

Contents

| | |
|--|------|
| <i>List of Figures</i> | vii |
| <i>List of Tables</i> | viii |
| <i>Contributors' bios</i> | ix |
| PART I | |
| Overview of AI | 1 |
| 1 Introduction to artificial intelligence (AI): Definition and scope of AI | 3 |
| DUNG LE (JENNY), KYUNGHWA CHUNG, SARA QUACH, AND PARK THAICHON | |
| 2 The growth of marketing research in artificial intelligence (AI): Topic popularity | 18 |
| PARK THAICHON AND SARA QUACH | |
| 3 Types of artificial intelligence (AI) in marketing management | 29 |
| KYUNGHWA CHUNG, DUNG LE (JENNY), PARK THAICHON, AND SARA QUACH | |
| 4 A framework of artificial intelligence (AI) applications in marketing | 41 |
| DUNG LE (JENNY), KYUNGHWA CHUNG, SARA QUACH, AND PARK THAICHON | |

| | |
|--|-----|
| PART II | |
| AI and its implications in the new age of marketing management | 53 |
| 5 New developments in artificial intelligence (AI)-powered products in marketing | 55 |
| MOJTABA BARARI, SARA QUACH, AND PARK THAICHON | |
| 6 Artificial intelligence (AI)-driven services: Communication support, assistance for decision-making, and enhanced customer experience service | 76 |
| MAI NGUYEN, YING CHEN, THANH HUONG NGUYEN, SARA SHAWKY HABASHI, SARA QUACH, AND PARK THAICHON | |
| 7 Artificial intelligence (AI)-integrated operation; insights into supply chain management | 96 |
| ALI RAZZAQ, SARA QUACH, AND PARK THAICHON | |
| 8 Artificial intelligence (AI)-based market intelligence and customer insights | 120 |
| NIRMA SADAMALI JAYAWARDENA, ABHISHEK BEHL, PARK THAICHON, AND SARA QUACH | |
| 9 Artificial intelligence (AI)-empowered customer relationship management | 142 |
| YI BU, SARA QUACH, AND PARK THAICHON | |
| PART III | |
| Challenges and opportunities of AI | 161 |
| 10 Data privacy and artificial intelligence (AI): How AI collects data and its impact on data privacy | 163 |
| LARS-ERIK CASPER FERM, SARA QUACH, AND PARK THAICHON | |
| 11 Solutions to artificial intelligence (AI) and privacy: How AI uses data and its accompanying privacy issues | 175 |
| LARS-ERIK CASPER FERM, PARK THAICHON, AND SARA QUACH | |
| <i>Index</i> | 197 |