI does not necessarily eliminate the role of human marketers. Davenport et al. (2020) argue that AI is likely to change marketing strategies and customer behavior, while Huang and Rust (2018) emphasize the importance of allocating tasks between machines and humans according to the type of intelligence required. Human creativity, empathy, communication, and strategic judgment remain important when marketing decisions involve complex customer needs. Therefore, effective AI implementation requires collaboration between technological systems and human marketers.

3. | RESEARCH METHOD

This study uses a qualitative descriptive approach with a literature review method to examine the role of Artificial Intelligence (AI) in marketing. The method was selected because the purpose of the study is to describe, compare, and synthesize findings from previous academic research concerning the application, benefits, challenges, and development of AI in marketing. The analysis focuses on AI applications in marketing strategy, customer personalization, data analysis, automation, predictive analytics, advertising, customer service, decision-making, ethical issues, and human-AI collaboration. The data used in this study consist of secondary data obtained from academic journal articles and scholarly publications related to AI and marketing. The literature was selected based on its relevance to the research topic and its ability to provide information concerning the role and development of AI in marketing. Particular attention was given to peer-reviewed studies published in established academic journals. The reviewed literature includes conceptual studies, empirical research, systematic literature reviews, and bibliometric studies.

The literature analysis was conducted through several stages. First, relevant studies were identified using combinations of keywords such as “artificial intelligence,” “AI,” “marketing,” “machine learning,” “personalization,” “predictive analytics,” “marketing automation,” and “customer experience.” Second, the selected literature was examined to identify the main arguments, findings, applications, benefits, and challenges of AI in marketing. Third, the findings were classified into several thematic areas, including marketing strategy and personalization, automation and customer service, predictive analytics and decision-making, ethical issues, and human-AI collaboration. Finally, the findings were compared and synthesized descriptively to identify common patterns and differences among the studies.

The analysis does not treat AI as a complete replacement for human marketers. Instead, it examines the relationship between AI capabilities and human marketing capabilities. Particular attention is given to the idea that AI can process large amounts of information and automate repetitive activities, while human marketers remain important for creativity, empathy, strategic judgment, communication, and ethical decisions. This approach provides a general understanding of the development and application of AI in marketing. It allows the study to identify the main benefits of AI while also examining the challenges that companies need to consider when

implementing AI in marketing activities. The findings are organized thematically to provide a clear explanation of how AI supports modern marketing practices and why human involvement remains important in achieving effective and responsible AI implementation.

4. | RESULTS

AI Applications in Marketing Strategy, Personalization, and Customer Experience

The literature reviewed in this study shows that AI is increasingly used across different marketing activities. The main applications identified include customer analysis, market segmentation, personalization, marketing automation, advertising, customer service, predictive analytics, and decision-making. These applications have developed alongside the rapid growth of digital consumer data. Companies now obtain information from purchases, websites, social media, online searches, customer reviews, and other digital interactions. AI allows this information to be processed more efficiently and transformed into insights that can support marketing decisions.

One of the clearest findings is that AI has expanded the ability of companies to understand consumer behavior. Traditional marketing analysis often depends on surveys, demographic characteristics, and historical sales information. Although these sources remain useful, digital consumer behavior provides additional information about what customers search for, purchase, view, and respond to. AI can process different forms of information and identify patterns that may not be easily recognized through manual analysis. Verma et al. (2021) identify data analysis and consumer behavior as important areas in AI marketing research. Their review also demonstrates the increasing scale of research connecting AI with marketing transformation.

AI also supports market segmentation. Traditional segmentation generally divides customers according to characteristics such as age, income, gender, or location. AI allows companies to supplement these characteristics with behavioral information. Machine learning algorithms can identify groups of customers with similar purchasing behavior, preferences, or responses to marketing activities. Huang and Rust (2021) explain that AI can support segmentation through the recognition of market segments and can subsequently support targeting and positioning. This development changes the way marketers approach segmentation. Instead of relying only on predetermined customer categories, companies can use AI to identify patterns emerging from customer data. For example, customers who have similar purchasing histories may be grouped together even when their demographic characteristics are different. This can allow companies to design more relevant marketing strategies.

Personalization is closely related to AI-based segmentation. Once customers are classified according to their behavior and preferences, AI can be used to provide more specific recommendations and messages. Recommendation systems are one of the most visible examples. A customer who frequently searches for or purchases a particular type of product may receive recommendations related to previous interests. This can reduce irrelevant communication and improve the customer's ability to find suitable

products. The literature indicates that personalization can contribute to customer experience because consumers may perceive marketing communication as more relevant. AI can support the delivery of individualized offers and recommendations at a scale that would be difficult to achieve manually. Masnita et al. (2024) identify personalization and customer-oriented AI applications as important areas in the development of AI marketing. Their review also indicates that AI can help companies understand consumer preferences and improve marketing activities.

AI is also increasingly used to improve customer service. Chatbots and virtual assistants can respond to frequently asked questions, provide basic product information, support order-related inquiries, and assist customers during purchasing processes. These systems can operate continuously and provide standardized responses to common problems. Thakur and Kushwaha (2024) identified chatbots, natural language processing, and customer service as important themes in AI marketing research. Their bibliometric study found four major thematic clusters, including AI-enabled commerce and chatbots and marketing technology. However, the findings also show that AI-based customer service has limitations. Not every customer problem can be handled through standardized responses. Some customers have complex complaints or require emotional understanding. In such situations, human employees remain important. Huang and Rust (2018) argue that human and machine capabilities should be combined according to the nature of the task. Routine activities can be assigned to AI, while activities requiring empathy and more complex judgment should remain under human control.

Another important result concerns marketing automation. AI can support activities such as customer communication, scheduling, data organization, advertising support, and responses to common customer inquiries. Automation can reduce the amount of time employees spend on repetitive activities. Jarek and Mazurek (2019) previously identified AI applications across different elements of the marketing mix, demonstrating that the use of AI in marketing is not entirely new. The development of AI has nevertheless expanded the scope of automation. Earlier applications were often focused on operational activities, while more recent applications increasingly support analytical and strategic activities. Huang and Rust (2021) explain that AI can be used at multiple stages of strategic marketing planning, including marketing research, STP, and marketing actions. This suggests that AI is becoming more integrated into the overall marketing process rather than being used only as an operational tool.

AI also contributes to advertising activities. Marketing platforms can use consumer information to identify potential audiences and support decisions about advertising placement, timing, and content. AI can help companies identify customers who are more likely to respond to particular messages. This makes advertising more data-driven and allows companies to allocate marketing resources more selectively. Predictive analytics represents another important result from the literature. Marketing managers frequently need to estimate future demand, customer purchasing behavior, and

responses to promotional activities. AI can analyze historical data and identify patterns that may support such predictions. Gabelaia (2022) explains that AI can contribute to data-driven marketing strategies and decision-making. The usefulness of predictive analytics, however, depends on data quality and the ability of the system to identify relevant patterns.

The literature also demonstrates that AI-generated predictions should not be considered certain outcomes. Anwar et al. (2023) emphasize that intelligent systems depend on the information provided to them and on their ability to generate useful knowledge from that information. If data are incomplete, outdated, or inaccurate, the resulting recommendations may also be unreliable. Therefore, marketers need to evaluate AI outputs before using them for important decisions. AI's contribution to marketing performance is also supported by empirical evidence. Wu and Monfort (2023) examined 278 food firms and found that AI marketing strategy affects firm performance. Their research also showed that marketing capabilities, customer value co-creation, and market orientation contribute to the development of AI marketing strategies. This finding is important because it demonstrates that AI alone does not automatically produce better performance. The effectiveness of AI depends on how it is integrated with organizational and marketing capabilities.

The findings therefore indicate that AI should be understood as part of a broader marketing capability. Companies need appropriate data, technological infrastructure, skilled employees, and customer-oriented strategies. Without these elements, AI may remain a technological investment without producing meaningful marketing improvements. The literature further shows that AI is changing the role of marketers. As AI becomes capable of processing large quantities of information and performing routine analytical activities, marketers may spend less time collecting and organizing data. Instead, their responsibilities may increasingly involve interpreting AI-generated information, developing marketing strategies, creating communication, managing customer relationships, and evaluating the appropriateness of AI recommendations.

Vlačić et al. (2021) identify marketer competencies as an important issue in the development of AI marketing. Their review of 164 articles shows that the growth of AI is connected not only with technological adoption but also with changes in the labor market and the skills required from marketing professionals. Recent research confirms that the field continues to expand. Thakur and Kushwaha (2024) found an exponential increase in AI marketing research and identified research clusters around data mining, deep learning, big data, generative AI, AI-enabled commerce, chatbots, and marketing technology. Labib (2024) similarly describes AI as an important driver of digital transformation in marketing and uses systematic literature review to examine current and future trends. The results indicate that AI is no longer limited to experimental or isolated marketing applications. It is increasingly used throughout the marketing process, beginning with consumer and market analysis and continuing through segmentation, personalization, advertising, customer service, prediction, and

performance evaluation. Nevertheless, the literature consistently indicates that the success of AI depends on organizational capabilities and human involvement.

Ethical Issues, Human Involvement, and Future Development

The second major result concerns the ethical and managerial challenges associated with AI marketing. Although AI provides opportunities for efficiency and personalization, its use requires companies to manage consumer information responsibly. The collection of large amounts of customer data creates concerns about privacy, security, consent, and appropriate data use. Privacy is particularly important because personalization depends on detailed information about consumers. Customers may not always know what information is being collected or how it is being processed. Vlačić et al. (2021) identified data protection and ethics as important areas in AI marketing research. Therefore, companies need to establish clear practices concerning the collection, storage, processing, and use of customer information.

Data security is closely connected to privacy. Companies that collect large amounts of consumer information become responsible for protecting those data. A security failure can reduce customer trust and create financial and legal consequences. Consequently, AI implementation should include appropriate data governance rather than focusing only on the technical performance of the AI system. Algorithmic bias is another major issue. AI systems learn from existing data, meaning that biased or incomplete datasets can produce biased outcomes. In marketing, this may influence which consumers receive advertisements, recommendations, offers, or services. Davenport et al. (2020) identify bias and other concerns as important issues associated with the growing use of AI in marketing. Companies therefore need to evaluate both the data used to train AI systems and the outcomes generated by those systems.

Transparency is also necessary. Customers may not understand why they receive particular recommendations or advertisements. If AI systems make decisions that appear inappropriate or unfair, the absence of transparency can reduce trust. Masnita et al. (2024) emphasize responsible AI adoption and identify the implementation of AI in marketing as an important area for continued research. Another result is that excessive automation can create new marketing problems. AI can process data and automate routine tasks, but it does not possess all of the human capabilities needed for effective marketing. Consumer behavior is influenced by emotions, culture, social conditions, and unexpected circumstances. These factors may not always be adequately represented in structured datasets. Therefore, marketing decisions involving complex customer relationships require human judgment.

Human-AI collaboration is consequently more appropriate than complete automation. AI can process large amounts of data, identify patterns, generate recommendations, and perform repetitive activities. Human marketers can evaluate those outputs, make strategic decisions, create communication, and manage customer relationships. Davenport et al. (2020) and Huang and Rust (2018) both support the idea that AI should complement human capabilities rather than simply replace human

workers. The findings also show that AI is likely to change marketing employment rather than eliminate marketing work entirely. Routine activities may increasingly be automated, while skills such as creativity, communication, strategic thinking, empathy, and critical evaluation become more important. Organizations therefore need to provide employees with training that enables them to understand AI tools and evaluate AI-generated information.

Recent developments in generative and agentic AI make this issue even more important. Kshetri (2025) discusses the development from predictive and generative AI toward agentic AI in marketing operations and strategies. As AI systems become capable of performing more complex activities with less direct intervention, organizations need stronger systems of supervision and accountability. The literature also suggests that AI marketing research will continue to expand. Masnita et al. (2024) identify areas such as AI and data mining, AI in service and non-service sectors, AI and social media marketing, AI and marketing theories, and customer advocacy as potential research directions. Thakur and Kushwaha (2024) similarly identify marketing algorithms, AI-enabled marketing, IoT and marketing, natural language processing, customer service, robotic services, and chatbots as important areas for future research. Thus, the future of AI marketing is likely to involve increasing technological capabilities combined with stronger human oversight. Companies will need to balance efficiency with privacy, personalization with transparency, and automation with human judgment.

5. | DISCUSSION

The results demonstrate that AI is changing marketing from a primarily information-based activity into a more data-driven and technology-supported process. AI can process large amounts of consumer information, identify behavioral patterns, support segmentation, personalize communication, automate routine activities, and provide predictive information. These findings are consistent with Huang and Rust's (2021) strategic framework, which positions AI across marketing research, STP, and marketing actions. Therefore, AI should not be viewed only as a technological instrument but as a capability that can influence how marketing activities are designed and implemented. The findings also indicate that personalization is one of the strongest practical benefits of AI. Companies can use customer information to develop more relevant recommendations and communication. However, personalization creates a balance between relevance and privacy. The more information companies use, the greater the responsibility to explain how consumer data are collected and processed. This means that successful AI marketing requires not only technological capability but also responsible data management.

The relationship between AI and marketing performance is also important. Wu and Monfort (2023) demonstrate that AI marketing strategy can contribute to firm performance, but their findings also emphasize the importance of marketing capabilities, market orientation, and customer value co-creation. This suggests that

companies cannot expect AI investment alone to improve performance. AI must be integrated with existing organizational capabilities and customer-oriented strategies. Another important discussion concerns human involvement. The findings show that AI is highly suitable for repetitive and data-intensive tasks, but marketing also contains activities that require creativity, empathy, communication, and strategic judgment. This supports the argument that AI is more effective when it complements human capabilities. Huang and Rust (2018) and Davenport et al. (2020) emphasize that the development of AI changes the tasks performed by marketers rather than necessarily eliminating the marketing profession.

The growing development of generative and agentic AI makes human oversight increasingly important. As AI systems become capable of performing more complex activities, companies need clear rules regarding which decisions can be automated and which should remain under human control. Ethical considerations, data privacy, bias, transparency, and accountability should therefore be integrated into AI marketing strategies from the beginning. The discussion confirms that the central challenge is no longer whether AI should be used in marketing, but how it should be implemented responsibly. Companies that combine AI with skilled employees, reliable data, strategic capabilities, ethical standards, and continuous evaluation are more likely to obtain sustainable benefits from AI.

6. | CONCLUSION

Artificial Intelligence has become an important component of modern marketing. Based on the literature reviewed, AI is increasingly applied to customer analysis, market segmentation, personalization, advertising, marketing automation, customer service, predictive analytics, and marketing decision-making. These applications allow companies to process large amounts of consumer data, identify patterns, provide more relevant communication, automate routine activities, and support marketing decisions. AI therefore provides important opportunities for improving marketing efficiency and customer experience. However, the findings also show that the benefits of AI cannot be separated from the challenges associated with its implementation. Consumer privacy, data security, algorithmic bias, transparency, and excessive dependence on automation remain important concerns. AI systems depend on the quality of the data provided to them, and their recommendations cannot always be treated as completely accurate. Companies therefore need to monitor AI systems and evaluate their outputs before using them for important marketing decisions.

The literature further demonstrates that AI should not be considered a complete replacement for human marketers. AI is particularly useful for activities involving large amounts of data, repetitive processes, pattern recognition, and prediction. Human marketers remain important for creativity, strategic thinking, communication, empathy, contextual understanding, and ethical judgment. The future of marketing should therefore emphasize cooperation between AI and human capabilities. Successful AI implementation also requires organizational readiness. Companies need employees

who understand both marketing principles and AI technologies. Training, appropriate data management, continuous evaluation, and ethical standards are necessary to ensure that AI is used effectively and responsibly. AI has the potential to transform marketing practices, but technological development alone does not guarantee marketing success. The greatest value is achieved when AI capabilities are combined with human creativity, strategic judgment, organizational capabilities, and responsible management. In this way, AI can improve marketing decisions and customer experiences while maintaining the human element that remains essential to marketing.

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Declaration of Conflicting Interests

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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