

Role of Artificial Intelligence in Marketing: A Study of Businesses in Mysore District

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Abstract:

Artificial Intelligence (AI) has become a transformative technology that is reshaping marketing practices by enabling organizations to improve customer engagement, automate marketing processes, and make data-driven decisions. The present study examined the role of Artificial Intelligence in marketing among business organizations in Mysore District. The study aimed to examine the extent of AI adoption in marketing practices and assess its impact on the marketing performance of business organizations. A descriptive research design was adopted, and primary data were collected from **120 respondents** comprising marketing executives, marketing managers, sales managers, business owners, and senior managers through a structured questionnaire. Secondary data were obtained from books, journals, research articles, reports, and online sources. Convenience sampling was employed to select the respondents. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were used to analyse the demographic profile of the respondents, while a One-Sample t-test was employed to examine the extent of AI adoption in marketing practices. Simple Linear Regression Analysis was used to assess the impact of Artificial Intelligence on marketing performance. The findings revealed that business organizations had widely adopted AI in marketing activities such as customer segmentation, personalized marketing, customer relationship management, and marketing decision-making. The regression analysis further indicated that Artificial Intelligence had a significant positive impact on marketing performance by enhancing customer engagement, operational efficiency, campaign effectiveness, and overall business performance. The study concluded that Artificial Intelligence has become an essential strategic tool for improving marketing effectiveness and achieving sustainable competitive advantage. The findings provide valuable insights for business organizations, policymakers, and researchers in promoting the effective adoption of AI-driven marketing practices.

Keywords: Artificial Intelligence, Marketing Practices, Marketing Performance, Customer Relationship Management, Business Organizations, Mysore District.

Introduction:

Artificial Intelligence (AI) has emerged as one of the most transformative technologies in the contemporary business environment, revolutionizing the way organizations plan, execute, and evaluate their marketing activities. AI refers to the ability of computer systems to perform tasks that typically require human intelligence, such as learning, reasoning, problem-solving, and decision-making. In marketing, AI-powered technologies such as machine learning, predictive analytics, chatbots, recommendation systems, customer relationship management (CRM) tools, and generative AI have enabled businesses to better understand customer preferences, personalize marketing communications, automate routine processes, and improve customer engagement. The integration of AI into marketing

strategies has significantly enhanced organizational efficiency, reduced operational costs, and increased the effectiveness of promotional campaigns.

The rapid growth of digital technologies, social media platforms, and e-commerce has further accelerated the adoption of AI in marketing across various industries. Organizations are increasingly utilizing AI to analyse large volumes of customer data, forecast market trends, optimize pricing strategies, and deliver personalized customer experiences. AI-driven marketing enables businesses to make data-driven decisions, strengthen customer relationships, improve brand loyalty, and achieve sustainable competitive advantage. Consequently, Artificial Intelligence has become an indispensable tool for organizations seeking to remain competitive in an increasingly dynamic and technology-driven marketplace.

In India, the adoption of Artificial Intelligence has gained significant momentum due to initiatives promoting digital transformation, technological innovation, and smart business practices. Business organizations, including manufacturing, retail, information technology, healthcare, and financial services, are increasingly integrating AI into their marketing functions to improve business performance and customer satisfaction. However, the extent of AI adoption varies across organizations depending on factors such as organizational size, technological infrastructure, financial resources, and employee competencies. Understanding the current level of AI adoption and its impact on marketing performance is therefore essential for organizations aiming to maximize the benefits of AI-enabled marketing.

Mysore District has witnessed considerable growth in business activities, entrepreneurship, and digital commerce over the past decade. As organizations increasingly adopt AI-based marketing solutions, it becomes important to examine how these technologies influence marketing practices and organizational performance within the local business context. Therefore, the present study seeks to examine the extent of Artificial Intelligence adoption in marketing practices and assess its impact on the marketing performance of business organizations in Mysore District.

Statement of the Problem:

Artificial Intelligence has transformed modern marketing by enabling organizations to automate marketing processes, analyse customer data, deliver personalized experiences, and make informed business decisions. Despite the growing awareness and availability of AI technologies, many business organizations continue to face challenges in effectively adopting and integrating AI into their marketing functions. Factors such as limited technical expertise, high implementation costs, data privacy concerns, inadequate infrastructure, and resistance to organizational change often hinder the successful utilization of AI in marketing. Consequently, the level of AI adoption and its contribution to marketing performance differ considerably across organizations. Although several studies have explored the role of Artificial Intelligence in marketing at the global level, limited empirical research has examined its practical application and impact among business organizations

in regional contexts such as Mysore District. Existing studies have largely focused on conceptual discussions, developed economies, or large multinational corporations, with relatively little attention given to businesses operating in emerging markets and medium-sized urban economies. Furthermore, there is insufficient evidence regarding the extent to which AI-based marketing practices influence marketing performance, customer engagement, and organizational competitiveness among businesses in Mysore District.

In view of these gaps, there is a need to conduct an empirical investigation to understand the adoption of Artificial Intelligence in marketing practices and evaluate its impact on the marketing performance of business organizations in Mysore District. The findings of this study will provide valuable insights for business managers, policymakers, and researchers by identifying the benefits of AI adoption, highlighting existing challenges, and offering recommendations for enhancing AI-enabled marketing strategies.

Review of Literature:

Vlačić et al. (2021) reviewed the application of Artificial Intelligence in marketing by synthesizing studies from leading academic journals. The study found that AI significantly enhanced customer relationship management, customer segmentation, marketing automation, and predictive analytics, thereby improving marketing effectiveness and organizational performance. The authors concluded that AI has become an integral part of modern marketing strategies and recommended further empirical research on AI adoption across different industries.

Mariani et al. (2022) conducted a systematic literature review on Artificial Intelligence in marketing and consumer behaviour. The study revealed that AI improved customer experience through personalization, intelligent recommendations, and automated interactions while enabling organizations to make data-driven marketing decisions. The authors emphasized the importance of ethical AI practices and consumer trust for successful implementation.

Thakur and Kushwaha (2023) carried out a bibliometric analysis of Artificial Intelligence

research in marketing using Scopus-indexed publications. The study identified significant growth in AI-related marketing research, with major themes including chatbots, customer analytics, generative AI, and predictive marketing. The authors concluded that AI has become a strategic tool for enhancing marketing efficiency and customer engagement.

Masnita et al. (2024) reviewed the literature on Artificial Intelligence applications in marketing and found that AI improved branding, customer engagement, market intelligence, and business competitiveness. The study concluded that organizations integrating AI into their marketing strategies achieved higher operational efficiency and stronger customer relationships.

Jain and Kumar (2024) examined two decades of Artificial Intelligence research in marketing and reported that AI transformed digital marketing through marketing automation, personalized communication, predictive analytics, and intelligent customer interactions. The study also highlighted ethical concerns and data privacy as emerging challenges requiring future research.

Labib (2024) conducted a systematic review of current and emerging Artificial Intelligence trends in marketing. The study found that AI enhanced marketing efficiency by improving content generation, customer engagement, sales forecasting, and business decision-making. The author concluded that AI would continue to play a vital role in achieving sustainable competitive advantage.

Dias and Laurretta (2024) investigated the impact of Artificial Intelligence and deep learning across various business functions, including marketing. The review found that AI significantly improved customer relationship management, personalized services, strategic decision-making, and organizational efficiency while emphasizing the need for ethical governance and responsible AI implementation.

Gerling and Lessmann (2024) conducted a systematic review of Artificial Intelligence and Natural Language Processing applications in marketing, particularly in the banking sector. The study reported that AI enhanced customer acquisition, customer retention, personalized communication, and marketing effectiveness. The authors suggested

expanding AI applications to improve customer journey management across industries.

Thakur and Kushwaha (2024) further analysed global Artificial Intelligence research through science mapping techniques and found a rapid increase in studies focusing on generative AI, chatbots, Internet of Things integration, and customer analytics. The study concluded that AI has become a key driver of innovation in marketing and recommended greater attention to ethical AI and consumer trust.

Jain and Kumar (2024) synthesized recent evidence on Artificial Intelligence in marketing and found that AI significantly improved marketing automation, campaign optimization, customer engagement, and organizational decision-making. The study concluded that responsible AI adoption, supported by transparent governance and collaboration between industry and academia, is essential for maximizing the long-term benefits of AI in marketing.

Research Gap:

The review of the literature indicates that although several studies have examined the application of Artificial Intelligence (AI) in marketing, the majority have focused on developed economies, large organizations, or broad conceptual frameworks. Limited empirical research has investigated the adoption and impact of AI on marketing practices at the district level, particularly among business organizations in India. Moreover, few studies have simultaneously examined both the extent of AI adoption in marketing practices and its influence on marketing performance using primary data. Specifically, there is a lack of research focusing on business organizations in **Mysore District**, where the level of AI adoption, its practical applications, and its contribution to marketing performance remain underexplored. Therefore, the present study seeks to bridge this gap by empirically examining the role of Artificial Intelligence in marketing practices and assessing its impact on the marketing performance of business organizations in Mysore District.

Objectives of the Study:

- 1) To examine the extent of adoption of Artificial Intelligence in marketing practices among business organizations in Mysore District.

- 2) To assess the impact of Artificial Intelligence on the marketing performance of business organizations in Mysore District.

Hypotheses of the Study:

H0₁: Artificial Intelligence has no significant role in the adoption of marketing practices among business organizations in Mysore District.

H1₁: Artificial Intelligence has a significant role in the adoption of marketing practices among business organizations in Mysore District.

H0₂: Artificial Intelligence has no significant impact on the marketing performance of business organizations in Mysore District.

H1₂: Artificial Intelligence has a significant impact on the marketing performance of business organizations in Mysore District.

Research Methodology

The present study adopted a **descriptive research design** to examine the role of Artificial Intelligence in marketing among business organizations in Mysore District. The study was based on both **primary and secondary data**. Primary data were collected through

a structured questionnaire administered to marketing executives, marketing managers, sales managers, business owners, and senior managers working in selected business organizations. Secondary data were gathered from books, research journals, conference proceedings, government reports, company websites, and other relevant online sources to support the theoretical framework of the study. A **convenience sampling technique** was employed to select **120 respondents** from various sectors, including manufacturing, retail, information technology, healthcare, and financial services. The collected data were coded and analysed using the **Statistical Package for the Social Sciences (SPSS)**. Descriptive statistics such as frequency, percentage, mean, and standard deviation were used to analyse the demographic profile and respondents' perceptions. A **One-Sample t-test** was employed to examine the extent of adoption of Artificial Intelligence in marketing practices, while **Simple Linear Regression Analysis** was used to assess the impact of Artificial Intelligence on the marketing performance of business organizations. The findings were interpreted at a **5% level of significance**, and the results were presented in tables with appropriate interpretations to achieve the objectives of the study.

Data Analysis and Discussion:

Table 4.1: Demographic Profile of Respondents (N = 120)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	72	60.0
	Female	48	40.0
	Total	120	100.0
Age (Years)	Below 25	18	15.0
	25–34	42	35.0
	35–44	34	28.3
	45–54	18	15.0
	55 and Above	8	6.7
	Total	120	100.0
Educational Qualification	Undergraduate	26	21.7
	Postgraduate	54	45.0
	Professional Qualification	28	23.3
	Doctorate	12	10.0
	Total	120	100.0
Designation	Marketing Executive	34	28.3
	Marketing Manager	30	25.0
	Sales Manager	24	20.0
	Business Owner	18	15.0
	Senior Manager	14	11.7

	Total	120	100.0
Type of Organization	Manufacturing	28	23.3
	Retail	32	26.7
	Information Technology	24	20.0
	Healthcare	16	13.3
	Financial Services	20	16.7
	Total	120	100.0
Work Experience	Below 5 Years	38	31.7
	5–10 Years	44	36.7
	11–15 Years	24	20.0
	Above 15 Years	14	11.6
	Total	120	100.0

Source: Computed primary data through SPSS.

Table 4.1 presents the demographic profile of the 120 respondents selected for the study. The findings revealed that **60.0%** of the respondents were male, while **40.0%** were female, indicating greater male participation in marketing-related roles. Regarding age, the majority (**35.0%**) belonged to the **25–34 years** category, followed by **28.3%** in the **35–44 years** group, suggesting that most respondents were young and mid-career professionals. In terms of educational qualification, **45.0%** held a postgraduate degree, **23.3%** possessed professional qualifications, **21.7%** were undergraduates, and **10.0%** held doctoral degrees, reflecting a well-qualified respondent base. With respect to designation, **28.3%** were Marketing Executives, **25.0%** were Marketing Managers, **20.0%** were Sales Managers, **15.0%** were Business Owners, and **11.7%** occupied Senior Manager positions. The respondents represented diverse industries, with the highest proportion from the **retail sector (26.7%)**, followed by **manufacturing (23.3%)**, **information technology**

(20.0%), **financial services (16.7%)**, and **healthcare (13.3%)**. Regarding work experience, **36.7%** had **5–10 years** of experience, **31.7%** had less than five years, **20.0%** had 11–15 years, and **11.6%** had more than 15 years of experience. Overall, the demographic distribution indicates that the sample comprised experienced and educated marketing professionals from diverse business sectors in Mysore District, making it suitable for examining the role of Artificial Intelligence in marketing practices.

Objective 1: To examine the extent of adoption of Artificial Intelligence in marketing practices among business organizations in Mysore District

H0: Artificial Intelligence has no significant role in the adoption of marketing practices among business organizations in Mysore District.

H1: Artificial Intelligence has a significant role in the adoption of marketing practices among business organizations in Mysore District.

Table 4.2: Descriptive Statistics on the Adoption of Artificial Intelligence in Marketing (N = 120)

Variable	N	Mean	Std. Deviation	Rank
AI improves customer targeting and segmentation	120	4.32	0.64	3
AI enhances personalized marketing campaigns	120	4.41	0.59	1
AI supports effective customer relationship management	120	4.28	0.67	4
AI improves marketing decision-making	120	4.36	0.61	2
AI increases marketing efficiency and productivity	120	4.24	0.70	5
Overall Mean	120	4.32	0.64	

Source: Computed primary data through SPSS.

Table 4.2 indicates that respondents perceived a high level of adoption of Artificial Intelligence in marketing practices among business organizations in

Mysore District, with an overall mean score of **4.32**. Among the selected dimensions, **AI enhances personalized marketing campaigns** received the

highest mean score ($M = 4.41$), followed by **AI improves marketing decision-making** ($M = 4.36$) and **AI improves customer targeting and segmentation** ($M = 4.32$). The findings suggest that

organizations have increasingly integrated AI technologies into their marketing activities to improve customer engagement, campaign effectiveness, and operational efficiency.

Table 4.3: One-Sample Statistics

Variable	N	Mean	Std. Deviation	Std. Error Mean
Adoption of Artificial Intelligence in Marketing	120	4.32	0.64	0.058

Source: Computed primary data through SPSS.

Table 4.4: One-Sample Test

Test Value = 3 (Neutral Value)

Variable	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower
Adoption of Artificial Intelligence in Marketing	22.76	119	0.000	1.32	1.21

Source: Computed primary data through SPSS.

A One-Sample t-test was conducted to determine whether the mean perception of Artificial Intelligence adoption in marketing practices significantly differed from the neutral test value of 3. The results revealed a mean score of **4.32** ($SD = 0.64$), which was significantly higher than the test value. The calculated **t-value was 22.76** with **119 degrees of freedom**, and the significance value was **$p = 0.000$** , which is less than the 0.05 level of significance. The mean difference of **1.32** and the positive 95% confidence interval (**1.21 to 1.43**) further confirmed that

respondents perceived AI as playing an important role in marketing practices. These findings indicate that business organizations in Mysore District have substantially adopted AI technologies for activities such as customer segmentation, personalized marketing, customer relationship management, and marketing decision-making. Therefore, the results provide strong statistical evidence that Artificial Intelligence plays a significant role in the adoption of marketing practices.

Hypothesis Testing

Hypothesis	Statistical Test	Result	Decision
H0₁: Artificial Intelligence has no significant role in the adoption of marketing practices among business organizations in Mysore District.	One-Sample t-test	$t = 22.76, p = 0.000$	Rejected
H1₁: Artificial Intelligence has a significant role in the adoption of marketing practices among business organizations in Mysore District.	One-Sample t-test	Supported	Accepted

The statistical analysis demonstrated that Artificial Intelligence has been widely adopted in marketing practices by business organizations in Mysore District. Respondents strongly agreed that AI contributes to personalized marketing, customer targeting, decision-making, and marketing efficiency. Since the significance value (**$p < 0.001$**) was below the 0.05 threshold, the null hypothesis was rejected and the alternative hypothesis was accepted, confirming that Artificial Intelligence plays a

significant role in the adoption of marketing practices.

Objective 2: To assess the impact of Artificial Intelligence on the marketing performance of business organizations in Mysore District

H0₂: Artificial Intelligence has no significant impact on the marketing performance of business organizations in Mysore District.

H1₂: Artificial Intelligence has a significant impact on the marketing performance of business organizations in Mysore District.

Table 4.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.821	0.674	0.671	0.398

Source: Computed primary data through SPSS.

Table 4.5 presents the model summary of the simple linear regression analysis. The correlation coefficient ($R = 0.821$) indicates a strong positive relationship between Artificial Intelligence and marketing performance. The coefficient of determination ($R^2 = 0.674$) reveals that **67.4%** of the variation in marketing performance is explained by Artificial Intelligence, while the remaining **32.6%** is attributed to other factors not included in the model. The adjusted R^2 value of **0.671** confirms the robustness and good explanatory power of the regression model.

Table 4.6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.456	1	38.456	242.73	0.000
Residual	18.693	118	0.158		
Total	57.149	119			

Source: Computed primary data through SPSS.

The ANOVA results indicate that the regression model is statistically significant ($F = 242.73$, $p = 0.000$). Since the significance value is less than **0.05**, the regression model provides a good fit for the data. This confirms that Artificial Intelligence significantly predicts marketing performance among business organizations in Mysore District.

Table 4.7: Coefficients

Variable	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	0.865	0.214	—	4.04	0.000
Artificial	0.789	0.051	0.821	15.58	0.000

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Source: Computed primary data through SPSS.

Table 4.7 presents the regression coefficients for the impact of Artificial Intelligence on marketing performance. The regression coefficient ($B = 0.789$) indicates that a one-unit increase in Artificial Intelligence adoption leads to an estimated **0.789-unit increase** in marketing performance. The standardized beta coefficient ($\beta = 0.821$) demonstrates a strong positive effect of Artificial Intelligence on marketing performance. The calculated **t-value (15.58)** is statistically significant at $p = 0.000$, indicating that Artificial Intelligence is a significant predictor of marketing performance. These findings suggest that organizations adopting AI technologies experience improvements in customer engagement, marketing efficiency, decision-making, campaign effectiveness, and overall business performance.

Hypothesis Testing

Hypothesis	Statistical Test	Result	Decision
H0₂: Artificial Intelligence has no significant impact on the marketing performance of business organizations in Mysore District.	Simple Linear Regression	$\beta = 0.821$, $t = 15.58$, $p = 0.000$	Rejected
H1₂: Artificial Intelligence has a significant impact on the marketing performance of business	Simple Linear Regression	Supported	Accepted

organization s in Mysore District.			
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The regression analysis demonstrated that **Artificial Intelligence has a strong and statistically significant positive impact on the marketing performance of business organizations in Mysore District**. The model explained **67.4%** of the variance in marketing performance ($R^2 = 0.674$), indicating substantial explanatory power. The positive regression coefficient ($B = 0.789$) and standardized beta ($\beta = 0.821$) confirmed that increased adoption of AI technologies significantly enhances marketing outcomes, including customer targeting, personalized campaigns, operational efficiency, and decision-making. As the significance level ($p = 0.000$) was below the 0.05 threshold, the null hypothesis was rejected and the alternative hypothesis was accepted, concluding that Artificial Intelligence significantly improves the marketing performance of business organizations in Mysore District.

Major Findings:

The study found that Artificial Intelligence (AI) has been widely adopted in the marketing practices of business organizations in Mysore District. The respondents expressed a high level of agreement that AI enhances customer targeting, personalized marketing, customer relationship management, marketing decision-making, and overall operational efficiency. The One-Sample t-test confirmed that AI plays a significant role in the adoption of marketing practices, leading to the rejection of the null hypothesis. Furthermore, the Simple Linear Regression analysis revealed that AI has a strong and statistically significant positive impact on marketing performance. The regression model explained a substantial proportion of the variation in marketing performance, indicating that organizations adopting AI technologies experienced improvements in customer engagement, campaign effectiveness, sales performance, and competitive advantage.

Suggestions:

Business organizations should continue to invest in Artificial Intelligence technologies to strengthen their marketing capabilities and improve organizational performance. Companies should provide regular training and skill development programs to marketing professionals to enhance their ability to effectively

utilize AI-based tools and analytics. Organizations should focus on integrating AI with customer relationship management systems, predictive analytics, and personalized marketing strategies to improve customer satisfaction and loyalty. Small and medium enterprises should be encouraged to adopt affordable AI solutions through government support, financial incentives, and awareness programs. Additionally, organizations should ensure ethical AI practices by maintaining data privacy, transparency, and compliance with relevant regulations to build customer trust and sustain long-term business growth.

Conclusion:

The study concluded that Artificial Intelligence has become an indispensable component of modern marketing practices among business organizations in Mysore District. The empirical findings demonstrated that AI significantly contributes to the adoption of advanced marketing practices and positively influences marketing performance. AI-enabled applications such as customer segmentation, personalized promotions, predictive analytics, and automated decision-making have enhanced organizational efficiency and customer engagement. The statistical evidence confirmed that organizations leveraging AI gain a competitive advantage through improved marketing effectiveness and business performance. Therefore, the integration of Artificial Intelligence into marketing strategies is essential for organizations seeking sustainable growth and long-term success in an increasingly digital business environment.

Limitations of the Study:

The study was limited to business organizations located in Mysore District, which may restrict the generalizability of the findings to other regions or industries. The research relied on primary data collected through a structured questionnaire, and the responses were based on the perceptions of the respondents, which may involve subjective bias. The sample size of 120 respondents, although adequate for statistical analysis, may not fully represent all business organizations in the district. The study focused primarily on the role and impact of Artificial Intelligence in marketing and did not consider other organizational or technological factors that could influence marketing performance. Additionally, the cross-sectional nature of the study captured

respondents' opinions at a single point in time and did not examine changes in AI adoption and marketing performance over an extended period.

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