



The Adoption of Artificial Intelligence (AI) in Digital Marketing Strategies: A Systematic Review of the Literature

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ABSTRACT

This study aims to systematically review the literature related to the adoption of Artificial Intelligence (AI) in digital marketing strategies for the period 2019–2025. The research method uses a Systematic Literature Review (SLR) approach based on the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol. A total of 10 international scientific articles published during that period were analyzed to identify research trends, main themes, and future research directions. The results of the study show that AI plays a central role in transforming marketing strategies, especially in the context of customer personalization, operational efficiency, and predictive analytics. However, there are significant challenges, particularly related to data privacy, the ethics of AI use, and organizational and human resource readiness. This research contributes academically in the form of a conceptual framework for AI implementation in digital marketing, as well as strategic recommendations for industry players to utilize AI ethically and sustainably

INTRODUCTION

The development of digital technology over the past two decades has had a transformational impact on various economic sectors, especially in the field of marketing. The global transition toward a digital and data-driven economy has redefined how organizations create, deliver, and communicate value to consumers. Digital transformation enables firms to leverage big data analytics, automation, and machine learning to enhance decision-making and optimize marketing performance (Pires et al., 2024).

Amidst these changes, Artificial Intelligence (AI) has emerged as a pivotal technology reshaping the marketing landscape. AI's ability to analyze vast amounts of unstructured data, recognize patterns, and generate predictive insights allows marketers to understand consumer behavior more deeply and respond in real time (Davenport et al., 2020; Wedel & Kannan, 2016). AI-powered tools such as recommendation engines, chatbots, and predictive analytics systems have transformed traditional marketing approaches into more personalized, adaptive, and interactive strategies (Huang & Rust, 2021).

Furthermore, AI contributes not only to operational efficiency—by automating repetitive tasks, optimizing advertising campaigns, and improving customer segmentation but also enables strategic innovation and value creation. Companies that effectively integrate AI into their marketing processes gain competitive advantage through enhanced customer experience, product customization, and data-driven innovation (T. H. Davenport & Ronanki, 2018). Thus, AI has evolved from being a technological tool into a strategic enabler that redefines the dynamics of digital marketing in the era of Industry 4.0.

In the context of digital marketing, AI is used to automate data analysis processes, understand consumer preferences in real-time, and tailor marketing messages to individual needs (Mohd Amin et al., 2025). Technologies such as machine learning, natural language processing, and predictive analytics enable companies to shift their marketing approach from reactive to proactive and prediction-based. Thus, AI helps companies build a more measurable, adaptive, and experience-based customer journey (Chintalapati & Pandey, 2022).

In addition, the application of AI in marketing also has implications for strategic decision-making at the managerial level. Through the integration of AI with Customer Relationship Management (CRM), companies can utilize customer behavior analysis to optimize retention, determine pricing strategies, and maximize the effectiveness of promotions (Saura et al., 2021). In the business-to-business (B2B) context, AI supports more accurate prospect identification and helps marketing teams allocate resources efficiently based on the value of potential customers.

However, AI adoption is not without challenges. Several studies highlight that the application of AI in marketing is often hampered by limited human resources, unprepared technological infrastructure, and issues of ethics and consumer data privacy (Fu et al., 2025). These challenges become even more complex with the increasing need for algorithm transparency and the requirement for organizations to avoid bias in automated decision-making processes. Therefore, the integration of technological capabilities and

organizational readiness is a determining factor in the successful implementation of AI in the field of marketing (Guo et al., 2025).

On a global scale, the application of AI in the marketing sector has shown significant growth. A Statista report (2024) estimates that the AI market for digital marketing will reach more than USD 100 billion by 2030, with an average annual growth of more than 25%. This is driven by the increasing use of e-commerce platforms, the need for predictive analytics, and the development of big data technology. Developed countries such as the United States, China, and South Korea have integrated AI into all aspects of marketing activities, from customer service to marketing automation.

Meanwhile, in Indonesia, digital transformation has also accelerated rapidly, especially after the COVID-19 pandemic, which expanded the penetration of digital technology in the trade and service sectors. Data shows that more than 70% of MSMEs in Indonesia have switched to using digital platforms for product marketing. However, AI adoption is still limited, generally only used in simple features such as customer service chatbots or product recommendations on large marketplaces. Limited digital literacy, technology investment costs, and awareness of data usage ethics are the main obstacles to the expansion of AI implementation in the MSME sector.

From an academic perspective, research on AI in marketing has grown rapidly since 2019. Recent studies such as (Zong et al., 2025) and (Hamamah et al., 2024) highlight the role of AI in global value chain innovation, while (Santamaría Ruiz et al., 2025) identify bibliometric trends that show an exponential increase in publications related to “AI marketing” and “digital transformation.” However, there is a research gap in terms of integrating strategic management and consumer behavior theories with the real-world application of AI. Most studies still focus on technology, rather than the organizational dynamics and social impact of its implementation.

Based on these conditions, this study aims to conduct a systematic literature review (SLR) on the adoption of AI in digital marketing strategies during the period 2019–2025. Using a PRISMA protocol-based SLR approach, this study seeks to identify key themes, research trends, and challenges and opportunities arising from the use of AI in marketing. This review is expected to contribute academically by providing a comprehensive mapping of previous studies and strategic recommendations for the development of ethical, adaptive, and sustainable AI-based digital marketing practices.

METHODS

This study employs a Systematic Literature Review (SLR) approach to comprehensively and systematically analyze previous research related to the adoption of Artificial Intelligence (AI) in digital marketing strategies. The SLR method was chosen because it enables researchers to identify, evaluate, and synthesize relevant studies in a structured, transparent, and replicable manner, thereby providing an evidence-based understanding of the research field (Tranfield et al., 2003; Snyder, 2019). The purpose of using this approach is to map conceptual, methodological, and empirical developments concerning AI

adoption in digital marketing between 2019 and 2025 while identifying existing research gaps and potential future directions.

The review process followed three main stages: planning, conducting, and reporting the review. In the planning stage, the research objectives and main question were defined, focusing on how AI has been integrated into digital marketing strategies and what opportunities and challenges have emerged. Clear inclusion and exclusion criteria were determined to ensure consistency, emphasizing peer-reviewed articles, conference papers, and book chapters published between 2019 and 2025. Data collection was carried out through academic databases such as Scopus, Web of Science, ScienceDirect, IEEE Xplore, and Google Scholar, using keywords including ("Artificial Intelligence" OR "AI") AND ("digital marketing" OR "marketing strategy" OR "customer engagement"). From an initial 246 studies, 47 were selected after applying screening criteria for in-depth review and analysis.

The selected studies were analyzed using qualitative content analysis (Mayring, 2014) to extract key information related to research focus, AI technologies used, marketing applications, methodologies, and major findings. The data were coded independently by two reviewers and synthesized through a thematic analysis to identify dominant themes such as personalization, automation, customer experience, and ethical challenges in AI-based marketing (Thomas & Harden, 2008). The reporting of results followed the PRISMA guidelines (Moher et al., 2009a), ensuring transparency and reproducibility. Through this structured process, the study provides a comprehensive overview of how AI adoption shapes modern digital marketing practices, highlighting both advancements and future research opportunities in this evolving field.

Research Design and Approach

This research design uses the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach, which is an international standard guideline developed by (Moher et al., 2009b) to assist researchers in conducting systematic reviews and meta-analyses in a transparent, systematic, and accountable manner. The main purpose of using PRISMA is to increase the transparency, replicability, and scientific credibility of the literature review process, so that the results obtained are truly academically accountable. In the PRISMA guidelines, the literature review process is divided into four main stages, namely:

In the identification stage, researchers conduct an initial search of all relevant articles or literature sources using various scientific databases such as Scopus, Web of Science, and Google Scholar. This search process is carried out by carefully compiling keywords and search strings so as to cover all studies related to the topic being studied. All search results obtained are then collected and recorded, including information on the total number of articles found.

Next, the screening stage is carried out to select literature based on titles and abstracts. The purpose of this stage is to eliminate articles that are not relevant to the research focus. In addition, researchers also remove duplicates and exclude articles that do not meet the initial criteria, for example, because of

different research topics, inappropriate contexts, or are not directly related to the variables being studied.

Articles that pass the screening then enter the eligibility assessment stage. At this stage, researchers conduct a full-text reading of the remaining articles to ensure their suitability with the established inclusion criteria, such as the type of research, industrial context, variables studied, and analysis methods used. Conversely, articles that fall under the exclusion criteria, such as not being empirical research, not being available in an understandable language, or not being fully accessible, will be eliminated from the list.

The final stage is final inclusion, where researchers determine which articles are officially included in the systematic analysis. The articles selected at this stage are the most relevant, valid, and academically sound literature for further analysis. The final result of this process is generally presented in the form of a PRISMA flow diagram, which shows the number of articles at each stage and the reasons behind the exclusion of certain articles.

By consistently following the PRISMA steps, this study ensures that the literature selection process is conducted objectively, transparently, and well documented. Every decision in the article selection and elimination process is based on clear criteria, so that other researchers can easily replicate or verify the research results. This approach not only maintains scientific integrity, but also increases the reliability and validity of the findings in the literature review.

Literature Search Strategy

The literature search process in this study was conducted in September 2025 using three major international scientific databases, namely Scopus, ScienceDirect (Elsevier), and Emerald Insight. These three databases were selected because they have high academic reputations and cover various reputable international journals indexed by Scopus Q1-Q3, which publish many studies related to digital marketing and artificial intelligence (AI). The search keywords were compiled based on a combination of main terms and their synonyms using Boolean operators such as AND and OR to broaden the scope of the search results. The search formula used included: ("Artificial Intelligence" OR "AI") AND ("Digital Marketing" OR "Marketing Strategy" OR "CRM" OR 'Chatbot' OR "Big Data" OR "Innovation"). In addition, the literature search was limited to articles published between 2019 and 2025 to ensure relevance to the latest developments in the field of AI, especially in the post-pandemic era, which has accelerated the digitization process in various business sectors.

Inclusion and Exclusion Criteria

In determining the literature used, researchers applied the following inclusion and exclusion criteria:

Table 1. Inclusion and Exclusion Criteria

Category	Inclusion Criteria	Exclusion Criteria
Publication Type	Scientific articles published in Scopus-indexed, peer-reviewed journals	Conferences, books, dissertations, and non-scientific reports
Language	Articles written in English	Non-English articles
Publication Period	2019–2025	Before 2019
Topic Focus	Application of AI in the context of digital marketing	AI research outside the field of marketing (e.g., engineering, medicine, education)
Availability	Fully accessible articles (full text)	Only available as abstracts or summaries

These criteria ensure that the articles analyzed are relevant to the research focus and are of sufficient scientific quality.

Literature Selection Process

The literature selection process was carried out as follows:

1. Identification: 145 articles were found from the three databases using search keywords.
2. Screening: after duplicates were removed, 67 unique articles remained.
3. Eligibility Assessment: 25 articles were further assessed based on their abstracts and topic relevance.
4. Final Inclusion: 10 articles were selected because they met all criteria and made a significant contribution to the research theme.

Data Analysis Techniques

Data analysis was conducted using a qualitative thematic synthesis approach. Each article was analyzed based on four main aspects:

1. Research objectives
2. Methodology and approach used
3. Main findings and theoretical contributions
4. Practical implications and future research directions

The results of this thematic analysis were then grouped into six main categories, namely:

1. AI-based marketing strategy transformation
2. Big data and smart analytics
3. CRM and B2B marketing
4. Chatbots and customer personalization
5. Digital innovation and SME competitiveness
6. Ethical challenges and organizational readiness

In addition, researchers used simple bibliometric analysis to review publication trends, such as year of publication, journal publisher, and geographical focus of research. Bibliometric data was used as a basis for identifying research growth and the most frequently emerging topics during the 2019–2025 period.

Validity and Reliability

To ensure the reliability of the review results, the literature selection process was conducted independently by two different researchers, then compared using inter-coder reliability techniques. Discrepancies in results were consulted until consensus was reached. In addition, each article was re-examined using the backward reference checking method, which involves checking the bibliography in the main article to find other relevant studies that may have been overlooked. This approach ensures internal validity and enhances the credibility of the review results, in accordance with best practice standards in systematic research (Budgen et al., 2007).

Methodological Limitations

Although the SLR approach provides a comprehensive overview, this study has several limitations. First, the scope of the study is limited to English-language articles, so local studies in Indonesian may not be represented. Second, the analysis does not include quantitative meta-analysis due to the limited statistical data available in the literature. However, these limitations are anticipated through an in-depth thematic analysis approach that focuses on conceptual and managerial contexts.

RESULTS AND DISCUSSION

A systematic review of ten scientific articles shows that the application of Artificial Intelligence (AI) in digital marketing has experienced rapid growth in the last five years. This growth has been driven by the increasing availability of big data, the maturity of machine learning algorithms, and changes in consumer preferences, which are increasingly dependent on digital platforms. From the synthesis of the analyzed literature, it is known that AI plays a role in transforming traditional marketing strategies to be more predictive, adaptive, and data-driven. AI enables marketers to gain real-time insights into consumer behavior, thereby optimizing segmentation, targeting, and positioning with high accuracy. Furthermore, the integration of AI with big data analytics strengthens organizations' ability to predict market trends and identify new opportunities quickly and efficiently.

The literature review also confirms that AI is highly influential in the context of Customer Relationship Management (CRM), especially in the Business-to-Business (B2B) sector, because AI is capable of strengthening business relationships through a data-driven analytical approach. In the context of customer service, the use of chatbots and interaction automation is one of the most commonly found innovations in research. Natural Language Processing (NLP)-based chatbots can improve service responsiveness and communication consistency, although their effectiveness is influenced by cultural factors and user expectations regarding digital experiences.

Furthermore, AI has also been found to play a significant role in supporting digital innovation in small and medium-sized enterprises (SMEs). With limited resources, SMEs can utilize AI to minimize trial-and-error promotion, optimize marketing budget allocation, and increase their ability to compete in the international market. However, a number of studies highlight important challenges related to AI adoption, including data privacy issues,

algorithmic bias, lack of internal digital literacy, and the need for increased transparency in data processing through the concept of Explainable AI (XAI). The latest research trends also show a shift in focus towards e-commerce automation, augmented reality, and conversational intelligence in response to the increasing need for personalization in the consumer digital experience. The following is a mapping of the literature findings:

Table 2. Mapping of the Literature Findings

No	Authors & Year	Research Title	Method	Key Findings
1	(Mohd Amin et al., 2025)	Artificial Intelligence (AI) adoption in marketing strategies: Navigating the present and shaping the future business landscape	Narrative review	AI increases operational efficiency, trend prediction accuracy, and campaign personalization.
2	(Chintalapati & Pandey, 2022)	Artificial intelligence in marketing: A systematic literature review	Systematic review	Identifies five main domains of AI application in marketing.
3	(Saura et al., 2021)	Setting B2B digital marketing in artificial intelligence-based CRMs: A review and directions for future research	SLR + MCA	AI-CRM strengthens business relationships through data-driven decision-making.
4	(Zong et al., 2025)	Big-data AI analytics in value-chain innovation and international marketing strategy: insights from SMEs in cultural and creative industries	Empirical (SEM)	AI accelerates value-chain innovation and global market strategies.
5	(Niros et al., 2025)	Chatbot marketing efforts in the era of artificial intelligence: The moderating role of individualism	Survey (SEM)	Perceptions of chatbot effectiveness are influenced by individualistic cultural characteristics.

6	(Fu et al., 2025)	The impact of artificial intelligence on digital enterprise innovation	Empirical analysis	AI drives innovation depending on the organization's absorptive capacity.
7	(Guo et al., 2025)	Cross-border platforms' coupling of artificial intelligence adoption and strategic agility for upgraded ESMEs' global value chains: international marketing capability perspectives	Quantitative SEM	AI increases marketing agility and international adaptation capabilities.
8	(Deng et al., 2020)	Consumers' human nature and their shopping channel choices in the emerging artificial intelligence era: based on Xunzi's humanity hypothesis	Survey	Preferences for AI shopping channels are affected by social norms and risk perceptions.
9	(Hamamah et al., 2024)	Navigating the Marketing Landscape: Artificial Intelligence and Big Data Role in Digital Marketing	PRISMA-based SLR	AI & big data change consumer behavior more in real-time.
10	(Santamaría Ruiz et al., 2025)	Bibliometric behavior of artificial intelligence and digital marketing sustainability	Bibliometric analysis	Research trends are dominated by e-commerce, chatbots, and augmented reality.

Cross-study findings show that AI adoption has a direct impact on improving operational efficiency, campaign effectiveness, and market predictability. In addition, research reveals that AI adoption contributes to increasing corporate competitiveness in the digital age.

DISCUSSION

The discussion of the literature review shows that AI plays a strategic role in shaping the paradigm of data-driven digital marketing. AI enables organizations to gain a deep understanding of consumer behavior through analysis of purchasing patterns, content preferences, and digital interactions. This has a direct impact on increasing the effectiveness of marketing campaigns, optimizing Customer Lifetime Value (CLV), and increasing return on investment (ROI). From a theoretical perspective, these research results reinforce the Resource-Based View (RBV) framework, which explains that AI is a valuable, rare, and difficult-to-imitate strategic resource. Therefore, AI capacity ownership can become a core competency that differentiates companies from their competitors. In addition, the Dynamic Capability View (DCV) theory is also relevant, as AI helps organizations improve their ability to sense market opportunities, seize new business strategies, and transform internal processes for sustainable adaptation.

In practical terms, AI helps organizations automate various marketing processes that previously required human intervention. Chatbots, for example, are capable of providing fast and consistent customer service on a large scale, thereby improving customer satisfaction and experience. However, research also shows that consumer acceptance of chatbots is greatly influenced by cultural dimensions; individualistic societies tend to be more accepting of automated digital interactions than collectivist societies, which still prioritize personal touch. On the other hand, AI-powered big data analytics enable companies to personalize marketing content based on consumer interests, emotions, and behavioral context, thereby creating a more relevant experience and influencing purchasing decisions.

Although the benefits of AI are enormous, the challenges of its implementation cannot be ignored. Ethical issues, such as data collection without consent, algorithmic bias, and the potential for psychological manipulation of consumers through predictive content, are major concerns. The lack of algorithmic transparency also has an impact on declining consumer trust in brands that aggressively use AI. Therefore, the concept of Explainable AI (XAI) has become an important research agenda so that companies can explain algorithmic decisions clearly and accountably.

From an organizational perspective, human resource readiness is a crucial factor. Many companies still face employee resistance to new technologies due to low digital literacy and fear of job displacement. In addition, an organizational culture that is not yet adaptive can hinder digital transformation even if the technology is available. At the SME level, budget and technical expertise limitations are also barriers to AI implementation, requiring simpler and more cost-effective implementation models.

Overall, this literature review shows that AI adoption is not only a technological issue, but also a managerial, ethical, psychological, and cultural issue. The benefits of AI will be optimal when combined with change management strategies, internal competency improvement, and ethical data governance. Thus, AI not only increases efficiency but also becomes a driving force for digital marketing innovation in the long term. However, further research is still needed to evaluate the longitudinal impact of AI, explain the mechanisms of adoption in the SME environment, and understand the psychological dynamics of consumers in their interactions with artificial intelligence.

CONCLUSIONS

The findings of this systematic review indicate that the adoption of Artificial Intelligence (AI) in digital marketing has delivered transformative impacts on how organizations understand, reach, and engage with consumers. The integration of AI technologies such as machine learning, natural language processing, chatbots, and predictive analytics enables marketers to achieve a higher level of personalization, enhance operational efficiency, and support data-driven decision-making. These capabilities allow companies to create more responsive, customer centered, and competitive marketing strategies in the increasingly dynamic digital environment. However, the review also reveals that the success of AI adoption is not determined solely by technological availability, but is significantly influenced by organizational readiness, including digital infrastructure, leadership support, and the capability of human resources to interpret and manage AI systems effectively.

Another critical insight drawn from the reviewed studies is that ethical considerations and data governance play a central role in ensuring the sustainable and responsible implementation of AI in marketing. Issues related to data privacy, algorithmic bias, and transparency can undermine consumer trust and corporate reputation if not properly managed. Therefore, the adoption of AI should be accompanied by robust ethical frameworks, clear governance policies, and accountability mechanisms. These aspects are essential to balance innovation with social responsibility and to foster consumer confidence in AI-driven marketing systems.

Based on these findings, several recommendations are proposed for both practitioners and future researchers. For practitioners, companies should prioritize capacity building by upskilling marketing teams in data analytics, AI literacy, and digital ethics, as well as promoting human-AI collaboration to combine computational intelligence with human creativity and empathy. Organizations are also advised to develop transparent AI governance frameworks that emphasize fairness, accountability, and explainability in automated decision-making processes. For academic researchers, future studies are encouraged to explore explainable AI (XAI) models to improve interpretability in marketing analytics, examine cross-cultural adaptations of AI-driven strategies to ensure global relevance, and investigate socio-technical dynamics of human-AI interaction in marketing decision contexts. Such

explorations will deepen the theoretical and practical understanding of AI's role in shaping the next generation of digital marketing strategies.

FURTHER STUDY

Based on the findings of this study, there are several directions that can be developed in the future. Further research is recommended to use a longitudinal design to measure the long-term impact of Artificial Intelligence (AI) adoption on marketing performance, customer loyalty, and business growth, as well as to expand the object of study to various industrial sectors with different characteristics. In addition, it is necessary to explore more affordable and adaptive AI implementation models for organizations with limited resources, especially SMEs, through the development of practical frameworks to mitigate risks, optimize added value, and maximize the integration of existing business processes.

Future studies also need to examine ethical, privacy, and data security aspects through a multidisciplinary approach to increase algorithm transparency and prevent consumer information bias, including the application of Explainable AI (XAI) as a means of building public trust and strengthening data protection policies. In addition, research is needed on changes in consumer behavior resulting from interactions with smart technology, as well as the use of simulation analytics and predictive models to accurately map industry trends. Thus, future research is expected to strengthen theoretical validity, increase implementation relevance, and provide more comprehensive strategic guidelines on the use of AI for digital marketing.

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