

Innovative Practices in Commerce, Management and Technology



Editors :
Dr. K. UMADEVI
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INNOVATIVE PRACTICES IN COMMERCE, MANAGEMENT AND TECHNOLOGY

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WHEN MACHINE INTELLIGENCE AND HUMAN INTELLIGENCE JOINTS HANDS TOGETHER A MARKETING PERSPECTIVE

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ABSTRACT

We are living in the era where machine and humans are collaborated to perform tasks and get things done. This paper focuses on marketing perspective of AI. This paper evaluates various functions performed by AI in Marketing and real-life applications of AI in Business. This paper is based on various data collected from secondary sources like journals, research articles, published books, eminent websites etc. It is qualitative in nature. This paper depicts that Artificial Intelligence changing the way marketing functions. There arises a new trend called Artificial Intelligence Marketing (AIM). To thrive in the contemporary business world, Marketers should have to adopt new operational strategies related to AI and rewrite their functionalities.

Keywords: Artificial Intelligence, Marketing, Marketing functions, AIM, Marketing strategies.

Introduction

To many, AI in advertising and marketing may appear to be science fiction than reality, but actually they are no longer a far-fetched concept; it's established now. As per Salesforce, only 29% of advertising professionals employed AI in 2018, but that number reached to rise by 84% by 2020. According to IDC, by the end of 2021 global investment on artificial intelligence hardware, software, and services is expected to reach \$340 billion (NORRIS, n.d.). Interactions with technologically advanced Artificial Intelligence (AI) marketers are becoming more common. It's getting more normal to rely on rational frameworks to boost human talents, from chatbots