

Studies in Systems, Decision and Control 487

Allam Hamdan
Esra Saleh Aldhaen *Editors*

Artificial Intelligence and Transforming Digital Marketing

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Allam Hamdan · Esra Saleh Aldhaen
Editors

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Editors

Allam Hamdan
College of Business and Finance
Ahlia University
Manama, Bahrain

Esra Saleh Aldhaen
Department of Management and Marketing
Ahlia University
Manama, Bahrain

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Foreword

The emergence of digital marketing has changed the way people interact and communicate across the globe using Internet and specialized digital communication supported by technological advancements. One type of such advancements is artificial intelligence (AI), a supportive technological agent that plays an important role in digital marketing. It is used by most of businesses as an effective tool to interact and reach out to stakeholders including customers. Its benefits have gone beyond businesses to include many other fields such as education and health care. Digital marketing is now used more effectively compared with a traditional approach of marketing. Using AI in digital marketing has enhanced marketing communication where many digital tools can be connected to develop an effective communication campaign. Such technological tools include social media, email, and website. Companies that are quickly and wisely adopting such technology enjoy a good level of competitive advantage over their rivals. It is undoubtedly that AI can bring sustainability to companies adopting it where they can manage their current and future resources efficiently and contribute well to the economy and well-being of the society.

This book presents and discusses issues of digital marketing using AI for better marketing penetration, users' satisfaction and business efficiency. It covers important topics such as artificial intelligence, marketing and social media, cultural marketing, artificial intelligence and digital learning, innovation and sustainable operations, AI, banking and financial technology, tech-management in different disciplines and the role of digital marketing and governance and business ethics with AI.

Enjoy reading this book.

Prof. Muneer Al Mubarak
Professor of Management
and Marketing
Ahlia University
Manama, Bahrain

Preface

The use of artificial intelligence has become an essential part of decision-making, the wealth of data collection and data analysis enables drawing targeted audience and setting marketing strategies. The use of artificial intelligence has become vital in all aspects for instance recently AI-based applications including ChatGPT has created a serious fear at different level that AI will be taking over jobs from different fields.

The issue became more acute with the fear of humans that AI will take over jobs in the market and increase the unemployment rate on the other hand, new jobs are being created that requires more advanced skills in technology and digitalization. Several studies highlighted that AI is a potential tool to support humans to perform effectively with clear impact measures. In terms of marketing, the use of AI is proven to be the most effective considering the type of data generated to support market positioning and segmentation. However, considering the booming of AI there are still arising questions in terms of sustainability, would AI be sustainable considering lacking emotional intelligence that impacts social marketing. Other questions and issues are still a challenge for instance there are several ethical standards that need to be considered while using AI specifically while transforming from normal marketing to digital marketing that requires customer preservation of data as per the data protection acts. Therefore, this book provides an insight on future studies that support the integration of AI towards the use of digitalization and transformation of marketing strategies including and restricted to marketing but also managing aspects of AI and the use of digitalization towards transformation. The book aims to attract researchers globally to generate research outcomes that support the digital transformation and the use of AI towards transformation of digital marketing that could make a difference. The outcome of this research outcomes will support researchers and policymakers to have insights on different methods to be adopted to use AI effectively and support sustainability.

This book includes one hundred chapters. All of the chapters have been evaluated by the editorial board and reviewed based on double-blind peer review system by at least two reviewers.

The chapters of the book are divided into five main parts:

- I. Artificial Intelligence, Marketing and Social Media.
- II. Cultural Marketing, Artificial Intelligence and Digital Learning, Innovation and Sustainable Operations.
- III. AI, Banking and Financial Technology.
- IV. Tech-Management in Different Disciplines and the Role of Digital Marketing.
- V. Governance and Business Ethics with AI.

The chapters of this book present a selection of high-quality research on the theoretical and practical levels, which ground the uses of AI in marketing, business, health care, media, education and other vital areas. We hope that the contribution of this book will be at the academic level and decision-makers in the various economic and executive levels.

Manama, Bahrain

Allam Hamdan
Esra Saleh Aldhaen

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