The impact of artificial intelligence on personalized marketing strategies

Asadbek Allaberganov
asadbekrajabov759@gmail.com
Inomjon Qudratov
i.qudratov.ifm@tsue.uz
Tashkent State University of Economics
Layung Andiya Prasetyanti
layung.anindya@upi.edu
Universitas Pendidikan Indonesia

Abstract: *Artificial intelligence (AI) has become one of the most influential forces shaping contemporary marketing practice. This article examines how AI reshapes personalized marketing strategies by enabling firms to interpret customer data more intelligently, anticipate preferences more accurately, and tailor communication across digital touchpoints with far greater speed than traditional approaches. Using a systematic literature review, the study synthesizes recent scholarship on AI-enabled personalization, recommendation systems, predictive analytics, conversational agents, customer experience, and privacy concerns. The review shows that AI can substantially improve targeting precision, content relevance, and customer journey coordination when it is supported by reliable data, transparent governance, and thoughtful human oversight. At the same time, the literature makes clear that personalization is not effective simply because it is automated. Its success depends on whether customers perceive it as useful, respectful, trustworthy, and contextually appropriate. Overall, the article argues that AI is most valuable when it supports relationship-oriented marketing rather than purely mechanical optimization.*

Keywords: *artificial intelligence, personalized marketing, digital marketing, customer analytics, recommender systems, consumer behavior*

1. INTRODUCTION

Artificial intelligence is no longer a distant or purely technical concept in business. It has become a practical managerial resource that shapes how organizations gather insight, make decisions, and interact with customers across increasingly digital markets. In marketing, this shift is especially visible because firms now operate in data-rich environments where timing, relevance, and responsiveness strongly influence performance. AI gives marketers new ways to understand behavior and create communication that is more flexible, effective, and relevant to each person as competition grows and customer attention becomes more scattered.

It's not new to want to do personalized marketing. Marketers have been trying to get away from one-size-fits-all communication for a long time. They do this by using segmentation, loyalty programs, and customer relationship management systems to make offers that are right for different groups of people. What has changed is the scale, speed, and granularity of that process. AI makes it possible to move from broad assumptions about customer groups toward dynamic decisions based on patterns in real behavior. Companies

This is an open-access article distributed under the terms of CC BY License

can now respond to browsing activity, purchase history, engagement signals, service interactions, and contextual data in near real time, instead of just using static profiles.

Changing customer expectations are closely linked to the strategic importance of this development. Consumers today encounter an overwhelming volume of content, offers, and brand messages every day. In such conditions, generic communication is easy to ignore, while relevant communication is more likely to be noticed and acted upon. Many customers now expect digital platforms to remember preferences, simplify choices, and offer experiences that feel timely and personally meaningful. AI strengthens this capability by helping firms recognize patterns that would be difficult for human marketers to identify consistently at scale.

AI supports personalized marketing through several interrelated mechanisms. Machine learning models can identify hidden patterns in customer data, estimate likely future behavior, and support more accurate targeting decisions. Recommendation systems can guide product discovery and increase cross-selling opportunities. Predictive analytics can help firms identify churn risk, estimate customer lifetime value, and match interventions to likely outcomes. Conversational AI can also personalize service encounters by answering questions, guiding next steps, and collecting new information during interaction. These tools work together to make personalization more consistent and more integrated into everyday operations.

But the increasing use of AI in marketing also brings up tough questions. The same systems that help people talk to each other can also make them feel like they're being watched, manipulated, or intrusive. Customers may like personalized suggestions, but they may also feel uneasy when a brand seems to know too much about how they act. Concerns around privacy, algorithmic bias, data security, explainability, and over-automation therefore sit at the center of current academic and managerial debate. These concerns matter because personalization does not succeed only through technical accuracy; it also depends on trust and perceived fairness.

This topic is especially important in higher education and international business settings, where students are expected to know not only about new technologies but also about how to manage them and the ethical issues they raise. AI is no longer just a topic for data scientists; it's now a topic for graduates of double-degree and internationally focused programs. It is becoming a core element of strategic literacy in modern marketing, especially for those who will work in digitally mediated, globally connected, and culturally diverse business environments.

Although the literature on AI in marketing has expanded quickly, it remains scattered across different subfields, including recommendation systems, customer analytics, chatbots, generative AI, privacy, and digital customer experience. As a result, there is still value in drawing these strands together into one coherent discussion focused specifically on personalized marketing strategy. This article addresses that need by reviewing how AI affects personalization, what benefits it creates, what risks it introduces, and what conditions make its use more effective and more responsible.

2. LITERATURE REVIEW

2.1. Artificial Intelligence as a Marketing Capability

This is an open-access article distributed under the terms of CC BY License

Artificial intelligence can be understood as a set of computational capabilities that allow systems to learn from data, identify patterns, generate predictions, process language, and support decisions that would otherwise require substantial human judgment. In marketing, AI matters not simply because it automates tasks, but because it extends the firm's ability to sense, interpret, and respond to customer behavior. In this sense, AI should be viewed less as a single tool and more as an evolving strategic capability embedded in a wider data and decision infrastructure.

Recent scholarship increasingly presents AI as an augmenting force rather than a total replacement for marketers. Algorithms can process scale, speed, and complexity far beyond normal human limits, but human judgment remains essential for defining strategic goals, interpreting context, protecting brand meaning, and managing ethical boundaries. This is why the most persuasive view in the literature is not machine versus human, but machine with human oversight. AI can help marketing work better, but its value depends on how well it works with the judgment of the organization and the understanding of the customer.

2.2. Personalized Marketing and the Shift from Segmentation to Individualization

Personalized marketing is commonly defined as the adaptation of marketing content, offers, timing, or interaction to the characteristics and behavior of specific customers.In the past, personalization often used broad segmentation variables like age, income, or location. Modern personalization is more detailed. It uses more and more observed behavior, contextual cues, and algorithmic inference to change communication at the level of the individual customer, the moment, or the touchpoint.

This change is part of a bigger trend away from mass marketing and toward relationship marketing, and then toward algorithmically mediated personalization. Relationship marketing focused on getting to know customers and keeping them interested over time. Digital platforms, on the other hand, made it possible to track behavior on a large scale. AI makes that change even bigger by turning a lot of behavioral data into useful information. As a result, personalization is no longer limited to selecting the right segment; it increasingly involves deciding what to show, when to show it, how to frame it, and how to adjust it as customer responses change.

2.3. Theoretical Underpinnings

There are three theoretical points of view that are especially helpful for understanding AI-powered personalization. The first is the resource-based view, which says that having valuable, rare, and hard-to-copy skills gives you an edge over your competitors. From this point of view, AI becomes strategically important when companies use algorithms, data assets, organizational learning, and managerial skill in ways that are hard for competitors to copy.

The second is customer journey theory. Customer experience does not emerge from a single interaction; it unfolds across multiple touchpoints before, during, and after purchase. AI strengthens personalization by helping firms coordinate these touchpoints more intelligently. It can identify where customers hesitate, where they need support, and what type of message is most likely to move them forward. This makes personalization more consistent and more closely related to the order in which the customer experiences things.

Privacy calculus theory is the third theory. It helps explain why some customers like personalization and others don't. Consumers tend to evaluate personalization through an

This is an open-access article distributed under the terms of CC BY License

implicit trade-off: if the perceived benefits of relevance, convenience, or better service outweigh the perceived costs of surveillance, intrusion, or misuse, acceptance becomes more likely. This point of view is very important because it reminds marketers that personalization isn't just about how well it works technically; it's also about how fair and real it feels to the customer.

2.4. Main AI Uses in Personalized Marketing

The literature emphasizes numerous prevalent AI applications in personalized marketing. Recommendation systems remain the most visible because they directly shape product discovery, content exposure, and purchase pathways. By learning from user behavior, item similarity, and collective patterns, these systems can narrow search costs and increase relevance in large digital catalogs.They have a lot of power in e-commerce, streaming services, online media, and retail that is based on platforms.

Another major application is conversational AI. Chatbots and virtual assistants can support personalized service by answering routine questions, guiding customer decisions, and offering assistance at the moment it is needed. They can also collect additional information during interaction, allowing later communication to become more tailored. This makes things easier and faster in systems that are well-designed. But in systems that aren't well thought out, it can make people angry, emotionally distant, or feel like the interaction is scripted instead of really helpful.

2.5. Benefits and Risks in Existing Research

A lot of the writing talks about how AI-based personalization is good. Studies often show that engagement is higher, recommendation accuracy is better, conversion rates are higher, media allocation is more efficient, and customer retention is better. These gains are most noticeable in fields with a lot of data, where consumer behavior sends out digital signals all the time. In these situations, AI can help marketers respond more quickly and make better choices than they could by hand.

The risks, on the other hand, are very high. When companies track too much or when recommendations show that they are watching customers more closely than they expected, personalization can become uncomfortable. Algorithmic systems can also replicate bias, favor short-term optimization over long-term trust, or produce outputs that are technically accurate but socially tone-deaf. These issues underscore a fundamental assertion in the literature: effective personalization necessitates not only analytical capability but also transparency, moderation, and accountability.

Table 1.

A summary of important research on AI and personalized marketing

Author (s)	Focus on	Main Contribution	Implication
Arora et al. (2008)	Personalization basics	Explain strategic logic and the challenges of personalization	Personalization requires relevance, timing, and consumer acceptance
Wedel and Kannan (2016)	Marketing analytics	Show how analytics changes how decisions are made in marketing.	Personalization based on data makes targeting and resource allocation better.

This is an open-access article distributed under the terms of CC BY License

Davenport et al. (2020)	AI in marketing	Make clear how AI is used in marketing processes	AI should be used as part of a larger plan, not as a separate tool.
Huang and Rust (2021)	AI and marketing functions	Describe how AI changes marketing intelligence and tasks.	The significance of human-AI complementarity endures.
Lemon and Verhoef (2016)	Customer journey	Focus on integrating touchpoints	Personalization should include every step of the customer journey.
Murphy and Martin (2017)	Privacy and morals	Talk about how to keep data safe and gain customers' trust.	Long-term personalization depends on using data responsibly.
Ameen et al. (2021)	AI in customer experience	Show how AI, personalization, and the results for customers are all related.	People need to be open and trusting in order to accept AI-based personalization.

Source: Compiled by the author, 2026.

3. RESEARCH METHOD

This article utilizes a Systematic Literature Review owing to the complex interplay between AI and personalized marketing, which has developed too swiftly to be sufficiently captured by a singular, focused study. A structured review facilitates the organization of diverse findings, the recognition of recurring patterns, and the formulation of a coherent interpretation of AI's influence on marketing strategy across various contexts.

The review followed the PRISMA 2020 guidelines for finding, screening, checking eligibility, and putting everything together. It focused on peer-reviewed studies published between 2016 and 2025, a period that captures the rapid diffusion of machine learning, recommendation systems, predictive analytics, customer automation, and generative AI into marketing practice.We searched through some of the most popular academic databases for business and marketing research, such as Scopus, Web of Science, ScienceDirect, Google Scholar, and other related indexing sources.

Studies were included when they met five conditions: they were written in English, published in a peer-reviewed journal or credible conference proceeding, directly related to AI or closely connected analytical systems in marketing, clearly relevant to personalization or customer response, and conceptually or empirically informative. Studies were excluded when they focused only on technical engineering issues without marketing relevance, addressed automation without a personalization dimension, or offered limited analytical substance.

After screening and manual filtering, the final body of literature was coded under recurring themes such as AI capability, personalization mechanisms, customer journey adaptation, recommendation systems, conversational AI, performance outcomes, trust, privacy, bias, and governance. Because the reviewed studies differ substantially in research design, industry context, and variables, the synthesis is qualitative and thematic rather than statistical.

This is an open-access article distributed under the terms of CC BY License

Table 2.

Inclusion and Exclusion Standards

Requirements for Inclusion	Criteria for Exclusion
Between 2016 and 2025, it was published in English.	Published before 2016, unless it is a basic idea
Peer-reviewed journal articles and pertinent proceedings	Blogs that haven't been looked at, ads, and comments that don't have any proof
Direct relevance to AI and personalize marketing	Purely technical AI studies without marketing implications
Empirical, conceptual, or review-based contribution	Records that are the same or not very useful
Focus on analytics, targeting, customer experience, or personalization.	Studies that don't have anything to do with digital or data-driven marketing

Source: Compiled by the author, 2026.

Table 3.

PRISMA-Style Study Selection Summary

Stage	Description	Number
Identification	Records initially identified through database and search processes	n = 286
Screening	Records after duplicate removal	n = 241
Screening	Records excluded after title and abstract review	n = 153
Eligibility	Full-text studies assessed for eligibility	n = 88
Eligibility	Full-text studies excluded	n = 42
Included	Studies included in final qualitative synthesis	n = 46

Source: Compiled by the author, 2026.

This review has several limitations. It considers only English-language sources and may therefore overlook valuable work published in other languages. Because AI develops quickly, some emerging applications - especially in generative AI - may still be underrepresented in slower-moving peer-reviewed literature. In addition, industries differ widely in data quality, regulation, and customer expectations, so the findings should be interpreted as analytically grounded patterns rather than universal rules that apply equally in every context.

4. RESULTS

4.1. AI Improves the Precision and Responsiveness of Personalized Marketing

The reviewed literature strongly supports the conclusion that AI increases the precision, speed, and adaptability of personalized marketing. Traditional targeting methods often depend on periodic analysis and relatively stable customer categories. AI-based systems, on the other hand, can change their predictions and recommendations, content, or offers when new data comes in. This makes marketing systems more responsive across industries like e-commerce, streaming, retail, travel, and financial services. Instead of relying on old assumptions, they can adapt to how customers are acting.

One reason for this progress is that AI can put together a lot of different signals to get a better idea of what a customer wants. Just looking at a customer's purchase history doesn't usually tell you why they're interested in something right now. AI models can draw on

This is an open-access article distributed under the terms of CC BY License

browsing depth, click paths, dwell time, abandoned carts, response timing, prior engagement, and contextual variables to infer likely preferences with greater sensitivity. In fast-moving digital environments, this kind of contextual reading is central to effective personalization.

4.2. Recommendation systems are the most obvious way that AI personalization works.

One of the most obvious things that the research shows is that recommendation systems are the most obvious and commercially important way that AI-driven personalization works. Recommendations affect what people see first, what they look at, and what they choose on online marketplaces, streaming platforms, news feeds, and media services. When recommendation quality is high, the customer journey feels smoother because relevant options appear earlier and decision effort is reduced.

The literature also shows, however, that successful recommender systems depend on more than raw algorithmic accuracy. Customers respond not only to relevance, but also to diversity, timing, perceived usefulness, and trust. Repetitive or overly narrow recommendations may reduce curiosity and make the experience feel manipulative.This means that businesses should make their recommendation systems work better not only for short-term clicks, but also for long-term satisfaction, discovery, and relationship value.

4.3. Predictive analytics helps you figure out the best way to use your resources.

Another important idea in the literature is how predictive analytics can help make personalization more strategic. AI helps businesses figure out who is most likely to buy something, who might leave, who is most sensitive to price, and who is most likely to do what they want.These predictions help with better planning of media budgets, retention efforts, and when to run promotions. Instead of applying the same effort to every customer, firms can match resources more carefully to expected value and likely behavior.

This predictive capacity turns personalization into more than a communication technique. It becomes part of managerial resource allocation. Firms can decide not only what to say, but also whom to prioritize, when to intervene, and how to design differentiated treatment. From a business perspective, this increases efficiency. From a customer perspective, it can improve relevance when applied fairly. But it also makes people wonder if different treatment is fair if it is seen as exclusion, hidden discrimination, or inconsistent value..

4.4. AI personalization improves the customer experience when it makes things easier.

The literature consistently indicates that customers value personalization primarily when it diminishes effort, uncertainty, or search expenses. AI-powered search results, personalized interfaces, recommendations, and smart assistants can help you make decisions by getting rid of options that don't apply and showing you the best matches. Chatbots can give quick answers, be available at all times across time zones, and help customers find the next useful action in service settings. When this works well, personalization feels more like help than watching.

Experience benefits, on the other hand, depend a lot on how well the task is done. When a chatbot doesn't understand a request or when the suggestions are clearly bad, personalization becomes more of a hassle than a help. This is why automation by itself isn't a good way to measure success. What matters is whether the system really makes the

This is an open-access article distributed under the terms of CC BY License

customer's experience better and helps them make decisions with confidence and little effort.

4.5. The success of AI-driven personalization depends on how much people trust it

One of the most consistent things that all of the studies found is that trust is a key factor that changes things. Customers are more likely to accept AI personalization if they think it is competent, useful, fair, and a fair exchange of value. When personalization seems unclear, too personal, or hard to control, people are less likely to believe it. There are many things that can affect trust, such as how information is shared, how consent is given, how clear the explanations are, the brand's reputation, data security, and the tone of the conversation.

AI systems often work in the background, which is why this is an important issue. Customers can see the personalized result, but they can't always see how it was made or what data was used. Companies need to actively manage legitimacy instead of just assuming that technical performance will speak for itself. Privacy controls, transparent explanations, preference settings, and visible safeguards can reduce resistance and strengthen acceptance. In that sense, trust is not an afterthought to personalization; it is one of its operating conditions.

5. DISCUSSION

5.1. From Mass Personalization to Intelligent Relationship Management

The findings suggest that AI does more than refine targeting efficiency. It changes the logic of personalized marketing itself. Earlier forms of personalization often focused on matching products or messages to predefined segments. AI makes personalization more dynamic, predictive, and relational by letting companies change how they talk to customers at every stage of the customer journey. In practice, this means that companies are no longer just reacting to what people have done in the past; they are also trying to predict what people will need and changing how they interact with them ahead of time.

This change is important for strategy because customer value in digital markets depends on more than just price and quality. It also depends on how relevant, convenient, and understood the product is. Companies can use AI to create these conditions, but only if the technology is part of a larger strategic system. No matter how advanced the algorithms are, they can't make up for bad data quality, bad governance, or inconsistent brand communication. Personalization is useful when the organization around it can use AI in a responsible and consistent way.

5.2. The best personalization is helpful, not annoying

A common theme in the literature is that consumers do not turn down personalization just because it is personalized. They don't like personalization that seems too much, manipulative, creepy, or not well explained. This distinction is important because it shifts the debate away from a simplistic pro- or anti-AI position. The real issue is whether personalization creates recognizable value from the customer's perspective. Helpful personalization saves time, makes it easier to find things, and helps you make better choices. Intrusive personalization makes people feel bad and breaks trust.

This interpretation is very similar to the theory of privacy calculus. Customers are often willing to share data or accept automated inference when they can see and understand the benefits, such as convenience, relevance, or service quality. Resistance grows when the exchange feels unbalanced-too much extraction, too little benefit, and too little control.It's

This is an open-access article distributed under the terms of CC BY License

clear what the strategic implication is: personalization should be based on more than just optimization metrics. It should also take into account customer legitimacy and perceived fairness.

5.3. It is still important for people to keep an eye on things

The literature does not support a future in which personalized marketing is left entirely to machines, even though AI can automate many marketing tasks. There are still many reasons why people need to keep an eye on things. Managers need to set standards for what outcomes are acceptable, read between the lines in sensitive situations, protect the brand's image, and figure out where efficiency ends and moral judgment begins.Algorithms can optimize for clicks or conversions, but they can't figure out on their own whether the behavior that results is socially acceptable, consistent with the brand, or respectful of what customers expect.

Because of this, the future of personalized marketing is best seen as a mix of automated and manual processes. AI adds scale, speed, and analytical depth, while human marketers add judgment, empathy, and responsibility. Companies that lose this balance may become more efficient in the short term, but they may also lose trust, brand uniqueness, and the quality of their relationships in the long term.

5.4. Generative AI Expands Personalization but Also Raises New Risks

Recent advances in generative AI deserve special attention. Earlier personalization systems were largely designed to select, rank, or recommend existing content.Generative AI goes even further by making new text, creative variations, interaction scripts, and service responses on the spot. This makes personalization a lot bigger. Brands can make many different versions of ads, emails, product descriptions, and support messages for different groups of people at a much lower cost.

These benefits, on the other hand, come with new risks. Content that is generated may not be accurate, may be too general, may be biased, or may not fit with the brand voice well. It can also create questions about authenticity and disclosure if customers cannot tell whether they are interacting with a human or an automated system. There is a real danger that firms will confuse volume with value and flood customers with messages that are technically personalized but emotionally hollow. Generative AI therefore requires careful editorial control and clear strategic boundaries.

5.5. Implications for International and Emerging-Market Contexts

The implications of AI personalization are not uniform across markets. Consumer trust, privacy expectations, platform habits, digital infrastructure, and regulatory systems vary substantially across countries. In emerging and international contexts, these differences shape how automation is interpreted and how much personalization customers are willing to accept. Firms operating across borders should therefore avoid assuming that one model of AI personalization will work everywhere. Local language, cultural expectations, payment practices, and platform ecology all matter.

This contextual dimension is particularly significant for students enrolled in double-degree and international university programs. Modern marketing strategy needs more than just knowing how to use AI tools; it also needs the ability to judge how those tools work in different social and institutional settings. If a personalization system doesn't take into account local expectations of trust, privacy, or communication style, it might work well in

This is an open-access article distributed under the terms of CC BY License

one market but not in another. So, a good AI strategy needs to be based on information from all over the world, but it also needs to be able to change to fit local needs.

Table 5.

Practical Advice for Businesses Using AI in Personalized Marketing

Area of Strategy	Suggestion	Reason
Data governance	Use clear ways for people to give their permission, keep things safe, and make your policies clear.	Trust and compliance help long-term personalization work well.
Model design	Instead of just clicks, make sure that your content is relevant, fair, and diverse.	Better service for customers and less risk of manipulation
Putting together the customer journey	Make it personal at every step of the process: discovery, evaluation, purchase, and retention.	Personalization should help the whole relationship, not just certain times.
Working together with AI	Keep human review for interactions that are sensitive, emotional, or high-stakes.	Keeps empathy, judgment, and responsibility alive
Using generative AI	Use editorial controls and brand standards on content that was made by machines	Stops personalization that is low-quality or misleading
Measurement	Look at trust, satisfaction, and retention along with conversion.metrics	Sustainable performance necessitates more comprehensive success metrics.

Source: Compiled by the author, 2026.

6. CONCLUSION

This article shows that artificial intelligence is reshaping personalized marketing by allowing firms to interpret customer data more deeply, respond more quickly, and tailor interactions across a wider range of touchpoints. The reviewed literature consistently suggests that AI can improve targeting precision, recommendation quality, predictive decision-making, and customer experience when personalization is timely, relevant, and genuinely useful.In this way, AI has become a key strategic tool in modern marketing instead of just a nice-to-have technology.

The review also makes it clear that personalization based on AI is not always good. It works best when people trust it, are open about it, have good data governance, and have meaningful human oversight. When personalization is helpful and fair, it can make relationships stronger. But when it becomes intrusive, biased, manipulative, or too automated, it can hurt them. The best strategies, then, are those that combine analytical skill with moral discipline and a focus on the needs of the customer.

The article adds to the conversation about personalized marketing strategy by bringing together different research on recommendation systems, predictive analytics, conversational AI, customer experience, and privacy. For practitioners, the primary

This is an open-access article distributed under the terms of CC BY License

implication is that AI should be integrated into a comprehensive relationship-oriented strategy emphasizing long-term value rather than merely short-term conversion. The review outlines key priorities for future researchers, such as cross-cultural comparisons, applications in emerging markets, the development of consumer trust, governance of generative AI, and the equilibrium between automation and human judgment.

References

1. Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2021). Customer experiences in the age of artificial intelligence. Computers in Human Behavior, 114, 106548.

2. Ansari, A., Essegaier, S., & Kohli, R. (2000). Internet recommendation systems. Journal of Marketing Research, 37(3), 363-375.

3. Arora, N., Dreze, X., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., Joshi, Y. V., Kumar, V., Lurie, N. H., Neslin, S., Sajeesh, S., Su, M., Syam, N., Thomas, J., & Zhang, Z. J. (2008). Putting one-to-one marketing to work: Personalization, customization, and choice. Marketing Letters, 19, 305-321.

4. Barney, J. (1991). Firm resources and sustained competitive advantage. Journal of Management, 17(1), 99-120.

5. Bleier, A., & Eisenbeiss, M. (2015). The importance of trust for personalized online advertising. Journal of Retailing, 91(3), 390-409.

6. Culnan, M. J., & Armstrong, P. K. (1999). Information privacy concerns, procedural fairness, and impersonal trust. Organization Science, 10(1), 104-115.

7. Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. Journal of the Academy of Marketing Science, 48, 24-42.

8. Huang, M.-H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. Journal of the Academy of Marketing Science, 49, 30-50.

9. Jarek, K., & Mazurek, G. (2019). Marketing and artificial intelligence. Central European Business Review, 8(2), 46-55.

10. Kietzmann, J., Paschen, J., & Treen, E. (2018). Artificial intelligence in advertising: How marketers can leverage AI along the consumer journey. Journal of Advertising Research, 58(3), 263-267.

11. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69-96.

12. Libai, B., Bart, Y., Gensler, S., Hofacker, C. F., Kaplan, A., Kötterheinrich, K., & Kroll, E. B. (2020). Brave new world? On AI and the management of customer relationships. Journal of Interactive Marketing, 51, 44-56.

13. Martin, K. D., & Murphy, P. E. (2017). The role of data privacy in marketing. Journal of the Academy of Marketing Science, 45, 135-155.

14. Rai, A., Constantinides, P., & Sarker, S. (2019). Next-generation digital platforms: Toward human-AI hybrids. MIS Quarterly, 43(1), iii-ix.

15. Rust, R. T., & Huang, M.-H. (2021). The service revolution and the transformation of marketing science. Marketing Science, 40(1), 1-5.

16. Verhoef, P. C., Kooge, E., & Walk, N. (2016). Creating value with big data analytics. Routledge.

This is an open-access article distributed under the terms of CC BY License

17. Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. Journal of Marketing, 80(6), 97-121.

This is an open-access article distributed under the terms of CC BY License