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THE EFFECTS OF ARTIFICIAL INTELLIGENCE ON BUSINESS MARKETING QUALITY AND FACTORS THAT POSITIVELY INFLUENCE MARKETING

Abstract: *The development of Artificial Intelligence (AI) has radically transformed the dynamics of today's corporate world. One of the major AI applications is in the arena of business marketing, which helps optimise performance. The present systematic review aimed to discover the impact of AI on business marketing. The focus is on positive factors of business marketing and the evaluation of AI in marketing to provide some useful insights into the usefulness of AI in marketing. Papers were identified from Google Scholar and were screened for inclusion and exclusion criteria using the PRISMA flow process. The finally available 32 papers have been discussed in detail, paper by paper, to highlight their contribution to the literature on AI-integrated marketing. Generally, most papers follow a common pattern of first positioning AI in the context, defining AI, listing how AI is used in marketing and then the topic of the paper. A similar pattern is followed in this review. The review showed the emerging and likely future trends of AI-integrated marketing in enhancing performance through improved customer interactions, marketing strategies, marketing innovations, and decision-making. Some limitations of this review have been indicated at the end.*

Keywords: *business marketing, artificial intelligence, marketing aspect, AI and marketing*

1. Introduction

Artificial Intelligence (AI) in business marketing is an approach to maximise the use of information technology and marketing data to enhance the customer experience in business (Chen et al., 2022; Mehta et al., 2022; Risitano et al., 2022). By analysing vast amounts of data, AI can aid in data science and implementation, which was previously a challenging task (Chen et al., 2022; Shaik, 2023; Basha et al., 2021).

Marketing encompasses all practices that can have a significant impact on people at a specific time, in a particular location, and through specific channels. The evolution of digital marketing as an industry is a result of integrating big data with theoretical scientific research on intelligent systems (Chen et al., 2022; Mehta et al., 2022).

AI helps marketers with customer personalisation. It facilitates communication through platforms such as Google Search, Twitter, and Facebook, which reach billions

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of people daily, along with digital advertising networks. The implementation of AI in the business world is progressing rapidly. With the development of AI, the field of business marketing is rapidly evolving and will continue to do so.

The rapid pace of this transition is poised to reshape the overall landscape of business marketing in the corporate world and research and academia. Business organisations will face significant challenges in adapting to the evolving marketing environment. With the introduction of new technologies, businesses will need to provide regular training for their employees. However, the use of AI is no longer a concept from science fiction; it has become a reality necessary for the survival of the business (Shaik, 2023; Basha et al., 2021; Bughin, 2017).

To prepare for the future, business marketing professionals need to understand and learn how to reinforce and align their capabilities with AI applications and technology, including robotics. The current situation is both captivating and challenging. AI is altering the business marketing landscape to undergo a complete transformation. Besides the fact that business marketing stands as one of the essential commercial applications of AI today, early adopters are grappling with creating value from it.

However, literature is scarce on the theme when the two disciplines are incorporated (Chatterjee et al., 2019; Davenport et al., 2020). AI is applied in various business processes across different functional domains and operations. One of these domains is business marketing, often referred to as the heart of a business. This paper aims to explore the impact of AI on business marketing, delving into the various aspects of business marketing and its intersection with AI, thus providing a comprehensive understanding of AI's role in business marketing.

2. Context of this research

All business marketing competencies have been empowered by technology. Undeniably, today's marketers seriously rely on information technology to conduct business marketing activities, and information technology influences most, if not all, areas of marketing practices (Davenport et al., 2020; Martínez-López, 2013). Moreover, recent studies have begun to focus on the supporting role of technology in marketing, often referred to as marketing digitisation (Verma et al., 2021; Shahid et al., 2019; Risitano et al., 2022). In fact, within research on business marketing competencies, researchers have examined two aspects: first, technological competencies within marketing practices; second, the combinatory or integrable impacts of marketing and technological competencies (Shahid et al., 2019; Hutt et al., 2021). However, despite the extensive work on examining marketing capabilities over the past three decades and the significance of technology to experts, the technological aspects of business marketing competencies have received less attention.

In other words, there is a scarcity of research in business marketing concerning AI, prompting our effort to develop an outline that defines both the current state of AI and how it is expected to evolve. Although previous theories and principles have been examined to address marketing-related issues for an extended period, the widespread use and deployment of AI in marketing have only recently emerged (Chen et al., 2022; Risitano et al., 2022; Hutt et al., 2021). While AI has been implemented in most firms in today's world, there is still a lack of high-level applications in several corporations. Many marketers have expressed an interest in using AI soon, with nearly all prepared to fully embrace it. In comparison, only 20% of marketers used one or more AI solutions in their businesses in 2017. Mainly, business marketers aim to utilise AI for segmentation and analytics.

AI is the intelligence exhibited by machines, in contrast to human intelligence, and technology is characterised by a system of intelligent agent machines that perceive the environment and accomplish their purposes (Hutt et al., 2021; Brennan et al., 2020). AI implementation is necessary to assess consumer behaviour, purchases, preferences, dislikes, and other factors. AI has emerged as a solution for small-scale businesses in the era of globalisation, empowering them to go global and manage online businesses. AI can assist marketing managers with various tasks, including lead generation, market research, social media marketing, and user experience personalisation (Risitano et al., 2022; Brennan et al., 2020).

AI has evolved into a highly effective and beneficial tool in the globalised commercial environment. We emphasise AI because its strategic implementation in marketing is still largely unexplored, offering significant potential to enhance an organisation's marketing activities. The use of AI within business marketing practices is currently in development and is expected to continue to grow (Shaik, 2023; Bughin et al., 2017; Davenport et al., 2020).

3. Methodology

Google Scholar was searched using terms related to this review topic. The papers identified were screened for various inclusion and exclusion criteria. The inclusion and exclusion criteria are as follows-

Inclusion criteria:

1. Directly relevant to the topic.
2. English language.
3. Full texts.
4. Abstracts if they contain important information.
5. Only research papers, reports, reviews and discussion papers.

Exclusion criteria:

1. Irrelevant.

2. Repetitive.
3. Not in English.
4. Books or book chapters.
5. Theses.

This led to a repeated process of screening and selection. Finally, 32 papers were available for this systematic review. They are discussed in different sections below.

4. Result

4.1 Trending aspects of business marketing

Business marketing supports a business's long-term growth and sustainability. It builds brand equity and consumer affiliations that can contribute to sustained success over time. Primarily, marketing is the connection between a business and its consumers. It helps businesses understand their target customers, effectively reach out to them, and offer value for mutual benefit. Without effective marketing, even the best products and services may be overlooked, hindering a business's ability to thrive and expand (Risitano et al., 2022; Hutt et al., 2021). However, there are several critical aspects of business marketing, as shown in Figure 2.

Identity and branding: Marketing shapes and manages the brand identity, ensuring consistent messaging and visual elements that resonate with the target audience.
Promotion and advertising: Marketing devises and executes promotional campaigns, advertising efforts, and public relations to increase brand awareness and boost sales.

Online marketing: Marketing leverages digital platforms, including official websites, social media, and email marketing, to enhance a business's online presence and engage a broader audience.
Budgeting and finance: Marketing aids in financial planning by estimating marketing budgets, projecting returns from marketing activities, and establishing cost-effective marketing strategies (Brennan et al., 2020; Lisnik et al., 2023).

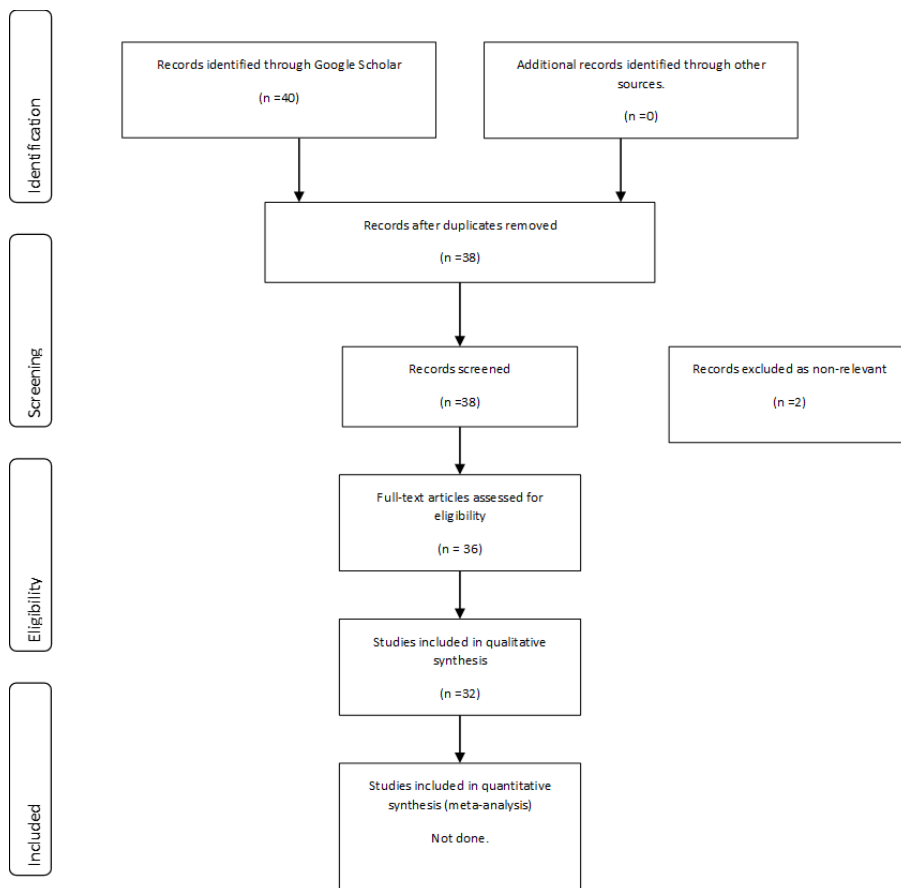


Figure 1. Prisma Flowchart



Figure 2. Critical aspects of marketing

Human resource management: Marketing collaborates with the human resources department to hire and train marketing specialists with the skills and professionalism required to successfully implement marketing strategies. Supply Chain and Operations: Marketing highlights consumer demand and preferences to the supply chain and operations departments, ensuring that the right products are available at the right time and place. Social and ethical responsibility: Marketing must uphold ethical standards and promote social responsibility by ensuring that products and campaigns are ethical, safe, and have a positive impact on society. Compliance and risk management: Marketing helps identify and mitigate risks related to brand reputation, legal compliance, and regulatory concerns that may arise due to marketing actions.

4.2 Artificial Intelligence trend in the context of business marketing

Marketing in business is influencing consumer information and AI perceptions, such as the concept of machine learning to predict consumers' rapidly changing needs and ensure a better customer experience. Innovations in Artificial Intelligence (AI) are helping businesses market more effectively. The use of AI can enhance marketing strategies, improve customer experiences, and redefine the way businesses attract, nurture, and convert prospects (Chen et al., 2022; Shaik, 2023). Figure 3 below illustrates how business marketers could integrate machine learning concepts and AI into each stage of the consumer lifecycle.

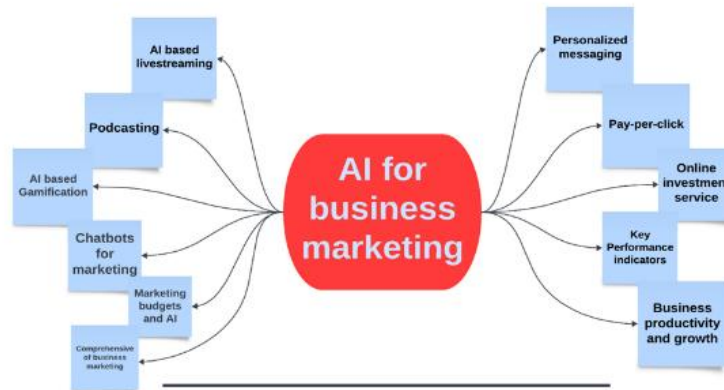


Figure 3. AI for business marketing

For many, AI in marketing may seem like science fiction rather than reality; however, this is not a distant idea—this is trending now. According to Business Salesforce, only 29% of business marketing trailblazers employed artificial intelligence in 2018, and that figure rose to 84% by 2020.

According to the results of the analysis of secondary data by Jarek and Mazurek (2019), it has been widely introduced into marketing, though the applications are at the operational level. This may be due to the

careful implementation of the new technology, which is still in the experimenting stage. The uncertainty of the outcome of AI implementation leads to caution in putting these innovations into practice as well. There are examples to prove that AI influences all aspects of the marketing mix, impacting both consumer value delivery and the marketing organisation and management.

The study by Tanveer, Khan, and Ahmad (2021) aimed to understand the morals of

services related to AI to develop marketing and businesses. The opinions of marketers on the value of AI were sought in a survey of 508 marketers. The results showed that marketers perceived AI in marketing as consisting of 12 services. These included the 4Ps (Product, Price, Place, Promotion), the 4Cs (Consumer, Cost, Convenience, Communication), and the 4Es (Experience, Exchange, Everyplace, Evangelism). All the services, except Evangelism, had positive relationships with AI. Marketing showed a significant effect on Business development, to which AI was correlated.

Based on a literature review, Stone et al. (2020) identified seven AI applications in marketing strategy, 12 applications in marketing mix, and ten applications in marketing management. Another review by Ma and Sun (2020) produced a model of an AI-driven marketing landscape and a model for using machine learning methods in marketing research.

The building blocks of AI in B2B marketing as an input-process-output building format discussed by Paschen, Kietzmann, and Kietzmann (2019) are presented in Table 1.

Table 1. Building blocks of AI as an input-process-output format.

Input	Process	Output
Structured data	a. Pre-processes- Natural language Understanding b. Computer vision	Information
Unstructured data	Main processes 1. Problem solving 2. Reasoning. 3. Machine Learning.	Natural language generation. Image generation. Robotics.
Knowledge Base.		

To examine the impact of AI-assisted social media marketing (AISMM) on the performance of start-up businesses of small and medium enterprises (SMEs) in Saudi

Arabia, Basri (2020) surveyed 78 SME owners/managers. AISMM showed an increasing trend among start-up businesses and SMEs in Saudi Arabia. It also showed an overall increase in the number of customers and customer bases. These factors had a tertiary effect of increased profitability. AISMM increased effective business management and SME performance (SMEP) with increased SMEP originality and value. However, the survey sample size of 78 may not permit generalisation of the findings.

Besides facilitating the meeting of customer needs, AI helps to analyse the performance of competitors in their marketing activities. AI can help the management of the 4Ps of the marketing mix as parts of strategy, product, and promotion management.

AI applications include digital marketing, reducing human errors, connecting business processes, analysing large volumes of market data, delivering valuable information, enabling customer support, functioning as a better marketing tool, easing workload, speeding up data processing, making customer-centred choices, examining customer-related data, improving stock control, customising shopping processes, digitalising advertising, improving customer experience, assisting marketers, increasing customer satisfaction and revenue, developing predictive models, learning about customer preferences, making better decisions, targeting audiences, delivering, the right message at the right time, and assisting businesses (Haleem et al., 2022).

AI-enabled digital marketing is rapidly changing the way organisations create content for campaigns, generate leads, reduce customer acquisition costs, manage customer experiences, market themselves to prospective employees, and expand their reachable consumer base via social media. However, the use of AI in marketing raises some ethical questions (Van Esch & Black, 2021).

Various methods of communicating with customers using AI were discussed by Nair

and Gupta (2021). Content creation for marketing campaigns, voice research, and chatbots were discussed in detail by the authors.

Based on past works, Chintalapati and Pandey (2022) categorised marketing into five distinct functional themes: integrated digital marketing, content marketing, experiential marketing, marketing operations, and market research and 19 sub-functional themes (activity levers). AI was being leveraged by marketing to deliver superior quality outcomes and experiences. Most of the roles of AI in marketing discussed above are included in the sub-functional theses. These findings were converted into a diagram given in Fig 3.

Stressing the usefulness of AI in identifying rapidly changing customer needs, Jain and Aggarwal (2020) presented data on the levels of adoption of AI in marketing in different sectors and fields and the outcomes of this. The levels of adoption varied between zero and 75%, depending on the sector and the field. The outcomes (29 to 56%) were an increase in customer retention, improvement in forecasting, prediction of cross-sell and up-sell opportunities, improved sales strategies, and increased revenue and market share.

Although AI can collect voluminous data and analyse them to identify patterns and predict, unless these results are actioned, there is no use for AI. Also, there are questions about AI regarding job automation, ethics, and corporate responsibility. The marketing domain has its concerns about AI. Nine stages of using AI for planning marketing were proposed by Campbell, Sands, Ferraro, Tsao, and Mavrommatis (2020). The first stage was the analysis of the current situation to understand macroenvironmental factors that can affect the organisation, its marketing, and its stakeholders. The second stage involved an understanding of markets and customers by gathering knowledge of micro-environmental factors specifically affecting

the firm and its market share trends, product/category demand, and customer characteristics of needs, wants, behaviours, attitudes, brand loyalties, and purchasing patterns. In the third stage, segmenting, targeting, and positioning of markets occurs by understanding customer segments and assisting with targeting and positioning decisions. The fourth stage is about planning direction, objectives, and marketing support involving the development of longer-term goals and associated short-term objectives to support larger strategies. In the fifth stage, a product strategy is developed. This involves the creation of a suite of products sold by a firm. Pricing strategies are developed in the sixth stage, which aims at maximising sales.

The strategies of channels and logistics are developed in the seventh stage to determine logistics, distribution, and product stocking decisions. The eighth stage consists of developing marketing communication and influence strategies focusing on serving customers the right promotion at the right time. The ninth (last stage) involves planning metrics and implementing controls. It involves identifying performance metrics, monitoring them, and then taking any needed corrective actions.

Chatbot-driven platform was proposed as an important component of the service experience by Klaus (2020). Convenience, less time and effort are the focal points of service activities. Of these, convenience has been taken to a new level by AI. Customers use Bots, especially for high-involvement decisions.

Thus, they outsource their decisions to algorithms, giving little attention to traditional consumer decision-making models and brand emphasis. These changes will affect managerial knowledge of customer decision-making processes. These developments may lead to brand-based decisions obsolete. Chatbots themselves give pleasant experiences to customers. Trust in their recommendations makes customers almost completely dependent on chatbots for

buying decisions.

According to Lee (2021), some possible future trends in the use of AI in marketing include innovative changes in AI technologies requiring government policies, the vision of the corporation, and the establishment of longer-term success strategies. Companies and industries may also collaborate.

By leveraging a systematic literature review, a data-driven approach and quantitative methodology (including bibliographic coupling), Mariani, Perez-Vega, and Wirtz (2022) discussed the emerging intellectual structure of AI research in the three types of literature examined. The authors identified eight topical clusters: (1) memory and computational logic; (2) decision-making

and cognitive processes; (3) neural networks; (4) machine learning and linguistic analysis; (5) social media and text mining; (6) social media content analytics; (7) technology acceptance and adoption; and (8) big data and robots.

Also, a total of 412 theoretical lenses were identified. The most frequently used were the technology acceptance model, unified theory of acceptance and use of technology, game theory, theory of mind, theory of planned behaviour, computational theories, behavioural reasoning theory, decision theory, evolution theory, flow theory, fuzzy theories, graph theory, institutional theory, adaptive resonance theory, cognitive dissonance theory, and consumer culture theory.



Figure 4. Daigram of themes and subthemes of AI functions in marketing (Chintalapati & Pandey, 2022)

According to Davenport, Guha, Grewal, and Bressgott (2020), if customers perceive a loss of their autonomy due to the use of AI by firms to understand customer preferences and buying behaviour, they may deliberately select a wrong preference to retain their autonomy. Human connectedness may suffer if robots dominate. All human social activities will become irrelevant, and some of them may disappear. More research is needed to study this aspect. Policy issues of data privacy, bias, and ethics are also very important aspects to consider when AI is adopted for business marketing.

Personalised messaging: In the US market, approximately 36% of target customers believe that brands should provide more customised experiences; it rises to 43% among households with annual earnings of \$100,000 or more. However, only 12% of retail brands feel capable of offering customised experiences to their customers. To bridge the gap between expectation and reality, Whole Foods, a grocery retailer, has launched twenty-four "Just Walk Out" shops across the United States. Integrated through cameras and sensors, these stores allow customers to select their products and exit without stopping at a checkout counter. Orders are monitored and billed through AI technology. While the "exit without paying" feature of these stores is making headlines, from a business marketing viewpoint, the thrilling aspect of the business strategy turns around customer data collection. All customers are traced at an individual level, enabling Whole Foods to use AI to monitor shopping hobbies, detect samples, and anticipate future behaviours. This action leads to hyper-personalised business marketing. For instance, if a consumer frequently buys spaghetti, basil, and canned tomatoes, the retailer may provide them with a discount code for Italian food items (Chen et al., 2022).

Pay-per-click: Pay-per-click (PPC) advertising is another aspect of digital marketing that is well-suited for AI assistance. In this data-rich environment, AI

supports fast optimisations that enhance campaign performance.

Online investment service: Interactive Investor is the only company that has recognised the benefits of this method. The brand seeks a greater number of account registrations and reduced client acquisition costs through paid search using an AI tool perfect for designing and managing self-optimising campaigns across various marketing channels.

Key Performance Indicators: KPIs can be used to improve real-time pay-per-click campaigns for demographic directing, adjusting campaign timing, etc.

Business productivity and growth: The use of AI can accelerate growth by providing sales teams with accurate analytics and consumer insights to increase demand. AI can also enhance sales efficiency and performance by automating routine sales activities, freeing up more time for customer interactions and cutting costs. AI combined with company-specific data and context has sourced consumer insights at the most granular level, enabling B2C level customisation through targeted marketing and sales. It encourages B2B companies to move beyond account-based marketing and embrace hyper-personalisation in their approach.

AI-based live streaming: Like the business marketing styles of 2022, brands will continue to spend seriously on marketing through platforms like TikTok, YouTube, and Instagram. Brands will leverage the power of video marketing to engage and captivate customers in 2023. Technology-based live streaming is swiftly achieving momentum, enabling brands to develop strong connections with their target audience and foster trust. Livestreaming highlights the back-end phases of business organisation, fosters concentrated linking with consumers through Q&A sessions and online seminars and enables more personalised communication via video messaging. Moreover, short-form video marketing is a

game-changer in the current digital media landscape, offering a cost-effective way to engage and entertain the target audience and promote trending topics.

Podcasting: Approximately 26% of content developers use podcasts to engage their target audience, while 26% of businesses use podcasts to promote their content. Podcasting continues to be the preferred marketing tool for businesses in 2023. It is an ideal way to establish thought management, raise niche knowledge, and build closer customer relationships. Whether collaborating with other business brands, influencers, or manufacturing specialists, podcasting can help you gain a competitive edge in the market and achieve better business outcomes.

AI-based Gamification: Gamification is a sample of interactional business marketing that uses game-like features to secure and develop interest in viewers. Businesses, whether in education or staffing, use gamification or e-commerce to enhance their online presence and attract new audiences. For instance, Sephora utilises gamification to foster its prize program, engaging consumers with fun experiments and satisfying them with concessions, sample gifts, and other incentives.

Chatbots for marketing: By 2025, 95% of brands will interact with customers through AI, including chatbots. Conversational marketing enables brands to engage with the target audience on a more personal level. As Natural Language Processing (NLP) and Machine Learning continue to improve, brands can use chatbots to respond to customer issues and real-time questions, whether it's providing support or generating leads through websites or social media platforms. Chatbots can facilitate and enhance customer engagement, boost purchaser satisfaction, and increase sales (Mehta et al., 2022).

Marketing budgets and AI: Many content developers and marketers presently work in small groups, where they often handle all

aspects of content for the complete corporation. Conversely, as the business marketing landscape evolves and becomes more competitive, enterprises will hire or contract extra business marketing resources to execute specific content marketing campaigns. Inclusive business marketing: 46% of business marketers understand that mastering diversity, equity, and attachment to brands means being culturally relevant on social media platforms. Inclusive business marketing approaches can help brands better engage the target audience across different languages, cultures, and social backgrounds. To create an inclusive marketing strategy, brands should begin by managing an ethnic audit of their target customers, gathering data on demographics such as education, age, profession, and gender (Devenport et al., 2022).

4.3 B2B Marketing innovations

AI can play a role in B2B marketing innovations, as a bibliometric analysis by Han et al. (2021) showed. The use of AI for innovation in B2B marketing in five domains was identified as the main trend in the literature. However, their usefulness needs to be assessed by managers before the domains for innovations in the B2B context. A separate theoretical framework for AI-integrated B2B marketing innovation was proposed by Petrescu, Krishen, Kachen, and Girona (2022). Figure 5 shows this framework anchored in marketing value and knowledge and grounded in service-dominant logic (SDL). Transaction cost economics (TCE) and knowledge theory. Knowledge management can improve competitive advantage.

AI can help in knowledge acquisition and analysis processes. Effective resource integration with modern technologies leads to innovation through matching, resourcing, and valuing service ecosystem actors through summative and emergent processes.

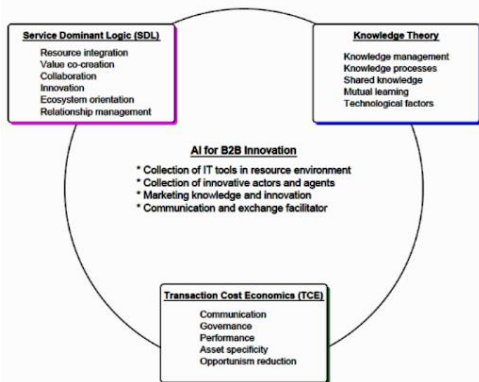


Figure 5. Framework for AI-integrated B2B marketing innovation (Petrescu et al.2022)

5. Conclusion

Business marketing is a subject of growing interest and importance. Although concrete evidence of AI in marketing success remains somewhat limited, marketers worldwide are allocating substantial budgets to use AI in marketing activities. This trend is primarily driven by businesses seeking to maximise

the value of their marketing investments in rapidly evolving marketing communication environments. Marketing not only helps in acquiring new customers but also in retaining current ones. Thus, maintaining remaining consumers is cost-effectively linked to acquiring new ones, and marketing plays a key role in building and sustaining consumer trust. This article presents an evaluation of the factors that play a key role in business marketing in the context of AI.

Only Google Scholar was searched. Using databases would have led to the selection of many more papers. However, since each paper is discussed deeply, more papers cannot be accommodated within a reasonable length of the paper.

No quantitative analysis of the selected papers, as is the general practice in systematic reviews, is done. This would have also increased the length of the paper beyond the acceptable size.

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